BUILD ANNUAL REPORT

July 1, 2020 through June 30, 2021

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Message from the Past Chair

This past year demonstrated BUILD's continued focus on growth and flexibility. We adapted to the needs of our community with the onset of the COVID-19 pandemic and grew in size when we went virtual. Over the past year we shared the Black perspective with agencies, hosted several events, expanded our social media presence, and held our first elections!

I am honored to have served BUILD as our first Chair. It has been a tremendous journey. I have experienced so much growth. I am more confident because I no longer feel alone and know the experiences I have are similar to experiences some of you have as well. I met so many wonderful individuals and am grateful to be connected to all of you in this community we've created.

Congratulations to BUILD's new leadership. I am excited to hand over the reins to you. I look forward to seeing how your skills and talents will benefit BUILD.

Thank you to all of the folks who have served in our subcommittees and in leadership roles through our subcommittee and executive leadership roles. You helped lay a strong foundation for our business resource group. BUILD is all of ours and is better when many contribute the gift of their unique abilities to continue guiding us onward.

Thank you to our incredible Executive Sponsor, Marcus Glasper. Thank you for being gracious with your time, for always being there for me and BUILD, for your thoughtfulness and insights, and for always seeing a path forward. You are an amazing leader. I appreciate your support and BUILD is stronger because we have you.

I am thrilled for all of you who decide to get involved with BUILD over this next year to help us grow and produce more deliverables, actions, and activities towards our goals. It takes all of us!

Sincerely,

Megan Matthews

BUILD Background

BUILD was developed when two individuals, Lonnie Spikes and Beth Winstead, recognized a need for a community for the Black Community and acted upon that idea. They recruited 22 individuals who formed BUILD's planning committee. From June 2019 until BUILD's launch, this planning committee drafted the charter and bylaws, a fundamentals map, a highlights page, and planned BUILD's kickoff event. BUILD's first general membership meeting was in November 2019 in the Labor and Industries Auditorium.

The annual report captures the significant activities and accomplishments BUILD's Executive Committee and five subcommittees deliver each year.

This annual report captures activities from July 1, 2020 through June 30, 2021.

Executive Committee

- Megan Matthews: Chair
- Edwina Martin-Arnold/Phil White: Co-Chair
- Beth Winstead: Executive Assistant
- Marcus Glasper: Executive Sponsor, LOT Director

Subcommittees

Communications

Co-Leads: Sharon Armstrong and Dennis Worrell

Purpose:

The BUILD Communications subcommittee recognizes the disparities in our society and seeks to promote BUILD's message of support and empowerment of the Black Community to all Washingtonians. Greater representation of the Black Community within state employment at all levels, from executive leadership to front-line staff, is not simply overdue... it is also a business imperative. We're going to undo years of disenfranchisement by highlighting BUILD's value through face-to-face interactions, expert use of social media and by keeping all BUILD members informed and updated via multiple mediums.

History and Activities

Co-Leads: Charleen Anderson, Lesa Gomez, Phil White, Latausha Carlyle and Joseph Mitchell

Purpose:

The History and Activities subcommittee recognizes the historical, mental, and physical toll on Black people who have been traditionally excluded from a positive, well-deserved narrative of our collective accomplishments and achievements. We are dedicated to correcting the record and affirming an inspirational narrative of historical Black excellence by uncovering, sharing and celebrating the stories, achievements, valor, strength, and genius of the African diaspora, from the Motherland, to the homeland.

Membership Engagement and Support

Co-Leads: Lenora Sneva, Sherina James, and Lashonda Cole

Purpose:

Our purpose is to greet and welcome new and/or existing BUILD members and allies, to connect members with relevant resources and information, to provide a space to build relationships and promote equity and inclusion within our communities, and to create opportunities to be more involved with BUILD.

Policy and Data

Co-Leads: Mikia Guy and Valeria Veasley

Purpose:

The Policy and Data Subcommittee seeks to advance Washington State's goal of being an employer of choice through improving the professional experience and journey of Black state employees. The committee addresses disparate outcomes by tracking data and making policy recommendations that are targeted towards career development, training, and other conditions of employment.

Professional Development and Leadership Support

Co-Leads: Eboney Christian, Donald Paul, Ty Hendricks, and Denise Ross

Purpose:

The Professional Development and Leadership Support Subcommittee (PDLS) is committed to promoting equity and excellence through networking, career planning, mentorship, and leadership development. The subcommittee is devoted to the empowerment of the black community and partner with our allies who are dedicated to justice and equity within state government. BUILD provides a platform for PDLS to remove barriers, expand opportunities and increase the number of black state employees.

Year in Review (July 1, 2020 through June 30, 2021)

Key Accomplishments

- Provided testimony during the legislative cycle in support of the bill that would establish Juneteenth as a state holiday
- Collaborated with SmartHealth to produce an activity for Black History Month and Juneteenth
- Participated in the drafting of the Governor's Executive Order 21-01 signed 2.18.21
- Provided information for the Black Community page on the Office of Equity website
- Participated in the drafting of the BRG Participation State HR Policy effective 6.1.21
- Completed BUILD's first election cycle

In Solidarity

BUILD is in solidarity with all communities who experience harm and oppression and those who are taking action to create equity and justice for all. BUILD released a statement in solidarity with the Asian community in response to the anti-Asian hate crimes they experienced beginning in 2020.

Activities Report

Events

Month	Event
August 2020	Joint BRG/ICSEW Event
October 2020	Blacktoberfest, BUILD's Annual Meeting event
	Membership Mingle: How to Make Good Trouble
November 2020	Membership Mingle: Microaggressions in the Workplace
December 2020	Membership Mingle: Practice Identifying and Responding to Racism
February 2021	Black History Month Celebration
	Membership Mingle: An Important Conversation: The BLM Movement
March 2021	Membership Mingle: Tips and Tricks for State Job Seekers
April 2021	Membership Mingle: Practice Identifying and Responding to Racism Pt 2
	Processing Sessions: Conviction for the murder of George Floyd (3 sessions)
May 2021	Membership Mingle: New Member Welcome
June 2021	Juneteenth Celebration
	Membership Mingle: Win the Interview

Presentations

Month	Presentation	Organization
July 2020	Human-Centered	Department of Ecology
	Workplaces	
August 2020	American History	Deputy Directors Meeting
	Discussion on Racism	Department of Social and Health
		Services/Developmental Disabilities Administration
	All BRG Panel	Office of Financial Management (OFM Out Loud)
September 2020	All BRG Panel	Department of Commerce
	American History	Employment Security Department
	American History and Real	Leading Organizations State Leadership Training
	Talk	
October 2020	American History	Department of Financial Institutions
	American History and Real	Department of Commerce
	Talk	
	Employee Resource Groups	Washington State Board for Community and
	Panel	Technical Colleges
	Intro to BUILD	Department of Transportation

	Intro to BUILD	Department of Social and Health Services/Aging and Long-Term Support Administration/Adult Protective Services
December 2020	American History	Department of Ecology
	Intro to BUILD	Department of Revenue/Taxpayer Services Division Winter Workshop (Session 1 and 2)
January 2021	American History	Department of Retirement Systems
March 2021	Issues Impacting Black Community	Department of Social and Health Services/Aging and Long-Term Support Administration/Adult Protective Services
April 2021	Intro to BUILD	Washington Student Achievement Council
May 2021	About BRGs and Allyship	Department of Social and Health Services/Developmental Disabilities Administration
	All BRG Presentation	Small Agency Cabinet Leaders Meeting
June 2021	Intro to BUILD + Racism	Department of Revenue/Audit Division Annual Conference
June 2021	Intro to BUILD	Department of Financial Institutions
	Juneteenth Event	Department of Transportation

Policy Participation

- Washington State Business Resource Group Participation Policy
- Washington State Business Resource Group Communications Policy
- Washington State Business Resource Group Funding Policy

Subcommittee Activities

Communications

- Expanded and maintained website (BUIDWA.org)
- Continued a social media presence through Facebook and LinkedIn
- Established a social media presence through Twitter
- Continued newsletter

History and Activities

- Planned and hosted special events to include:
 - o Black History Month
 - o Juneteenth
- Other Activities:
 - Collaborated with the Washington State Historical Society, <u>African Americans in</u> <u>Washington Black History Month</u> Project (Lonnie Spikes).
 - Women's History Month message
 - Sexual Assault Message

Membership Engagement and Support

- Coordinated and hosted Membership Mingles events
- Tracked BUILD meeting and event attendance

• Deployed New Membership and Annual Surveys

Policy and Legislation

- Provided feedback to agencies regarding policies/equity statements
 - Department of Ecology
 - WSDOT
 - Department of Enterprise Services
- Policy and legislative updates at General Membership Meetings during 2021 Legislative Session
- Developed tracking mechanism for 2021 Legislative Session
- Represented BUILD on Department of Licensing SSB 6429 Disability Designations and Medical Alert Workgroup
- Collaborated with Latino Leadership Network (LLN) on BRG Participation document and FAQ sheet

Professional Development and Leadership Support

- Pioneered and produced the Leader Spotlight Interviews with BUILD Chair Megan Matthews and Co-Chair Edwina Martin-Arnold in September 2020
- Created a subcommittee newsletter that was distributed within the subcommittee
- Partnered with the Membership and Engagement subcommittee to host the Tips and Tricks for State Job Seekers Membership Mingle (nearly 100 attendees)
- Partnered with the Membership and Engagement subcommittee to host the Win the Interview Membership Mingle



Member Engagement

General Membership Meeting	Location	Number in Attendance
July 2020	Due to COVID-19 all meetings virtual	73
	(zoom)	
August 2020	Virtual	67
September 2020	Virtual	84
October 2020	Virtual	90

November 2020	Per Bylaws BUILD does not meet	
December 2020	Per Bylaws BUILD does not meet	
January 2021	Virtual	126
February 2021	Replaced w/ Black History Month	
	Celebration	
March 2021	Virtual	95
April 2021	Virtual	79
May 2021	Virtual	127
June 2021	Replaced w/ Juneteenth Celebration	



Special Event Engagement			
Event	Date	Number in Attendance	
Joint BRG/ICSEW Event	8.26.20	About 200	
Blacktoberfest, BUILD's Annual Meeting event	10.21.20	90	
Membership Mingle: How to Make Good Trouble	10.17.20	23	
Membership Mingle: Microaggressions in the Workplace	11.12.20	54	
Membership Mingle: Practice Identifying and Responding	12.71.20	71	
to Racism			
Black History Month Celebration	2.18.21	326	
Membership Mingle: An Important Conversation: The	2.24.21	43	
BLM Movement			
Membership Mingle: Tips and Tricks for State Job Seekers	3.24.21	40	
Membership Mingle: Practice Identifying and Responding	4.20.21	58	
to Racism Pt 2			
Processing Sessions: Conviction for the murder of George	4.22.21,	125	
Floyd (3 sessions)	4.26.21,		
	4.28.21		
Membership Mingle: New Member Welcome	5.25.21	25	

Juneteenth Celebration	6.17.21	498
Membership Mingle: Win the Interview	6.17.21	17

Survey Engagement			
Survey Number of Surveys Sent Number of Responses Percentage of Responses			
Election (June 2021)	250*	143	57.2%
Annual (July 2021)	2161**	141	6.5%

* This survey was posted on BUILD's website and sent to our GovDelivery distribution list so unable to determine how many people saw it. The number is based on how many people were estimated to be on our active membership list at the time.

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Website Engagement			
YearUnique Views (Monthly Average)Total Page Views (Monthly Average)Blog Posts (Monthly Average)			
April 2020- June 2020	1,342	3,427.33	17.33
July 2020-June 2021	1710.42	2,893.17	8.5
Total (July 2020- June 2021)	20,525	34,718	102

*Unique page views shows the number of unique visitors to the website.

***Total page views** shows the number of times each visitor selected a page. This number shows people are looking at multiple pages with each visit to the website.

*Blog posts shows the number of blog entries added. This number includes our events page entries.



Facebook	As of 9/29/2021	As of 7/28/2020	
Followers	299	231	
Page likes	271	210	
Top three posts	Learn about Black Military Heroes, PSE Covid Bill Assistance, and Bridging the Black-		
	Asian Divide.		
Demographics	82% of our followers are women		
	Majority of fans are in Olympia, Tacoma, and Lacey area.		

LinkedIn	As of 9/29/2021	As of 7/28/2020	
Followers	167	64	
Twitter			
Followers	84	No data	
Accounts	462	No data	
Demographics	73% of visitors are in Human Resources		
	8.7% are in Community and Social Services		

Twitter	As of 9/23/21*
Original tweets	43
Impressions	3029
Engagements	78
Engagement rate	2.6%
Tweets and retweets	153
Impressions	3101

Engagements	82
Engagement rate	2.6%

*Twitter analytics are limited to the 3 previous months at the time of sample.

GovDelivery (Email) Engagement					
Month	Emails Sent	Emails Opened	Link Clicks	Messages Sent	▲ Messages Sent Previous Year
July 2020	16,707	14,646	2,342	11	
August 2020	11,659	8,459	1,330	7	
September 2020	7,281	5,209	1,127	5	
October 2020	16,632	13,681	1,592	10	
November 2020	8,651	6,767	646	5	
December 2020	9,283	7,836	434	5	
January 2021	15,443	12,239	1,437	8	
February 2021	26,726	20,183	3,321	14	
March 2021	23,483	12,659	1,579	11	
April 2021	32,629	22,661	2,267	14	180%
May 2021	18,717	13,174	1,728	8	167%
June 2021	12,719	12,264	1,281	5	-89%

*Emails sent shows the number of messages sent multiplied by our distribution list members. Each message was sent to multiple recipients.

*Emails opened shows the number of emails sent multiplied by the number of times each email was opened by an individual recipient.

*Link clicks shows the number of times links within emails sent were clicked by recipients.

*Messages sent shows the number of unique messages sent to our distribution lists.

Annual Survey

The second annual report gave us the opportunity to evaluate our general members' feedback on BUILD's performance in comparison to the previous year. This survey was live from July 9, 2021 through

July 23, 2021 and was distributed through our GovDelivery distribution list. Any general membership member was invited to participate in the survey.

The following highlights were taken from the survey:

- What BUILD has meant for members:
 - Promotions into management and leadership positions by leveraging career development opportunities offered through subcommittee participation
 - Ability to bring true and authentic self into BUILD spaces and be received
 - o Feeling connected and welcomed with BUILD even when not regularly involved
 - Having a community is priceless
- Most participants wanted BUILD to help them:
 - Build and strengthen relationships with others
 - o Learn and be an advocate for policies that affect the Black community
 - Be able to talk about race at work
 - Strengthen professional development and leadership skills
 - Learn more about Black history
 - Further understanding of racial and social justice
 - Be an ally
- Suggestions to improve BUILD meetings include:
 - Meetings are great, no suggestions
 - More time for networking
 - More interactive
 - More speakers
 - Speak to conditions that affect the Black community (environment, health, education, etc.)
 - More information about our history
 - Ways for navigating resources
- Barriers to meeting attendance:
 - Job responsibilities
 - No barriers
 - Supervisor approval
 - Conflict with meeting length/time

Many individuals expressed support and positive encouragement for the hard work that the subcommittees and leadership have put into making BUILD a success. They recognize the time and energy that must go into the group and are appreciative of the efforts. They are thankful to have an organization that supports the Black Community and gives people space to be in community.

2020 and 2021 Survey Comparisons				
2020 2021				
Number Completed	152	141		
State Agencies Represented	33	34		
Black Identifying Participants	84 or 55.3%	83 or 58.9%		

Counties Represented	8	12
Subcommittee Interest	61.9% (some identified more 81 or 56.83% (some identified more	
	than one subcommittee)	more than one subcommittee)

Financial Report

BUILD, like the other BRGs, has not been allocated state funds. Funds BUILD received during the course of this annual report were through donations or state agency sponsorship. BUILD is thankful and grateful for each agency that supported BUILD this year.

BUILD received funds from several sponsoring state agencies for our kickoff event. The following is an accounting of BUILD's expenditures for the past year.

Event	Date	Item	Deposit	Expense	Account Balance
Carryover Balance	7.1.2020				\$1072.49
Adjustment*		Budget reconciliation	\$.10		\$1072.59
Website	4.9.2020	Website hosting	Donation of \$157.25		
	4.10.2020	Buildwa.org domain name	Donation of \$10.92		
	6.17.20	Increase zoom capacity from 500 to 1000 for Juneteenth	Donation of \$50		
End balance					\$1072.59

* After going through an account reconciliation process with OFM, there was a discrepancy between a cost that was reported to BUILD by OFM and the credit card purchase record for BUILD's kickoff event in 2019. The reported charge for the utensils, plates, napkins, and décor was \$395.21. The credit card purchase record shows \$395.11 was charged. An adjustment is being made to reflect an additional \$.10 available in BUILD's account.

Screen shot from 2020 Annual Report Financial Report:

	1	-	-
Utensils/plates/napkins		\$149.93	\$1791.10
Décor		\$245.28	\$1545.82
E SOL		600.0C	AFOF OC

Learning Opportunities

Operating in a Virtual World

BUILD adapted to meet the needs of its members throughout the pandemic and the social justice movement. General membership meetings attendance increased once we went virtual. It has been difficult to maintain sufficient subcommittee engagement though. The majority of the work BUILD does is through our subcommittees. Limited engagement will reduce BUILD's impact. We continue to work on ways to connect people with the subcommittees. Other virtual meeting notes:

- OFM can increase the zoom limit from 500 to 1000 if we believe we might exceed that amount of attendance. This has typically been a potential issue only for our Juneteenth celebration. The amount as indicated in the financial report is \$50.
- We ceased asking counselors from the Employee Assistance Program (EAP) to facilitate our breakout rooms because folks indicated they felt comfortable navigating the spaces independently and it was also a capacity issue for EAP. For these self-facilitated spaces, it is suggested one or two questions are provided as prompts to spark conversation.
- We brought in speakers most months for educational purposes. Our community responded well to each speaker on topics ranging from mental health, American history from the Black perspective, and introducing Black leaders new to state government.

Active Member List

BUILD's active member list is essential because its active members are the individuals who vote in BUILD's elections and charter and bylaws updates and for any other purpose where a vote is requested. For the elections, we discovered an active member list had not been compiled or maintained once we switched to a virtual platform. It was difficult to get attendees to add their name to the chat and when they did, it wasn't always the name we could find in outlook or if they were part of an organization like OSPI, we were unable to obtain their email because their organizations are not part of the directory.

To solve this issue, I emailed the co-chairs of RAIN and asked about their sign in process for their virtual meetings. I knew they had elections in October 2020 and also have a voting body that is separate from the general membership. They provided me with their Microsoft Teams form and described how that automatically updates an excel form when completed. From that information, BUILD adapted RAIN's form and developed a plan to utilize the form to obtain attendance in the future. The Membership Engagement and Support Subcommittee reported that this process is much less time intensive and cleaner. The attendance form is virtual with a link that will be added to our meeting agenda and in the chat for the meetings. There is also a QR Code that was added to BUILD's meeting slide deck so folks can complete the attendance form using their smart phones. We will ask folks to complete the attendance form and it will be up to attendees to complete it so they can be added to our active member list.

Elections

BUILD carried out its first elections this year. While the overall process was successful there were some learnings discovered. In addition to the Active Member List lesson addressed above, an assumption BUILD leadership made was that the nominees for BUILD leadership roles would be folks who had been actively engaged with BUILD through our subcommittees. This is not what happened in our first election cycle. Some adjustments we made and plan to make are:

- Lengthening the transition period from the former BUILD leadership to the new BUILD leadership to allow a knowledge transfer process that sets the new BUILD leadership up for success. This requires much communication between the past chair and chair.
- Documenting processes BUILD's former leadership used to complete activities so the new leadership have guidelines they can use and adapt to as they move forward.

- Providing mentoring to and having early discussions with people in BUILD subcommittees so they may feel comfortable seeking or accepting nomination.
- Updating the transition process so that there is an evaluation prior to the co-chair assuming the chair role. This allows an individual who may not have been familiar with BUILD prior to assuming the co-chair role the opportunity to decide whether they want to serve as chair. It also provides the chair and executive sponsor with the opportunity to determine whether the individual has the skills and abilities necessary for a chair role.

Looking Forward (July 1, 2021 through June 30, 2022)

Strategy and Goals

In its first year, BUILD developed its fundamentals map that displays the organization's mission, vision, values and goals in a one-page format. It provides a sing-page view of BUILD's key processes and expected outcomes that connects the organization's purpose and work to the State of Washington's goal of being the "employer of choice".

Much of BUILD's goals and objectives will remain the same. But some adjustments have been made in collaboration with BUILD's Chair, Co-Chair, Executive Sponsor, and Subcommittees. Now that our subcommittees are established, measures have been set for subcommittee activities to evaluate the impact of BUILD's activities. Also, some subcommittees have name changes and those are reflected as well.



BUILD: Blacks United In Leadership & Diversity Washington State Goal: Employer of Choice

In addition to the sub processes laid out in the fundamentals map, BUILD will grow stronger by:

- Find ways to meet the needs of members during COVID-19 and social distancing.
- Grow BUILD's network of support to strengthen our voice.
- Sendannual survey to active members, so those who are actively engaged with BUILD are the ones who get to determine BUILD's direction.
- Continue to partner with the newly established Office of Equity to advance BUILD goals.

Activities Plan

BUILD's activities for the year July 2021 – June 2022 includes:

- Intentionally recognizing, embracing, and discussing intersectionality within our community.
- Continue general membership meetings every month except November and December as laid out in the Bylaws. These will be virtual until the social distancing guidelines are lifted.
- Disseminate message around important events in the Black Community such as:
 - o MLK Day
 - o Black History Month
 - o Juneteenth
 - Women's History Month
 - Memorial Day
- Host special events to include:
 - o Black History Month
 - o Juneteenth
- Present, as requested, at state events and meetings.
- Provide, as requested, Black perspective in policies, procedures, and processes.
- Create visibility around Black people for current and future state leadership roles.
- Complete policies in collaboration with other BRGs and OFM to strengthen BUILD participation and support.
- Annual survey to solicit feedback on what is working well and what can be improved with BUILD activities.
- Develop and refine professional development and mentoring opportunities available through BUILD.

Summary

BUILD has experienced another exciting year due to exciting events, a social media presence, outreach to agencies, providing a Black perspective in several spaces where one was lacking, and most importantly, strengthening community for Black state employees within the work environment. The objectives for the next year serve to grow BUILD's presence statewide and develop and implement innovative methods for meeting the needs of our community to advance Washington State's goal of becoming an employer of choice.