

Town of Medway
Commonwealth of Massachusetts
IDEA (Inclusion, Diversity, and Equity Advisory) Committee
February 15, 2022 - 6PM
Sanford Hall and Remote via Zoom

Committee Members Present (in person): Dan Kerls, Susan Dietrich, John Foresto, Marques Crosby, Brian Sharkey, and Bill Kingsbury

Committee Members Present (remotely): Khalid Abdi

Committee Members Absent: Judith Lane and Andrea Crow Henry

Community Members Present: None

1. **Call to Order:** At 6:00PM, Mr. Kerls called the meeting to order. He then led the committee in the Pledge of Allegiance. He confirmed the presence of the following individuals: Crosby: present, Sharkey: present, Dietrich: present, Kerls: present, Foresto: present, Kingsbury: present, and Abdi: present (virtually).
2. **Public Comments:** There were no public comments at this time.
3. **Survey Planning**

Mr. Sharkey led the committee in this discussion. He shared that the introduction will likely be longer than most surveying introductions, as it includes the general charge and multi-stage research process to orient users to shared language and information. As for the demographic section, he estimated that it would take 3-4 minutes. He suggested an open-response question for this section.

Mr. Kingsbury also suggested adding a question about immigration status and primary languages.

Mr. Abdi also raised the potential of including household income.

Mr. Crosby suggested including disability-related information.

Mr. Sharkey also aimed to include an overall satisfaction question about living in Medway.

Ms. Dietrich suggested clarifying to users that household income-related questions deal with the issue of equity, not just diversity.

Mr. Sharkey also noted that there will be a “Prefer Not to Answer” option for all of the aforementioned questions.

Ms. Dietrich inquired about how “Prefer Not to Answer,” as well as “Neither Satisfied Nor Dissatisfied” answers will impact the committee’s findings and subsequent presentation to the town. She also raised concerns about what constitutes a statistically significant finding.

Mr. Sharkey shared that it will be critical to share the differences between overall Medway population and the survey respondents’ information.

Mr. Sharkey noted that the next section will be based on personal experiences, such as witnessing instances of racism or sexism.

Mr. Kingsbury shared the importance of clarifying that the responses must relate to the respondent’s experience in Medway, not their whole lives.

Mr. Abdi asked if the question could target the individual respondent, as well as their household, in order to ensure the response is as comprehensive as possible. Ms. Dietrich expressed concerns that this would result in over-recording of the same incidents. She also noted that it might be redundant with the responses on the Feedback Form.

Mr. Sharkey also noted the potential to turn off the IP address gathering information for respondents. However, Mr. Kingsbury noted that keeping this information would allow the committee to ensure that all respondents are actually located in Medway. The committee also noted that this information would help note if any respondents filled out the survey twice.

Mr. Sharkey noted the potential to phrase the question as “Do you feel you have ever been treated unfairly based on a particular demographic category?” The committee agreed with this approach.

Mr. Sharkey asked the committee if it was worth adding a question regarding to what extent the respondents feel that town information is accessible.

4. Focus Group Debrief

Ms. Dietrich mentioned the potential to have a focus group with the Special Education Parent Advisory Council (SEPAC).

Mr. Sharkey suggested reassessing after all focus groups to see if additional feedback is necessary.

5. Forum Planning

Mr. Crosby reminded the committee that the format for the forum will be WebEx and suggested setting a date for committee members to finalize their notes from the focus groups.

Mr. Sharkey noted a possible format could be one slide of findings per focus group with approximately three takeaways.

Ms. Dietrich also suggested including distinct takeaways based on diversity, equity, and inclusion.

Mr. Kerls also suggested beginning the presentation with the committee's charge, as well as an explanation of why the committee was formed. Mr. Sharkey agreed, framing the structure as follows: introduction, charge, the committee's findings, and their suggestions.

Mr. Crosby noted that one hour would be an appropriate amount of time to present and field questions.

Mr. Kingsbury suggested that the committee members anticipate potential questions in advance and prepare cohesive answers.

6. Feedback Form

The committee noted the importance to direct survey respondents to the feedback form for any additional commentary.

7. Review of IDEA Webpage

Mr. Kingsbury noted that the font is difficult to read at times, but the content is well put together.

8. Communication Strategy

Mr. Foresto suggested reaching out to Sandy about doing social media blasts on Facebook following the forum in order to share the findings as broadly as possible.

Mr. Kingsbury agreed, noting that the second forum will be in May, and could garner more interest than the first one.

Mr. Crosby also suggested that Sandy share the Zoom link the night prior to the forum, so that people have awareness and access.

Mr. Crosby suggested getting on an upcoming Select Board agenda in order to update the members. Mr. Foresto agreed to assist with this for the 3/7/22 meeting at 7PM. Mr. Foresto suggested simply providing the schedule and overall timeline and save the findings for the forum. He also suggested that two representatives from IDEA attend; Mr. Sharkey and Mr. Kerls agreed to attend together.

9. Minutes

VOTE: Mr. Crosby offered a motion to approve the minutes from the 1/25/22 workshop and the 2/2/22 meeting, as amended. Ms. Dietrich seconded this motion, which passed unanimously. Sharkey: aye, Crosby: aye, Dietrich: aye, Kerls: aye, Foresto: aye, Kingsbury: aye, Abdi: aye. VOTE: 7-0.

Ms. Dietrich left the meeting at 7:00PM.

10. Other Business

Mr. Crosby shared that there have been four completed feedback forms since the committee's last meeting.

Mr. Crosby also noted that he and Mr. Abdi have gathered enough participants to have a focus group for business owners and are in the stages of planning a specific day and time.

Motion to Adjourn: At 7:16PM, Mr. Foresto offered a motion to adjourn. Mr. Crosby seconded the motion, which passed unanimously. Sharkey: aye, Crosby: aye, Kerls: aye, Foresto: aye, Kingsbury: aye, Abdi: aye. VOTE: 6-0.