

# League of Wisconsin Municipalities Diversity Dashboard Data Collection Project



MPA 721: Policy Analysis

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# Introduction

- Growing diversity of labor force and competitiveness has led to the study of management of cultural diversity in organizations
- The concept behind management of cultural diversity is to plan and implement organizational systems and practices to manage people
- Considering the importance of diversity management in organizations, in this project, we will work on collecting and managing data on gender and race in local governments in the state of Wisconsin

# Background

- In the current scenario, leadership in local government is not being tracked
- This leads to problems as local government does not completely represent the communities they serve
- This causes miscommunication and less cooperation among local communities, thus less productivity and efficiency of services administered to the community
- Engaging Local Government Leaders (ELGL), a nationwide local government association has taken the initiative to standardize the tracking of local government diversity data

# Problem Statement

Currently, no state level qualitative and quantitative data for race and gender are collected in local governments in the United States of America

# Scope of Project

Gail Sumi, Member Engagement and Communications Director has been the person who helped us in collecting data from the local government:

We expected to connect with-

- Counties Association to provide the information of all 72 counties in Wisconsin including the race and gender data
- League to provide the information for race and gender data for all cities and villages
- Connection with all three local governments for data collection

# Definitions

- **Local Government-** an administrative body for a small geographic area, such as a city, town, county, or state. A local government typically has control over their specific geographical region, and can not pass or enforce laws that will affect a wider area. In United States, local governments refers to the governmental jurisdictions below the level of the state.
- **Diversity-** understanding that each individual is unique and recognizing our individual differences. It includes acceptance and respect. These differences can be along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies. It is the exploration of these differences in a safe, positive, and nurturing environment

# Definitions cont.

- **Local Government Leadership**- include two tiers: counties and municipalities, or towns/cities. Municipalities can be structures in many ways, as defined by the state constitutions, and are called, variously, townships, villages, boroughs, cities, or towns. Various kinds of districts also provide functions in local government outside county or municipal boundaries, such as school districts or fire protection districts.
- Municipalities generally take responsibility for parks and recreation services, police and fire departments, etc. Whereas the federal government and state governments share power in countless ways, a local government must be granted power by the state. Therefore, Wisconsin's state government is committed to becoming a leader in management and leadership development.

# Data Collection Process

- Online survey created through Google Forms and sent via email
- Contact information was not shared with us directly to protect privacy
- Sent the survey through our contact for this project, Gail Sumi
- Gail is the Member Engagement and Communication Director at the League of Wisconsin Municipalities





# Data Collection Continued

- Survey was sent to three different organizations in order to collect data on race and gender among the top two positions in local government leadership in Wisconsin
  - Cities and Villages (League of Wisconsin Municipalities)
  - Towns (Wisconsin Towns Association)
  - Counties (Wisconsin Counties Association)
- Survey sent March 31, 2017
- Survey closed April 14, 2017
- 145 Total Responses

# Survey Questions

- Name of Municipality\*
- Type of Organization\*
  - City
  - County
  - Town
  - Village
- Population
- Name of County or Counties in which your organization is located?\*
- First Name\*
- Last Name\*
- Title\*
- Phone Number
- Email

“\*” symbolizes a required question

# Survey Questions Continued

## Gender\*

- Male
- Female
- Other \_\_\_\_\_

## Race\*

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander
- Other \_\_\_\_\_

“\*” symbolizes a required question

# Governance: Wisconsin Cities

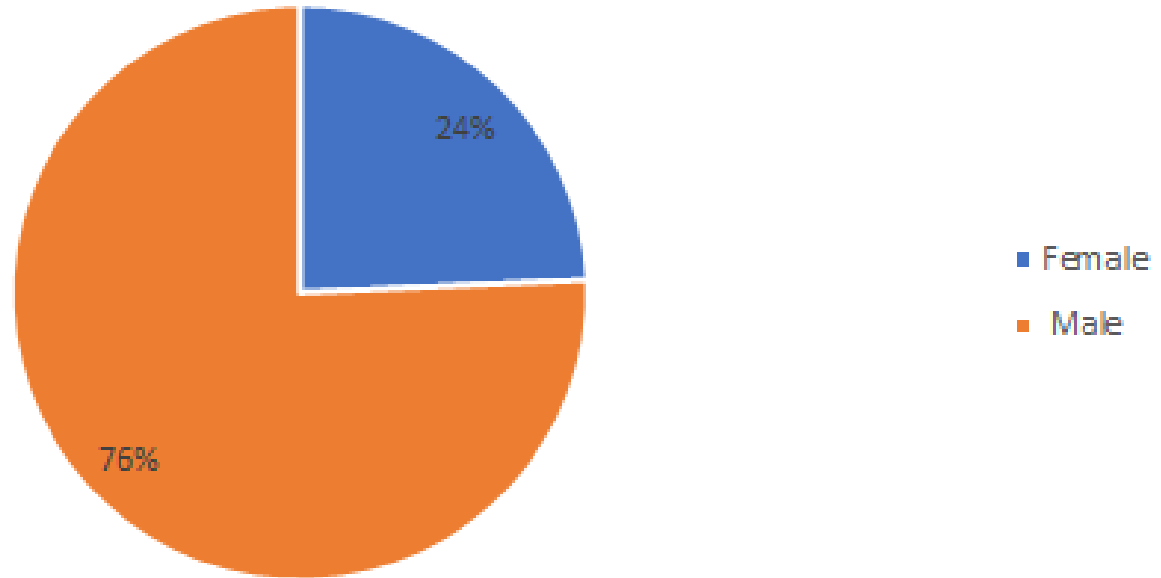
- Mayor-Council structure or Council-Manager structure.
  - Each governmental structure has an elected legislative body, the executive may either be elected or appointed by the legislative branch.
  - Cities decide for themselves which governmental structure to use.
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# Wisconsin Cities

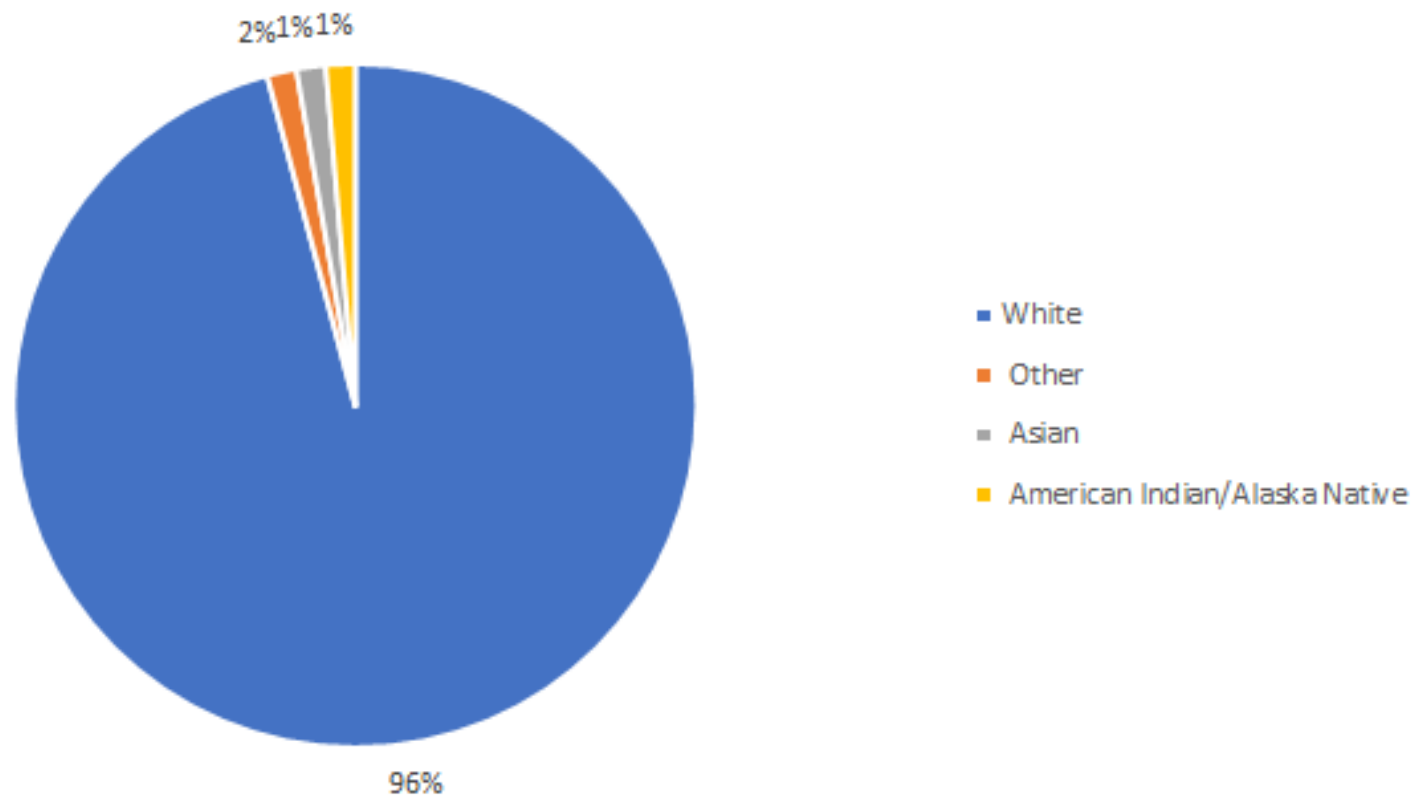
Race and Gender data collected  
through survey.

- 70 survey responses
  - Mayor, City Administrator
-

## Gender Diversity Among Government Leadership in Wisconsin Cities



## Racial Diversity Among Government Leadership in Wisconsin Cities



# Governance: Wisconsin Villages

- President-Village Board structure or Village Board-Manager structure.
- Each governmental structure has an elected legislative body, the executive may either be elected or appointed by the legislative branch.
- Cities decide for themselves which governmental structure to use.

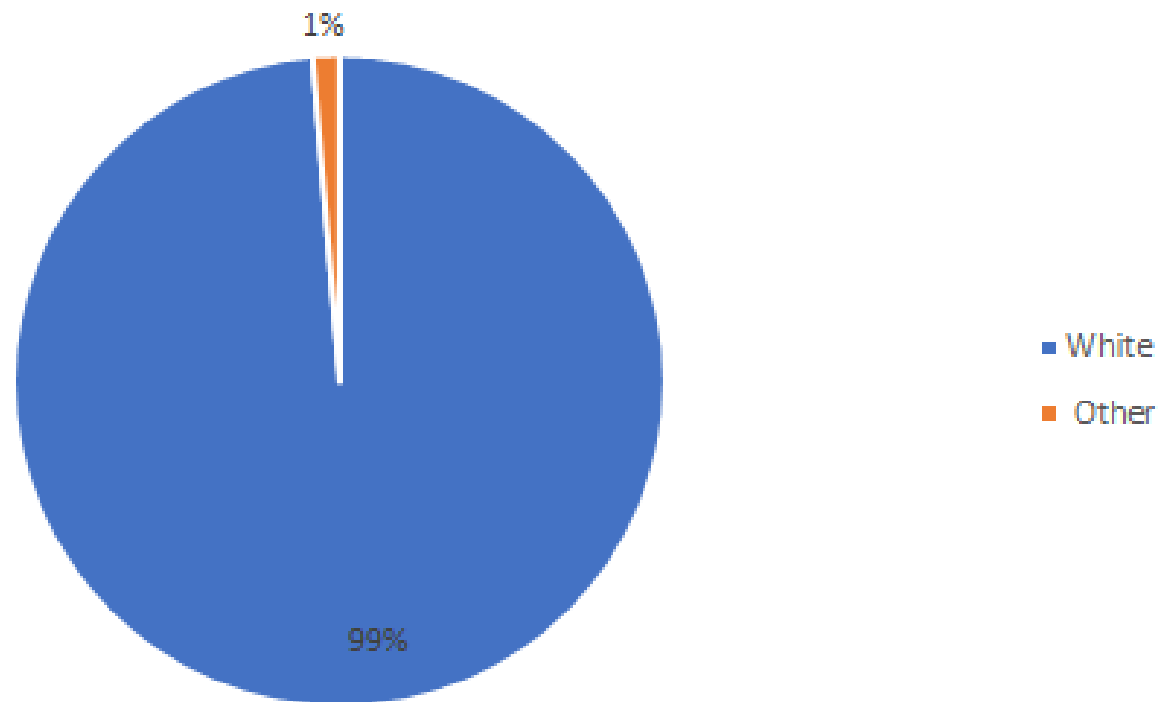


# Wisconsin Villages

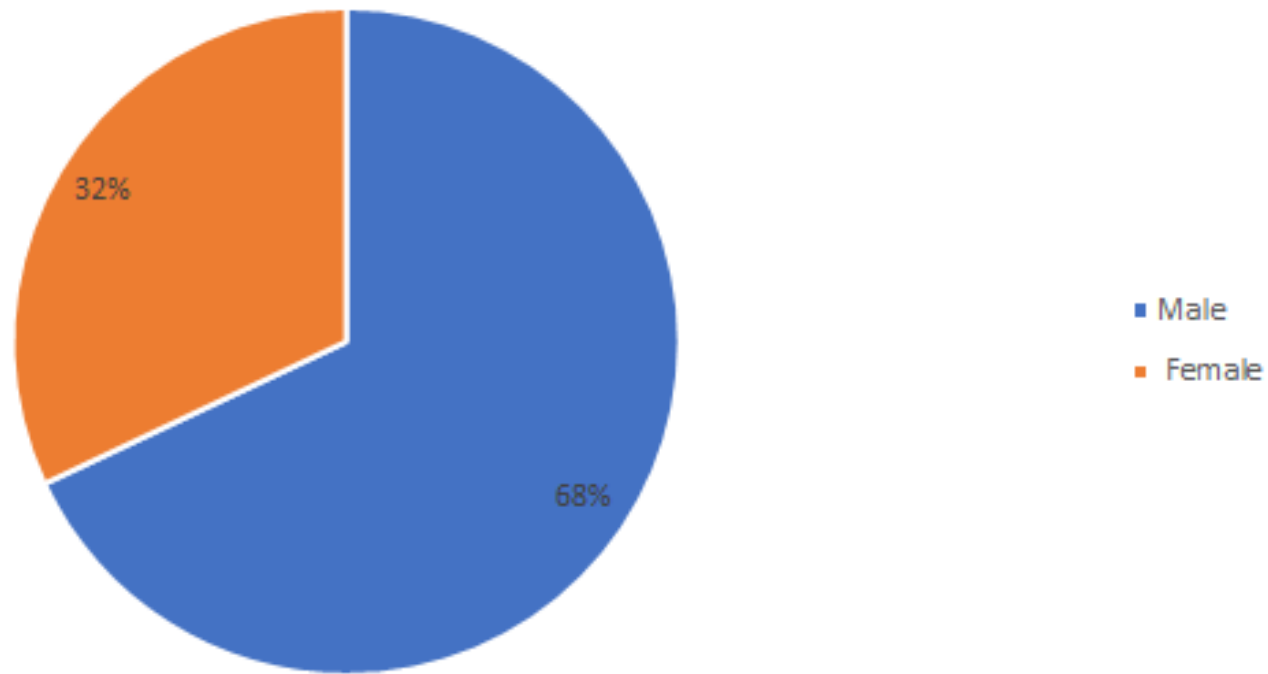
Race and Gender data collected  
through survey.

- 75 responses
  - Village President, Village Administrator, Village Manager
-

## Racial Diversity Among Government Leadership in Wisconsin Villages



## Gender Diversity Among Government Leadership in Wisconsin Villages



## Response Rate

- Overall response rate from Cities and Villages was 17.9%.

# Governance: Wisconsin Towns

- **Governance:** An elected town board composed of a chairperson and 2-4 supervisors; an elected or appointed clerk and treasurer or combined office of clerk-treasurer; some towns also choose to have additional elected officers, such as a constable or elected property tax assessor and some towns retain a deputy clerk, treasurer or clerk-treasurer.

# Wisconsin Towns

No Race or Gender data collected through survey.

- No data was collected from the Wisconsin Towns Association through our survey.
  - Towns Association said they can not think of anyone in leadership who is of color.
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# Wisconsin Counties

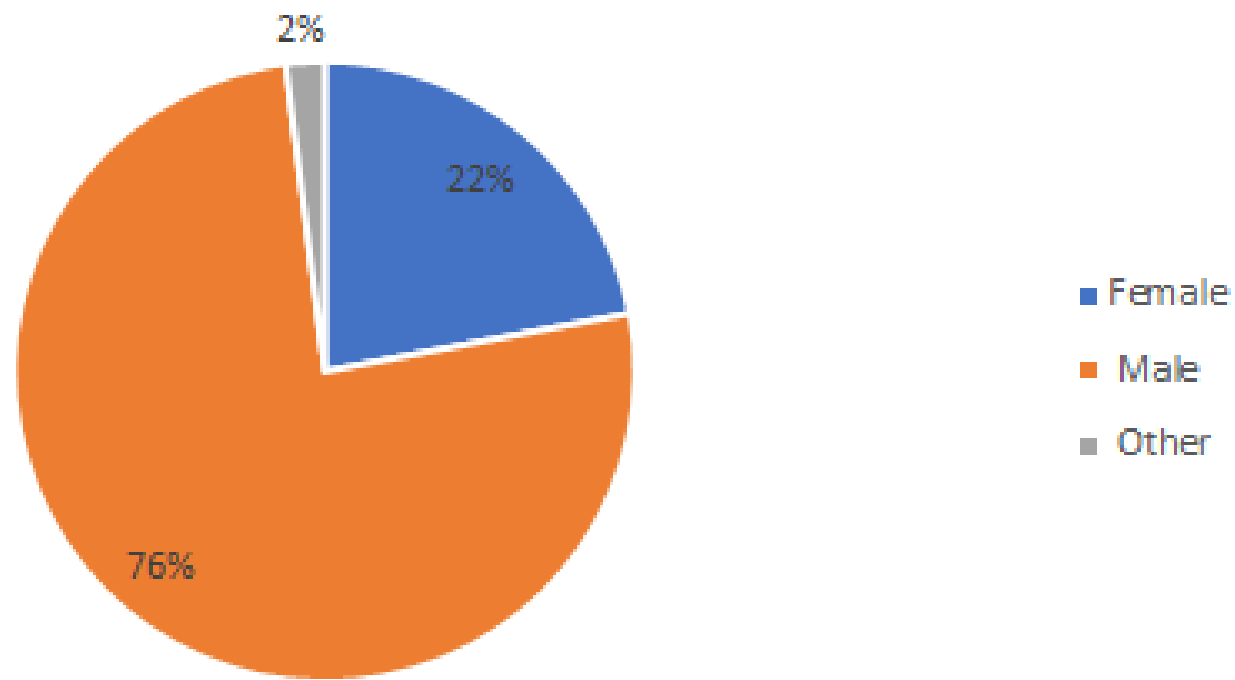
Data on gender provided by the Wisconsin Counties Association.

Data on race not able to be collected through survey.

- There are 72 counties in Wisconsin
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## Gender Diversity Among Government Leadership in Wisconsin Counties



# Race Data for Counties

- Wisconsin Counties Association had “somewhat exhausted their survey communication” due to many surveys being sent out.
- They were unable to do another outreach communication of this type to their contacts during the survey collection window.

# Limitations

- Time (Length of time period participants need to complete survey)
- Familiarity (Virtual survey, asking for names of participants)
- Identity (Ambiguity around purpose of name in survey)
- Validity (Truth to the information collection)
- County Administrators opted out of taking survey, due to heavy influx of surveys given prior

# Future Considerations

- Wisconsin should host an annual collection of information on local government leaders
- Regular documentation of someone of color/women whenever newly appointed
- Good rapport to be established between UWO MPA department and local government leaders, prior to the survey

# Future Considerations Cont.

- UWO MPA Program set-up project details and agenda from the anticipated presentation date and work backwards from there
- Crowdsource on how government leaders wish to be surveyed on the specific topic

Questions or Comments?



# Contact Information

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- Lawrence Rabon, [rabonl63@uwosh.edu](mailto:rabonl63@uwosh.edu)

# Resources

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