

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.

Current Data
Agent Applications | January 16, 2020
Demographic Comparison: Gender

Gender	January 10, 2020		October 15, 2018		Difference +/-	
	#	%	#	%	#	%
Female	2,463	33.1%	236	32.6%	2,200	0.47%
Male	4,958	66.6%	537	66.5%	4,421	0.01%
Declined to Answer	20	0.3%	5	0.6%	15	-0.35%
Gender Defined by Agent	9	0.1%	2	0.2%	7	-0.13%
Total	7,450	100%	807	100%		

Current Data

Agent Applications | January 16, 2020

Demographic Comparison: Gender

Race / Ethnicity	January 10, 2020		October 15, 2018		Difference +/-	
	#	%	#	%	#	%
Hispanic, Latino, or Spanish	471	6.3%	57	7.1%	414	-0.74%
Asian	86	1.2%	12	1.5%	74	-0.33%
Black or African American	364	4.9%	38	4.7%	326	0.18%
White	5,520	74.1%	571	70.8%	4,949	3.34%
Middle Eastern or North African	14	0.2%	1	0.1%	13	0.06%
American Indian or Alaska Native	11	0.1%	1	0.1%	10	0.02%
Native Hawaiian or Other Pacific Islander	5	0.1%	0	0%	5	0.07%
Agent Identified as Two or More	142	1.9%	10	1.2%	132	0.67%
Some other Race or Ethnicity	95	1.3%	19	2.4%	76	-1.08%
Declined to Answer	742	10%	98	12.1%	644	-2.18%
Total	7,450	100	807	100		

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?