

# S.M.A.R.T. Goals to be Achieved by the McFarland DEI Committee

**S**

## SPECIFIC

What goal do you want to accomplish?

**M**

## MEASUREABLE

What are the milestones to accomplish the goal?

**A**

## ATTAINABLE

How can this goal be accomplished?

**R**

## RELEVANT

Does this goal align with the company objective?

**T**

## TIME-BASED

When is the deadline for this goal?



## Event Development

- Guest Speaker/Program Development (2)
- Community Space (3)
- Land Acknowledgement (4)

## Improve Staff Support

- Explore Resource Allocation (5)
- Develop Data Collection on Applicable Demographics (6)
- Recruitment/Staffing (7)
- Training Program (8)

# Initial Goal: Event Development – Guest Speaker/Program Development

**S**

## SPECIFIC

What goal do you want to accomplish?

The DEI Committee will work with the Village Board to develop and implement programs that celebrate diversity within the Community.

The DEI Committee will collaborate with the Library, School District, and applicable community groups on program development within the for Village.

**M**

## MEASUREABLE

What are the milestones to accomplish the goal?

Community events that acknowledge and celebrate events such as but not limited to Juneteenth, Latino Heritage Month, Black History Month, Women's History Month, etc...

**A**

## ATTAINABLE

How can this goal be accomplished?

DEI Committee will review opportunities for guest speakers and program development through the quarterly review of planned recognition within the Community Calendar.

**R**

## RELEVANT

Does this goal to align with the company objective?

The DEI Committee already works to provide recognition throughout the year to various groups, issues, causes, etc. that can become part of the educational of the group.

**T**

## TIME-BASED

When is the deadline for this goal?

Community events will be developed and implemented by June of 2023 and will be ongoing.

### Additional discussion notes from DEI Committee meeting 8/15/22

Working with school district to connect; McFarland Equity Project (MEP); supplement with budget; space-school district offers the largest space; library programming; figuring out what's already here, though implementing new; celebrating EVERYONE within the community; participating in parades to show we are an inclusive community; who's already within the McFarland Community that we can work with? How can we move away from the "McFarland stereotype?"

# Initial Goal: Event Development – Community Space

**S**

## SPECIFIC

What goal do you want to accomplish?

The DEI Committee will create opportunities for community dialogue and discussion.

The DEI Committee will collaborate with the Library, School District, and applicable Community partners to develop and implement community roundtables.

**M**

## MEASUREABLE

What are the milestones to accomplish the goal?

In person and virtual community roundtables.

Annual schedules, topics for discussion and agendas for in person and virtual roundtable.

Goal is to hold one Community Space roundtable event per year.

**A**

## ATTAINABLE

How can this goal be accomplished?

DEI Committee in partnership with the Village Board and Staff will work through existing events or consider new events.

Opportunities for inclusion within existing events include Community Service Day, Winter Wonderland in the Village, and/or McFarland Community Festival.

**R**

## RELEVANT

Does this goal align with the company objective?

Provides opportunity to bring people together in a social setting to talk about what is important to them within the community.

**T**

## TIME-BASED

When is the deadline for this goal?

Community Roundtables will be developed and implemented by the fall of 2022.

## Additional discussion notes from DEI Committee meeting 8/15/22

Generational roundtable; Involving MEP, School leaders for canvassing folks to get involved; "speed dating"; Human library; church monthly meals/Shared Table; food and music brings people together!; take advantage of the gazebo; make sure that we get to the root of the conversation (policy; how people are impacted by these); trying various neighborhoods/parks.

# Initial Goal: Event Development – Land Acknowledgement

**S**

## SPECIFIC

What goal do you want to accomplish?

The Village of McFarland will complete a land acknowledgement by Indigenous Peoples' Day (Monday, October 9, 2023).

**M**

## MEASUREABLE

What are the milestones to accomplish the goal?

The land acknowledgement is annual.

Community members become increasingly aware of Indigenous Persons Day in October.

**A**

## ATTAINABLE

How can this goal be accomplished?

Village Staff in partnership with Community Partners and the DEI Committee have had preliminary discussions on this action with planning ongoing.

**R**

## RELEVANT

Does this goal align with the company objective?

Request originated from within the community.

Has purpose and respect within the Native American community.

**T**

## TIME-BASED

When is the deadline for this goal?

October of 2023 will be the launch and annual recognition thereafter.

### Additional discussion notes from DEI Committee meeting 8/15/22

Policy/procedure versus educational; Sustainability & Natural Resources Committee conjunction; historical society?; recognition at Village/public buildings (ex: MKE Public Museum) of the land and how it was occupied; acknowledge before meetings? Have Village provide information on what has already been done.

# Initial Goal: Improve Staff Support – Explore Resource Allocation

**S**

## SPECIFIC

What goal do you want to accomplish?

Continue resource allocations to support DEI work in the Village.

**M**

## MEASUREABLE

What are the milestones to accomplish the goal?

Village Staff is able to track allocations within the budget process in line with the goals and objectives of this plan.

Resources allocated will be used in alignment with the Mission and Vision of the Village as well as these goals and objectives for diversity, equity, and inclusion.

**A**

## ATTAINABLE

How can this goal be accomplished?

Recommendations regarding the allocation of resources to support diversity, equity, and inclusion may be made to the Village Board by the DEI Committee and/or Village Staff as is applicable and appropriate.

**R**

## RELEVANT

Does this goal align with the company objective?

Resource allocation for diversity, equity, and inclusion supports the action steps of this plan for our goals and objectives.

**T**

## TIME-BASED

When is the deadline for this goal?

Six to twelve months to develop and implement protocols that support equitable decision making in the budget process.

### Additional discussion notes from DEI Committee meeting 8/15/22

Line item(s) for budget (DEI Committee/staff)? Trainings.

# Initial Goal: Improve Staff Support – Develop Data Collection on Applicable Demographics

**S**  
**SPECIFIC**  
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**MEASUREABLE**  
What are the milestones to accomplish the goal?

**A**  
**ATTAINABLE**  
How can this goal be accomplished?

**R**  
**RELEVANT**  
Does this goal align with the company objective?

**T**  
**TIME-BASED**  
When is the deadline for this goal?

The DEI Committee will utilize the equity audit to maintain and update demographic data in the Village.

Village departments will use equity audit data to inform areas of growth and track impact of diversity, equity, and inclusion initiatives.

Maintain and update equity audit, review at least annually.

Community partnerships (YWCA, Anesis, etc...)

Continuing to review key data points in the community can help to guide Village services and our efforts to enhance diversity, equity, and inclusion.

Fall of 2022 and annually thereafter.

## Additional discussion notes from DEI Committee meeting 8/15/22

Staff reports.

# Initial Goal: Improve Staff Support – Recruitment/Staffing

**S**

## SPECIFIC

What goal do you want to accomplish?

**M**

## MEASUREABLE

What are the milestones to accomplish the goal?

**A**

## ATTAINABLE

How can this goal be accomplished?

**R**

## RELEVANT

Does this goal align with the company objective?

**T**

## TIME-BASED

When is the deadline for this goal?

The Village of McFarland will review its employment policies to ensure plans for recruitment, hiring, and retention reflect values of diversity, equity, and inclusion.

Consider collection of demographic data in recruitment/staffing to measure effectiveness of policy changes related to diversity, equity, and inclusion.

Conduct revisions to employment policies to take into consideration applicable elements of diversity, equity, and inclusion.

Build partnerships within the Community to provide open position networks.

Process overseen by Village Staff in line with policies and recruitments led by applicable Village departments.

Actions within recruitment to reflect diversity, equity, and inclusion align with the Mission and Vision of the Village.

Helps to build a diverse work force that is knowledgeable regarding equity and inclusion within the organization/community.

Completion of policy updates scheduled by December of 2022 for implementation in 2023.

## Additional discussion notes from DEI Committee meeting 8/15/22

Performative versus actual; job descriptions versus interview.

# Initial Goal: Improve Staff Support – Training Program

**S**

## SPECIFIC

What goal do you want to accomplish?

The Village of McFarland will develop and implement a DEI professional learning plan to support the growth of Village staff.

**M**

## MEASUREABLE

What are the milestones to accomplish the goal?

The Village will commit resources to support DEI professional learning for Village staff.

Village will schedule DEI professional learning for staff at least annually.

**A**

## ATTAINABLE

How can this goal be accomplished?

Village Staff will be working to prepare a training program for the Village that is system wide and includes aspects of diversity, equity, and inclusion.

**R**

## RELEVANT

Does this goal align with the company objective?

Topics of diversity, equity, and inclusion are important to the continued growth and development of staff to fulfill the Mission and Vision of the Village.

Core development within these skill sets help broaden and improve outreach within the community.

**T**

## TIME-BASED

When is the deadline for this goal?

Work on developing the training program by December of 2022 for implementation in 2023.

## Additional discussion notes from DEI Committee meeting 8/15/22

Credible sources for free are out there; GARE resources; trickle down effect.