



## AGC MA Stand-Down for Diversity & Inclusion in Construction October 2021

### Talking Points

The AGC of MA Committee for Diversity and Inclusion (CFDI) has created these talking points for use in communications or at a stand down to identify the importance and impact of Diversity & Inclusion issues in our workspaces. A stand down is an opportunity for employers to have a conversation with its

workforce about Diversity and Inclusion issues while communicating the company/union's policies and goals. It can also be an opportunity for the workforce to identify and assist in eliminating obstacles to diversity and inclusion in the workplace and on the jobsite.

#### WHY are we standing down for Diversity and Inclusion:

- Today's stand down is part of the bigger effort started in March 2020 when the AGC of America and the AGC of Washington created a joint **Culture of Care** initiative
- The Culture of Care allowed Construction leaders to make a **public pledge** to creating a Diverse workforce and ensure an Inclusive work environment
- More than 50 companies in MA have taken the Culture of Care public pledge to LEAD this effort
- We Stand Down today to commit to the next step to further our efforts
- The time is NOW to fix this

#### WHY should we have a Diverse Workforce?

- Diverse staff brings diverse experiences, education, skills, and ideas to our workforce taking us to a higher level of productivity and problem solving
- Our workforce should be as diverse as the communities we are working in
- Statistics support the fact that the Construction Industry lacks Diversity
- Women make up 47% of the US workforce but only 9% of the construction workforce and 3% of the crafts workforce
- Black or African Americans are 12% of the US workforce but 6% of the construction workforce
- Many local Construction leaders have made a commitment to eliminating barriers to equality in hiring for under resented groups including women and minorities
- We are working to IMPROVE where and how we recruit to diversify our candidate pool
- We are PARTNERING with organizations and educational institutions to obtain new candidate pools and attract under-represented groups into the Construction Industry

### WHAT is Inclusion and why is it important?

- Inclusion is ensuring we provide a welcoming, safe atmosphere, voice, and opportunity to all workers regardless of their sex, race, religion, etc.
- An inclusive work environment results in better overall worker satisfaction, productivity, and organizational success
- Lacking Diversity and Inclusion has proven to pose safety risks, deter productivity, increase turnover, and diminish employee potential

### HOW can we IMPROVE Diversity and become MORE Inclusive?

- Become a Leader – take the Culture of Care Pledge. Encourage the same from all employees, who can personally pledge, subs, vendors, clients, and business partners.
- Speak Up and Speak out - we believe the vast majority of employees perform their duties with integrity and do not support racist, sexist, or similar behavior. Identify these behaviors when you see them on a jobsite and work with us to create and sustain the work environment we all need to thrive
- A No-Graffiti policy is an example of a commitment to promote inclusivity

### BENEFITS of these Diversity and Inclusion efforts include:

- A safer work environment where all employees feel welcomed, included, and empowered
- Education and training will create Supervisor awareness to help identify workplace behavior that detracts from a healthy, inclusive work environment
- Employees and Supervisors can work together to eliminate these obstacles to productivity, teamwork
- Equitable opportunities for success for all workers.
- A stronger Construction Industry where our workplaces are free of bias and harassment

**[INSERT COMPANY SPECIFIC D & I EFFORTS HERE]**

**Associated General Contractors of Massachusetts Stand-Down  
for Diversity & Inclusion in Construction – October 20, 2021**

**PARTNER OPPORTUNITIES & RESOURCES**

**PARTNERS in our Diversity & Inclusion Efforts include the following:**

- Employers
- Associations, Unions, Worker Interest Organizations
- Subcontractors
- Clients
- Vendors
- Institutes/Training Centers including Mentoring Programs
- Employers as Partners

**How PARTNERS can help in our efforts:**

- Attend our Stand-Down for Diversity & Inclusion in Construction
- Host or organize their own public Stand-Down events and encouraging organization members to participate
- Connect with employees on Diversity & Inclusion efforts through virtual meetings or by sending messages to employees on their phones via text and email
- Distribute the Diversity & Inclusion Stand-Down Toolkit by email or in newsletters
- Provide the Diversity & Inclusion Stand-Down Toolkit resources to members or stakeholder
- Contact local media to share Stand Down events or success stories
- Post their Diversity & Inclusion efforts and events on social media, tagging #????
- Taking the **Culture of Care Pledge** and encouraging their employees to pledge personally as well
- Provide additional Diversity & Inclusion Training available through the AGC of MA and other Industry organizations, private training firms and state and federal training resources like the MCAD and EEOC
- Utilize the focused Toolbox talks available through this Toolkit and the Culture of Care Program on topics including Sexism, Speaking Up and Racism in addition to more general Diversity & Inclusion topics
- Share a diversity and inclusion video or make a video of their own that supports and communicates their Diversity & Inclusion commitment and efforts
- Connect online by following the AGC of MA on @AGCofMA and tweet a message about Diversity & Inclusion with #????

**RESOURCES:**

- The AGC of MA has posted FREE resources at [website] including supportive and informative websites, fact sheets, posters, videos and instructions on how to conduct the Stand-Down
- Stand-Down Coordinators are available from the AGC CFDI to assist in making your Stand-Down a successful, coordinated event

If you have questions or other ideas for ways to help please contact Donna Scally at [scally@agcmass.org](mailto:scally@agcmass.org) .