

# 04-05 Accomplishments

**Goal One:** To build capacity in the community to proactively address issues of diversity and discrimination by celebrating differences.

**Objectives:**

*Support existing cultural activities*

- Mankato Area International Festival exhibitor on Sunday, April 10, 2005

*Hold the GMDC's Annual Event on Monday, September 26, 2005*

- Nay Malloy Howell, YMCA of the USA, featured speaker
- Sixth grade video premiere; multicultural entertainment and a recognition ceremony

**Goal Two:** To build capacity in the community to eliminate all forms of discrimination.

**Objectives:**

*Develop and distribute educational materials*

- Facts and Myths brochure
- Demographic and Employment Status for Blue Earth and Nicollet Counties
- Prejudice Reduction Workshops Curriculum brochure

*Present Chamber of Commerce Management Symposium*

- Presented "Diversity: Working Effectively Across Differences" on June 1, 2005 to more than 25 area business people
- Shared business best practices

*Catalogue diversity resources within the community*

- Greater Mankato demographic information
- Catalogued local, regional and national diversity resources for business owners and managers. Distributed at the symposium and posted on the website.

"Through the collaboration of business, government, education and passionate community members, Prejudice Reduction Workshops were introduced to 1,200 area middle school students. In my opinion, the Diversity Council is off to a great start for its first year."

**Dr. William Rupp**  
*ISJ-Mayo Health Systems*

2004 • 2005  
Accomplishments



## 04-05 Accomplishments Cont.

**Goal Three:** To build community awareness and support for diversity among individuals, businesses and organizations.

### **Objectives:**

#### *Brand management—develop logo and visual image*

- Partnered with South Central College to develop an original logo and communications package. Graphic design student, Courtney S. Hudek, created the GMDC's brand images.

#### *Website development*

- GMDC website developed at <http://www.mankatodiversity.com>

#### *Media relations*

- Developed current diversity information to provide to the media as story ideas on a monthly basis.

#### *2005 Multicultural Calendar produced and distributed*

- Calendar includes local cultural events, international observances and major religious holidays.

#### *Develop a 20-minute community/business*

#### *“case for diversity” presentation*

- GMDC Board members and staff have presented at several area civic groups to inform them about the work of the Diversity Council.

#### *Annual Report created and distributed*



2004 • 2005  
Accomplishments Cont.

# 04-05 Accomplishments Cont.

**Goal Four:** To expand diversity education programs for youth and adults, minority and majority.

## **Objectives:**

### *Prejudice Reduction Workshops (PRW)*

- Rochester, Minnesota facilitators conducted PRW in grades seven and eight in all public and private schools exposing more than 1,200 students to the message of mutual respect.
- Twenty-five local Prejudice Reduction Workshop facilitators hired and trained June 20-24, 2005.
- An original video for the sixth grade curriculum entitled, "Living Together: Cultural Change in Blue Earth and Nicollet Counties" has been produced.

### *Board of Director recruitment and training*

- Five At-large Director seats were added to the GMDC Board of Directors to allow the Council to better reflect the community.
- Board of Director "educational enrichment" is provided at quarterly meetings.

### *Video and book lending library*

- Diversity resource video tapes and books can be checked out from the GMDC office.



2004 • 2005  
Accomplishments Cont.