Diversity, Equity and Inclusion (DEI) Plan
March 2022

Vision

IPR is committed to a workplace that values diversity, fosters belonging, supports creativity, promotes possibility and respects all. There are many pathways in, and clear opportunities for professional growth.

In our work we champion diverse voices. We celebrate America's rich cultural diversity and tell stories that both highlight and challenge our sense of who we are as Iowans. This is reflected in the shows we air, the stories we tell and the sources we use for those stories, the music we play, the people we interview and the board and staff who make up IPR.

Definition of Diversity

Diversity is developed through bringing together lived experiences. It’s developed through seeking, understanding and sharing our core identifiers and how they intersect, and living and celebrating our lives individually and as a work community.

Diversity is represented in race and ethnicity, gender, sexual orientation, gender identity, social class, faith, age, abilities, political persuasions, immigration status, veteran status and geographic location. Diversity is represented in our upbringings, our academic and real-world learning, our family structures, our marital status and our socioeconomic status.

Resources Available

We have the ability to hire a Talent and Culture Manager
We are currently working on refreshing our strategic plan, allowing us to incorporate DEI into that plan
We can update our HR manual, and provide more clarity on job growth opportunities
We can invest in DEI training
DEI Outcomes

Outcome #1: Increase ethnic/racial diversity of staff

Actions:
- Conduct annual diversity survey of staff
- Add recruiting capacity with Talent and Culture Manager
- Increase networking in communities of color
- Test each hiring pool for diversity
- Consider using remote working opportunities and consultants as a way to jump start bringing diversity into the organization.

Measurements:
- Where applicable, managers are active participants in conferences and organizations who promote persons of color in their field
- Applicant demographic tool implemented
- Majority of searches have at least one person of color in pool
- % of staff who are persons of color mirrors Iowa population

Outcome #2: Staff see clear pathways to professional growth at IPR

Actions:
- Develop career ladders and share clear pathways for professional growth for IPR employees
- Offer professional development opportunities to all staff

Measurements:
- Org chart with steps to professional growth outlined and shared with staff
- Career ladders project implemented
- Managers have annual conversation with each staff member to identify professional development opportunities
- All IPR staff have a professional development opportunity at least once every two years

Outcome #3: IPR Develops DEI leadership in its management, board and staff

Actions:
- Identify DEI training needs organizationally and in each department
- Create budget for training and professional development needs

Measurements:
- DEI training opportunities offered in second half FY 2022
- DEI training plan created for FY 2023
- DEI training plan implemented in FY 2023
Outcome #4: Better Understand Audience Needs

Actions:
- Conduct audience research that helps us better understand needs of communities that we currently under-serve
- Develop Community Advisory Board that delivers insights and ideas from a broader cross-section of Iowans and IPR listeners

Measurements:
- Make up of Community Advisory Board reflects the diversity in Iowa
- Audience research identifies gaps in coverage and ideas for services
- Reports from Community Advisory Board meetings inform coverage and services beginning in FY 2023

Outcome #5: Increase diversity of voices on air and on-line

Actions:
- Adopt Dex (source demographic tracking system)
- Discuss workflow with stations who have already adopted Dex
- Design and adopt Dex to track race/ethnicity, gender ID, and location of each person we use in our stories and shows

Measurements:
- Track sources with Dex for six months as an organization and as individuals. Use that information to set future goals for source diversity and implement plans for improvement.

As we work on the Strategic Plan refresh, we will ask each department to discuss whether there are additional things they can/should do to realize our vision.