



Educational Communications Board

Equity and Inclusion Goals

January 1, 2024 – December 31, 2026



Introduction

The mission of the Educational Communications Board (ECB), as described in Wis. Stat. 39.11, is to provide a statewide telecommunications system and assistance in the diffusion of advanced technologies in support of education, public broadcasting, public safety and media. As part of that mission, public radio and television programs and services that reflect and respond to the educational and cultural interests and needs of the state are made available throughout the State of Wisconsin.

Our vision is to ensure that all Wisconsin residents have equitable access to telecommunications services and advanced technologies in support of educational and public safety goals.

The purpose of ECB's telecommunication networks is to ensure that all Wisconsinites, regardless of geographic location, education or income level have reliable access to high-quality educational content that improves and enhances their daily lives – a manifestation of The Wisconsin Idea. Our emergency response systems ensure that all residents, not only those with access to expensive technology, are alerted and informed when emergent events might endanger their lives, livelihoods, or wellbeing.

Equity and inclusion are core to the service mission of the agency, and by corollary, core to the values of our workforce. ECB views every individual's contribution, including those in protected classes, as important and valuable to the work that we do.

Recruitment – ECB worksites are located around the state in metro areas, farmland and woods. In order to maintain a full staff, we must recruit individuals willing to live and work in varied locations. This means we must hire individuals with diverse preferences and lifestyles that accept the agency's mission and are willing to work toward common goals.

Retention – ECB's technical work requires a rare mixture of Radio Frequency broadcasting and I.T.-based skills. Because these are not found together in most other career fields, we devote significant resources to staff training and employee development. Turnover is costly to our agency, so it behooves us to retain the individuals in which we invest.

Agency Culture –Employees are more productive when they are happily engaged. It is simply not expedient to foster a work environment that is anything but fair and kind to everyone. We always strive to follow the example set for us by Mr. Rogers who said, "As human beings, our job in life is to help people realize how rare and valuable each one of us really is, that each of us has something that no one else has- or ever will have- something inside that is unique to all time. It's our job to encourage each other to discover that uniqueness and to provide ways of developing its expression."

Identification of Equity and Inclusion Barriers and Opportunities for Improvement

Recruitment

1. We have minimal relationships with K-12 and college STEM programs in the state.
2. There are barriers to the application process for State employees; it can be a complicated process with a formula for success that not all candidates are aware of.
3. All staff aren't invited to contribute to recruitment sources for job openings.

Retention

1. The workforce is changing. We could use new information about this to find out what attracts and retains employees.
2. The agency feedback loop on professional development is weak. An improved loop could provide more data on successful and unsuccessful efforts.
3. Current leadership training is for current supervisors and does not include aspiring supervisors.

Agency Culture

1. After a year of E&I agency conversations, we have only scratched the surface of available topics and learnings.
2. Some staff long for more opportunities to connect and train across our partnership with Wisconsin Public Media.
3. Supervisors can correctly verbalize as a group the correct procedure in the event of a harassment or discrimination issue, but this is not currently documented anywhere.
4. Accessibility audits by the EIAC include suggestions for improvements to our public worksites.

Goals and Strategies

Recruitment

ECB will continue efforts to make job postings more inclusive, paying special attention to areas in which are lagging compared to other State agencies according to State of Wisconsin Workforce Report.

Strategies to Achieve Recruitment Goals

- Expand posting locations based on staff input.
- Make the application process easier, highlighting the instructions provided by DOA; consider alternates to written instructions.
- Collect suggestions from EIAC and recent hires to improve job announcements. Within the limitations of wisc.jobs, make improvements to postings based on suggestions.
- Share details about frequent openings at job fairs.
- Build relationships with high school and college STEM programs by offering ways to partner such as tours, career days, etc.

Retention

ECB will work with staff to implement succession planning by expanding leadership training to aspiring supervisors in addition to current supervisors.

Strategies to Achieve Retention Goals

- Offer leadership training to both current and aspiring supervisors.
- Work with DOA HR R1 to research the changing workforce, how it will impact our agency, and what changes we need to prepare for.

Agency Culture

Build culture with “environments free of harassment, discrimination and incivility, and filled with opportunity, especially for those who have traditionally been denied it.”*

*Language from Jill Geisler, Bill Plante Chair in Leadership & Media Integrity, Loyola University Chicago

Strategies to Achieve Culture Goals

- Continue quarterly agency equity and inclusion conversations sourcing topic ideas from staff and partnering with Wisconsin Public Media when possible.
- Work with DOA Region 1 HR to create a document for staff outlining the correct procedure in the event of a harassment or discrimination issue.
- Improve shared understanding of agency’s commitment to professional development.
- Improve accessibility of public ECB worksites

Equity and Inclusion Strategic Workplan- Recruitment

RECRUITMENT STRATEGIES Selected to achieve the overarching goals during the 3-year planning cycle	Actions Additional <u>measurable</u> items that are implemented to influence the desired outcome	KPIs Allows tracking of the performance and progress, reveals performance issues	Outcome/Metric Outcome is the desired result of the effort. Metric is a quantitative measure of the action or activity	Responsible staff	Targeted Completion Date
Expand posting locations based on staff input.	With each recruitment, share with staff where we have posted and invite suggestions for additional paid and free locations.	For each recruitment, we email staff posting locations, invite additional location. Action is tracked and taken whenever possible on suggestions. If suggestion not implemented, document why not (cost, etc.).	Posting locations are increased based on staff suggestions. Ultimately the candidate pools show an increase in overall number and in demographic diversity that matches the posting locations target audience (i.e. more women after posting in a broadcast engineering group targeted toward women.)	Equity and Inclusion Delegate	Ongoing, implemented by March 2024
Make the application process easier, highlighting the instructions provided by DOA, consider alternates to written instructions.	DOA has instructions for candidates on developing resumes and letters of qualifications, however current staff reported they did not discover these in the recruitment process. Partner with DOA to form a small workgroup to highlight these instructions in different formats to target different learning styles. Investigate use of forms instead of requiring narratives when narrative writing is not required for the job.	Convene workgroup by July 2024 to develop and share recommendations for improving access to the candidate instructions.	Workgroup convened, developed and shared recommendations for improving access to the candidate instructions. Candidate instructions were reported by new hires to be readily accessible.	Equity and Inclusion Officer and Delegate	December 2025
Work with DOA Region 1 to improve ECB job announcements.	Collect suggestions from EIAC and recent hires to improve job announcements. Within the limitations of wisc.jobs, make improvements to	Convene workgroup by July 2024 to develop and share recommendations for improving job announcements.	Workgroup convened and developed and shared recommendations for improving job announcements.	Equity and Inclusion Officer and Delegate	December 2025

	postings based on suggestions.		Job announcements were reported by new hires to be readily accessible.		
Share more details about frequent openings at job fairs.	While job fairs have traditionally been a place to share current openings, start to share frequent job openings so participants understand what might be open in the future.	Job fair materials updated by July 2024 to show frequent openings so attendees understand what types of positions may be opening soon.	Job fair attendees leave interaction with our booth having better information about what types of positions are at ECB.	Equity and Inclusion Delegate	July 2024
Build relationships with high school and college STEM programs by offering ways to partner such as tours, career days, etc.	Reach out to at least four high schools or colleges with STEM programs and/or in areas of the state where we anticipate a need for future staff members. Discuss with schools ways to collaborate: tours, career days, etc.	ECB made a connection with at least four high schools or colleges with STEM programs and/or in the areas of the state where we anticipate a need for future staff members by December 2026.	Ultimately that at least one person who discovered us through a connection with their school refers someone to apply or applies for a job or internship at ECB.	Equity and Inclusion Delegate	December 2026

Equity and Inclusion Strategic Workplan- Retention

RETENTION STRATEGIES	ACTIONS	KPI	OUTCOME/METRIC	RESPONSIBLE STAFF/OFFICE	TARGETED COMPLETION DATE
Offer leadership training to both current and aspiring supervisors.	Quarterly sessions on leadership topics offered to any staff who are current supervisors or self-identify as aspiring supervisors.	Sessions were offered quarterly for one year on leadership topics.	Staff attending were surveyed and reported finding the sessions useful to their leadership journey.	Equity and Inclusion Delegate	December 2026
Work with DOA HR R1 to research the changing workforce, how it will impact our agency, and what changes we need to prepare for.	Create a workgroup to do research and develop recommendations.	Workgroup was formed, research completed, and recommendations made to agency leadership.	Agency leadership has information about changing workforce that can be applied to decision making regarding succession planning.	Equity and Inclusion Officer and Delegate	December 2025

Equity and Inclusion Strategic Workplan- Culture

EI CULTURE STRATEGIES	Actions	KPI	Outcome/Metric	Responsible staff/office	Targeted Completion Date
Continue quarterly agency equity and inclusion conversations sourcing topic ideas from staff and partnering with Wisconsin Public Media when possible.	Schedule and book four sessions per year on equity and inclusion topics. Invite staff to contribute topics through surveys or email invitations annually. For at least one session, offer “The Power of Workplace Integrity” training to the agency.	Sessions and training were held for ECB staff.	Attendees surveyed and reported sessions were useful to their understanding of issues presented.	Equity and Inclusion Advisory Committee	December 2026
Work with DOA Region 1 HR to create a document for staff outlining the correct procedure in the event of a harassment or discrimination issue.	Create a workgroup to capture and document DOA procedure.	Document prepared and shared with supervisors.	Supervisors understand how to respond in the event of a harassment or discrimination issue.	Equity and Inclusion Advisory Committee	December 2024
Improve shared understanding of agency's commitment to professional development.	Revise agency training policy with commitment defined and a goal of ensuring all staff understand agency's commitment to professional development. Hold session to discuss policy with all staff then ensure new staff are aware of policy and commitment.	Agency training policy updated, shared with staff.	Staff report better understanding of training policy and agency commitment.	ECB Leadership Team, Equity and Inclusion Advisory Committee	December 2024
Improve accessibility of public ECB worksites.	Using ADA checklist report submitted by current EIAC member, make readily achievable improvements to agency's Eau Claire site.	All readily achievable improvements made and documented. Improvements that are not readily achievable have documented barriers to achievement.	Documentation of improvements and narrative of barriers.	Safety and Wellness Committee	December 2026