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# What's Wrong with Diversity &

**Start Date: 9/18/2019 7:30 AM**

**End Date: 9/18/2019 10:00 AM**

What's Wrong with Diversity & Inclusion? Why are our efforts not progressing? Mr. Kevin Beckford, Operations Executive - Diversity, Equity and Inclusion - Kevin Beckford LLC Wednesday, September 18th Location : Landsman Development Corp 3 Townline Circle Rochester, NY 14623 7:30AM - 8:00AM: Registration & Networking 8:00AM - 10:00AM: Program "This program has been pre-approved for 1.5 Professional Development Credits (PDCs) by the Society for Human Resource Management and 1.5 HR (General) credits by the HR Certification Institute."

**\*\*Sponsored by Kendrick Spite from Benefit Resources, Inc \*\*** As the demographics of the United States and the world become increasingly diverse and complex, the successful strategies to hiring and retaining a diverse workforce elude many business and organizations. Developing new outcomes in this arena must be mitigated with freshly grounded approaches that transform corporate and institutional outcomes. Mr. Kevin Beckford, an Operations Executive for over 20 years have leveraged the power of highly-engaged, diverse team's workforces to transform various business operations. Today, in his role as Pittsford's (40K Residents) Town Council and the Sr. Director of Staff Diversity, Equity, and Inclusion at University of Rochester he will identify those critical initiatives that have begun to systematically breakdown and reshape entrenched social norms and practices to in turn, to begin reshaping the traditional workforce profile, and ultimately, its ideology and culture. By the end of this session, participants will:

- List key strategies and effective metrics for effective corporate / educational goal setting;
- Identify key subject matter and concepts by which to introduce professional development and training
- List key practices for developing corporate / institutional incentives or contingencies that motivate and reward hiring managers.
- List examples of successes and challenges that have occurred, and potential resolutions to those examples.

"Kevin Beckford is the University of Rochester's first senior director of staff diversity, equity, and inclusion, a newly created position. Born in Jamaica, Beckford lived in Bahamas Islands, before immigrating to the United States at age 18. Prior to joining the University, the Pittsford resident (newly elected to the town board) worked for Kodak for 18 years in increasing roles of responsibility before transitioning into Finance / Bank Operations. In the Banking segment, Kevin has held Executive roles at Bank of America, Pittsburgh National Bank, and Bank of Montreal (Toronto)." \* Mr. Beckford's diversity initiatives are unique for three reasons: (1) in that his definition has included a less traditional model, identifying: ability, gender identity, sexuality, cultural differences, and religion; (2) his model incorporates a new dimension of equity, involving both equal access to the hiring process, and the need for an ensuing climate of acceptance towards diverse populations; and (3) his fresh approach to openly address these concepts and the role of structural and institutional racism in the midst of the on-going and multi-faceted hiring process is unique. More information regarding Mr. Beckford can be found on-line at

<https://www.rochester.edu/newscenter/kevin-beckford-is-a-man-on-a-mission-to-increase-staff-diversity-308802/>

\*Knispel, 2018 Mr. Beckford is a highly sought speaker in the region, and delivers a fresh and dynamic approach to this challenging and dynamic dilemma that faces America's future work force. Participants will be asked in preparation to this program to view the on-line YouTube video (47 min) called MLK: The Other America <https://www.youtube.com/watch?v=HagCA3FytMU&feature=youtu.be> Bonus Video (67 min) MLK: Where Do We Go From Here - August 16, 1967 <https://youtu.be/HagCA3FytMU> Participants are encouraged to bring questions to the program, which should be written on 3 x 5 index cards. PLEASE NOTE AS PART OF OUR COMMUNITY OUTREACH PROGRAM, AT THIS PROGRAM WE ARE ASKING FOR DONATIONS FOR THE CENTER OF YOUTH : The Center for Youth provides