



**Educate. Embrace. Empower.**

# Diversity, Equality & Inclusion Committee Newsletter

Third Issue | January 2021

**Our Mission:** Educate, Embrace and Empower a workplace of Diversity, Equality and Inclusion



# Introduction to this Issue

*from Theresa Thomas, DEI Committee Chair*

Welcome to the third edition of the Diversity, Equality and Inclusion (DEI) Committee Newsletter. With this edition, we welcome a New Year and a new U.S. President. We also remember the many challenges of 2020 that made us yearn for change.

The DEI Committee remains focused on doing our part to highlight opportunities to embrace diversity and inclusion within Goodwin House. As with other organizations, we are seeing an increasing need to be intentional in our approach and always respectful of everyone's opinion. We cannot be dismissive of that which might divide us, such as race, religious beliefs or sexual identity.

To guide our actions over the next six months, we will focus our attention on these four areas that provide the greatest opportunities for diversity:

**Human Resources** – We want to be sure that the diversity of our front-line staff is reflected in upper management positions and in those involved in the decision making process.

**Marketing and Sales** – Assist with creating a plan to reach a diverse population of older adults, so that Goodwin House offers the best in care as well as a place of true and full welcome and belonging.

**Leadership** – Assist in recommending training opportunities for Senior Leadership and mid-level management on diversity and cultural sensitivity. Members of the leadership team should attend trainings as appropriate and follow up with the DEI Committee.

**Staff Engagement** – Motivate and inform staff of diversity challenges, address issues that directly impact staff members' sense of inclusion and equality within the organization and broader community. Provide forums for discussion and opportunities to celebrate our various cultures, beliefs and sexual identities.

**Questions & Feedback?** Email us any time at [DEI@goodwinhouse.org](mailto:DEI@goodwinhouse.org)

# Foster Connection & Engagement

We continue to enjoy the engagement and feedback we get from our Friday Thoughts. Sharing these inspirational insights every other week (with some special editions mixed in) is proving to be a great way to connect staff and residents so that together we continue to explore a variety of topics that celebrate diversity. We look forward to February's celebration of the Chinese New Year from the pen of Jenny Wu, and some interesting facts about African American inventors from other authors.

If you have "Friday Thoughts" that you want to share through the DEI Committee, please reach out to us and let us know. Our email address is [DEI@goodwinhouse.org](mailto:DEI@goodwinhouse.org)

## Update from Marketing & Sales

Over the course of the past year, the marketing team has been focused on ensuring that diversity is expressed in the imagery featured in materials that promote Goodwin House. The images are used in both print and digital formats.

Recently, Goodwin House at Home welcomed a new member who mentioned specifically that one reason they were drawn to Goodwin House is that they saw themselves reflected in these images.

Expressing diversity will continue to be top-of-mind for us as we develop our marketing materials. We also hope to find new ways of reaching more diverse audiences, by way of advertising or connecting with community organizations with whom we have yet to develop relationships.

## Upcoming Topics & Events

### Friday Thoughts for February

We celebrate Black History Month and the Chinese New Year

### Zoom Call

Dream Big...Sharing our Diversity Dreams for 2021 (Date to be Announced)

# Update from Human Resources

Goodwin House is committed to the growth of its staff members. It fulfills this commitment by:

- ⇒ Providing tuition assistance, creating opportunities for staff members to increase their knowledge in different areas (shadowing IT, for example).
- ⇒ Expanding current roles to include new opportunities.
- ⇒ Creating person-specific development plans.
- ⇒ Providing opportunities to expand into new positions.

As an organization that is committed to diversity, equality and inclusion, it is a goal of Goodwin House to have senior leadership members who better reflect the staff population they serve.

We heard staff share concerns that not all positions are posted. Although Goodwin House does post the vast majority of open positions, there will be times that people are moved into new roles without the position being posted. This is especially true when a role is being expanded without a new position opening up. In the past two years, Goodwin House has either hired from within or elevated several staff to new positions. We recognize and honor all those who managed to advance their careers, and we asked two colleagues who very recently changed roles to share their thoughts with us:

**Taneisha Hampton, LNHA, MSG** recently became the Administrator of Assisted Living at Goodwin House Bailey's Crossroads. Taneisha brought her skills and talents to GHBC in 2016, when she was hired as the Admissions Coordinator for the Healthcare Center. When asked about her recent promotion, Taneisha shared, "It was worth the wait to have a leadership position that allows me to not only sit at the table but to be involved with the decision making process."

**Amadu Kamara** recently became the Director of Facilities Management at Goodwin House Alexandria. Amadu joined GHA in 2004 as a Maintenance Assistant, and he was eventually promoted to Supervisor, then Manager, and now Director. When asked about his most recent promotion, Amadu shared, "I am a leader, not a boss; it is good to know hard work and my involvement in training opportunities were acknowledged by Goodwin House."