Discussion Objectives

The objective of this discussion is to share and exchange information in advance of potential regulatory changes to diversity plan requirements in light of diversity data.
Current Requirements for Licensees

Application: Diversity plans to promote equity among minorities, women, veterans, people with disabilities, and people of all gender identities and sexual orientation, in the operation of the Marijuana Establishment. The plan shall outline the goals, programs, and measurements the Marijuana Establishment will pursue once licensed.

At time of renewal: Documentation demonstrating substantial effort or progress towards achieving its goals submitted as part of diversity plan.
# Demographic Comparison: Gender

<table>
<thead>
<tr>
<th>Gender Defined by Agent</th>
<th>January 10, 2020</th>
<th>October 15, 2018</th>
<th>Difference +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>2,463</td>
<td>236</td>
<td>2,200</td>
</tr>
<tr>
<td>Male</td>
<td>4,958</td>
<td>537</td>
<td>4,421</td>
</tr>
<tr>
<td>Declined to Answer</td>
<td>20</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Gender Defined by Agent</td>
<td>9</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>7,450</td>
<td>807</td>
<td></td>
</tr>
</tbody>
</table>
## Current Data
### Agent Applications | January 16, 2020
#### Demographic Comparison: Gender

<table>
<thead>
<tr>
<th>Race / Ethnicity</th>
<th>January 10, 2020</th>
<th>October 15, 2018</th>
<th>Difference +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic, Latino, or Spanish</td>
<td>471</td>
<td>57</td>
<td>414</td>
</tr>
<tr>
<td>Asian</td>
<td>86</td>
<td>12</td>
<td>74</td>
</tr>
<tr>
<td>Black or African American</td>
<td>364</td>
<td>38</td>
<td>326</td>
</tr>
<tr>
<td>White</td>
<td>5,520</td>
<td>571</td>
<td>4,949</td>
</tr>
<tr>
<td>Middles Eastern or North African</td>
<td>14</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>11</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>5</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Agent Identified as Two or More</td>
<td>142</td>
<td>10</td>
<td>132</td>
</tr>
<tr>
<td>Some other Race or Ethnicity</td>
<td>95</td>
<td>19</td>
<td>76</td>
</tr>
<tr>
<td>Declined to Answer</td>
<td>742</td>
<td>98</td>
<td>644</td>
</tr>
<tr>
<td>Total</td>
<td>7,450</td>
<td>807</td>
<td>644</td>
</tr>
</tbody>
</table>

Sorts: [Current Data](#)
Purpose

- Initial discussion of best practices and elements of an effective plan
- Opportunity to raise questions to be explored in advance of regulatory discussion
- Earlier success on diversity and inclusion means more rewarding and impactful results for the industry statewide
- Accountability for our Chapter 55 requirements for meaningful participation by minorities, women, and veterans in the regulated marijuana industry
**Benefits of Diverse and Inclusive Companies**

- Better financial performance
- More innovative
- Better-equipped to handle uncertain environments
- Reduced turnover
- Compliant with state law and regulations
A Successful Diversity Plan…

• Is not just on paper, and not just led by CEO, or by diversity experts
• Has buy-in across the company, rooted in the culture at every level and found in every project and every closed-door meeting
• Is successfully communicated to everyone in the company
• Builds confidence and trust by following through beyond hiring
• Focuses on bringing the best out of individuals so they can thrive
• Creates a sense of belonging and opportunities to grow
• Integrates skills from training to day-to-day experiences
• Is regularly evaluated through feedback and adjusted accordingly
• Requires hard work.
Elements of a Diversity Plan (1/2)

• **Goals**
  • Set quantitative goals that can be measured, *and*
  • Codify culture through an organizational statement
  • Commit to implementing and upholding your written policies

• **Measurements**
  • Workforce utilization reports
  • Employee feedback, morale, engagement, and turnover
Elements of a Diversity Plan (2/2)

• Programs
  • Weave diversity and inclusion into interview and hiring process
  • Develop a cross-functional, diversity-focused committee to frequently gather and evaluate feedback for accountability
  • Give employees training and development opportunities
  • Build cultural competency
  • Be able to articulate how the training employees receive is integrated into the everyday situations they face
  • Set and communicate clear expectations and consistent standards
  • Consider authentic communication of key values as part of branding
  • Celebrate successes
  • Create appropriate forums for open conversations
Frequently Asked Questions

• What’s the difference between a diversity plan and a plan to positively impact disproportionately harmed people?
• What if we’re located in an area that is not racially diverse?
• Why is a typo such a big deal?
• What if our pool of applicants isn’t diverse?
• What if we don’t reach our goals?