Sun Prairie's DEI Journey
Jake King - Communications & Diversity Strategist
OBJECTIVE #1
WHY IT IS IMPORTANT

OBJECTIVE #2
WHAT DO I DO ONCE I HAVE MY WHY

OBJECTIVE #3
HOW DO I HELP CREATE IMPACT

SETTING THE STAGE
CONSIDER US BUT FOCUS ON YOU

KEEP IT DIRECT AND REAL

I DO NOT HAVE ALL THE ANSWERS AND WE ARE LEARNING TOO
Who am I?
The organization and community I serve
Our Organization

EMPLOYEES
285 full-time | 80 part-time

MAJOR PROJECTS
- Metro Transit Service
- Class & Compensation Study
- Branding Study
- Fire & EMS Expansion
- Weekly Recycling
- Revaluation
- Completion of Housing Study
- Equity Audit (will get to later)
The Community

POPULATION
36,653

DEMOGRAPHICS
- White/Caucasian - 80.7%
- Black or African American - 7.5%
- Asian or Asian American - 5.9%
- American Indian and Alaska Native - 0.3%
- Native Hawaiian and Pacific Islander - 0.2%
- Two or More Races - 4.8%
- Hispanic or Latino - 3.7%

SCHOOL DISTRICT
- Over 60 different languages and dialects spoken by students

Village to a city in 1958

Approx. 14,376 Households

40,830 (2030 Population Projection)
Our Story
THE WHY
Ad Hoc Steering Committee on Diversity
Dedicated position
Improved city services
DEI & Recruitment
Accomodations and Employment Ordinance
Updated Housing Discrimination Ordinance
And more...
WHAT IT HAS LED TO

(WHAT DO I DO ONCE I HAVE MY WHY)
ONCE YOU KNOW YOUR WHY

Metro Transit Service

Employee Engagement

Sun Prairie Police Chief Advisory Board

Housing Committee

Cultural History

Proclamations, Ordinances, and Resolutions
- Creation of Communio...
- Annual reporting by HR division
- Employee applicant demographics
- Retain staff
- Proclamations recognizing and honoring... 
- Proclamation honoring and celebrating 100 years of suffrage.
- Resolution opposing the deportation of Hmo Community Members.
- National Hispanic Heritage Month Proclamation
- Resolution supporting AAPI Community
- Resolution on racism and discrimination.
- Recognition of Pride Month social media engagement.
MAKING AN IMPACT

DIVERSITY, EQUITY, & INCLUSION
WHAT DOES IT MEAN FOR YOU, YOUR ORGANIZATION, AND YOUR COMMUNITY?

WHO ARE YOU SERVING?
WHO IS IN YOUR COMMUNITY AND WHAT DO THEY WANT AND NEED?

THE INVITE
HOW ARE YOU INCLUDING THEM?

YOUR ALLIES
WHO IS IN THIS WITH YOU?
WE ARE GROWING AND LEARNING TOO

- Shared understanding
- Equipping employees
- Metrics
- Ongoing learning
Equity Audit

Helps us assess where our organization is at in this work

Identifying blind spots and processes that are working against our values

Identifying current successes

Gives us insight we needed and didn’t have
Our partners to help us identify industry best practices and strategies for enhancing equity in city services and addressing inequities creating barriers to access.

Assistance in identifying workforce strategies that support DEI within our organization and defines qualities as an employer of choice.
WHAT DOES THIS MEAN FOR YOU?
JOIN US FOR OUR MONTHLY DEI CHECK-INS

Monthly
(second Friday of every month from 10 a.m. to 11 a.m.)

Online
(via Teams and I can share invite)

Informal
(open sharing and discussion about this work)