

2020

# BUILD's Annual Report

OCTOBER 24, 2019 THROUGH JUNE 30, 2020  
PREPARED BY MEGAN MATTHEWS

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## Message from the Chair

I am pleased to introduce BUILD's first annual report and what a great first year for BUILD it was! We launched at our kickoff event, presented to various audiences and agencies, brought community to Black state employees, began regularly meeting with the other five Washington State business resource groups, and worked with agencies and the governor's office to develop antiracist trainings and policies. We have and continue to build a strong network of allies and support. Our membership continues to grow and stay engaged which allows us to cover much ground and reach so many goals.

While we have accomplished much, recent events demonstrate just how much work needs to be done to eliminate disparate outcomes for the Black Community. The coronavirus, also known as COVID-19, disrupted our "normal" processes and activities and impacted the economy quite possibly more severely than the Great Recession of 2008. Racism in America has been brought out the shadows where it was invisible to anyone who was not Black and is on display globally, sparking protests in a movement similar to that of the Civil Rights Movement of the 50s and 60s. BUILD leadership was excited to meet with various leaders and organizations and be incorporated into the process for developing trainings and policies to help create equitable outcomes for Black employees and Black communities. This fills me with hope that we can reach the Promised Land Reverend Dr. Martin Luther King Jr spoke so prophetically of. I know BUILD members will continue to enthusiastically participate and support us in reaching these critical goals.

I'd like to thank our outgoing co-chair- Phil White for his heartfelt dedication to BUILD's success. I'd like to thank our administrative liaison- Beth Winstead for her unwavering allied support. I'd like to thank our executive sponsor- Marcus Glasper for his wisdom and solid involvement. Without the three of them, and the talents and skills they brought to BUILD, we would not be in the strong position we are.

I am honored to be continuing in the chair role for another year and excited to welcome Edwina Martin-Arnold as the interim co-chair for the 2020-21 year to work together in helping BUILD reach its goals.

Finally, I'd like to thank all of those who gave their time and energy to create BUILD and everyone who has played an active role in making BUILD as impactful and resourceful in under a year. Without you, BUILD would not exist and we definitely could not have been as made the difference we have thus far. I look forward to what lies ahead in this next year, knowing that I am surrounded by a community of people who believe that at the end of the day we are all human beings who deserve to be treated with dignity and respect.

Sincerely,

Megan Matthews

## Introduction

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 the individuals who would form 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 the kickoff event. BUILD's first general membership meeting was in November 2019 in the Labor and Industries Auditorium. Since then, BUILD's Executive Committee and five subcommittees accomplished a lot.

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

## Executive Committee

- Megan Matthews: Chair
- Phil White: Co-Chair
- Beth Winstead: Administrative Liaison
- Marcus Glasper: Executive Sponsor, LOT Director

## Subcommittees

### History and Activities

*Co-Leads: Tommy Simpson III and Lonnie Spikes*

#### **Purpose:**

The History and Activities subcommittee recognizes the historical mental and physical impacts 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.

### Marketing, Communications, and Data (MCD)

*Co-Leads: Lesa Gomez and Dennis Worrell*

This group manages BUILD's digital presence including our website, newsletters, surveys, and social media. Contact them about getting involved or submitting content for consideration to publish through our communication channels.

#### **Purpose:**

Like BUILD as a whole, the Marketing, Communications, and Data 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 capitalizing on the impact of email.

### Membership Engagement and Support

*Co-Leads: Lashonda Cole and Lenora Sneva*

**Purpose:**

Our purpose is to greet and welcome new and/or existing BUILD members and allies.

To connect members with resources and information for personal and professional use.

To provide a space to build relationships and promote equality and inclusion amongst our communities.

To amplify the importance of becoming more involved with BUILD.

### Policy and Legislation

*Co-Leads: Mikia Guy and Valeria Veasley*

**Purpose:**

The BUILD Policy & Legislative Subcommittee seeks to improve the lives of state-employed BIPOC (Black Indigenous People of Color) by addressing the disparities in the Black Community by way of making policy recommendations to the Governor and state agencies with respect to desirable changes in state programs and law, especially in the areas of career development, training, and other conditions of employment.

We will train our subcommittee members to track and report on legislation to the general membership, and engage in supporting and providing feedback to appropriate state agencies on the potential impacts to the black community on both existing and proposed laws and rules.

### Professional Development and Leadership Support

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

**Purpose:**

The Professional Development and Leadership Support Subcommittee (PDLS) is committed to promoting equity and excellence through processes, networking, career planning and practices, mentorship, and leadership development.

We are devoted to the empowerment of the black community, and our allies, dedicated to justice and equity within all levels of state government. BUILD provides a platform for PDLS to remove barriers, increase opportunities and increase the number of black state employees.

## Year in Review

The year in review covers activities from June 2019 through July 2020. As BUILD launched in October 2019, the year in review begins there.

### Key Accomplishments

- Established an official group name and logo.
- Black History Month Celebration was our first special event.
- Juneteenth Celebration in which Governor Inslee attended and had the highest attendance.
- Established a social media presence through BUILD's website, and Facebook and LinkedIn sites.
- Developed and deployed the first annual survey.
- Drafted and proposed Washington State's first Juneteenth Proclamation. The Governor's Office released it as an official ceremonial proclamation.

### Activities Report

#### Events

Month	Event
October 2019	Kickoff
January 2020	A Human Workplace: The Black Experience This event was co-hosted with Renee Smith of Results Washington
	Washington State Diversity, Equity, and Inclusion Summit
February 2020	Black History Month Celebration
June 2020	Juneteenth Celebration Virtual

#### Presentations

Month	Presentation	Organization
February 2020	Black History Month	Department of Health
		Department of Revenue
		Department of Social and Health Services (DSHS)/ Developmental Disabilities Administration (DDA)/Rainier School
		DSHS/Economic Services Administration
		Office of the Superintendent of Instruction
		RAIN BRG
		Washington State Department of Fish and Wildlife
June 2020	General BUILD Presentation	Agency Deputy Director's Monthly Meeting
	Juneteenth Presentation	Agency HR Manager's Monthly Meeting
	Black Experience in America	DSHS/DDA Equity, Diversity, and Inclusion Meeting
	Allyship Discussion	OFM Out Loud

## Policy Participation

- State Human Resources Policy Directive 20-03
- Washington State Business Resource Group Executive Order
- Washington State Business Resource Group Participation Policy
- Washington State Business Resource Group Communications Policy
- Washington State Business Resource Group Funding Policy
- Washington State Diversity, Equity, and Inclusion Training Curriculum
- Washington State Diversity, Equity, and Inclusion Policy

## Subcommittee Activities

### *History and Activities*

- Subcommittee composed an official “Purpose Statement”
- Disseminated messages around important events in the Black Community such as:
  - Reverend Dr. MLK Jr Day
  - Black History Month
  - Juneteenth
  - Women’s History Month
  - Memorial Day
  - Tribute to the late Hon. John Lewis (U.S. Congressman)
  - Birthday Salutations - James Baldwin, Author, Poet and Civil Rights Champion
- Planned and hosted special events to include:
  - Black History Month
  - Juneteenth
  - Blacktoberfest (BUILD annual October celebration and last meeting of the year)
- Other Activities:
  - Public Service Recognition Week Award Recognition Review Committee (*Tommy Simpson III & James Chaney*)

### *Marketing, Communications, and Data*

- Developed an official purpose statement
- Established a website (BUIDWA.org)
- Established a social media presence through Facebook and LinkedIn
- Established a quarterly newsletter beginning March 2020
- Sent messages via GovDelivery
- Developed and deployed surveys to receive feedback on BUILD’s kickoff event and determine this BRGs name “BUILD” and our logo

### *Membership Engagement and Support*

- Developed an official purpose statement
- Developed and deployed BUILD’s first annual survey
- Developed a survey to solicit feedback from new BUILD members
- Developed an ally resource list

*Policy and Legislation*

- Established an official purpose statement
- Developed and deployed Bill/Policy analysis training
- Developed Juneteenth proclamation
- Researched and compiled data around Washington State demographics for BUILD’s August Panel on Health, Hiring, and Poverty disparities

*Professional Development and Leadership Support*

- Composed an official purpose statement
- Designed and distributed a mentorship and mentee interest flyer at the 2020 Washington State Diversity, Equity, and Inclusion Summit

Member Engagement

<b>Membership Growth via Gov Delivery</b>		
<b>Month</b>	<b>General Membership</b>	<b>Active Membership</b>
January 2020	527	99
February 2020	635	206
March 2020	939	204
April 2020	1121	204
May 2020	1202	202
June 2020	1338	202

<b>General Membership Meeting</b>	<b>Location</b>	<b>Number in Attendance</b>
November 2019	Labor and Industries, Auditorium	60
December 2019	Legislative Building, Columbia Room	42
January 2020	Department of Revenue, Conference Center	50
February 2020	Canceled for Black History Month Event	
March 2020	Canceled due to COVID-19	
April 2020	Virtual (WebEx)	78
May 2020	Virtual (WebEx)	54
June 2020	Canceled for Juneteenth	

<b>Special Event Engagement</b>			
<b>Special Event</b>	<b>Date</b>	<b>Location</b>	<b>Number in Attendance</b>
Kick Off Event	10.24.19	Lacey Community Center	214
A Human Workplace	1.24.19	Helen Sommers BLDG	92
Black History Month Event	2.19.20	Labor and Industries Auditorium	154
Juneteenth Celebration	6.18.20	Virtual (Zoom)	500



Survey Engagement			
Survey	Number of Surveys Sent	Number of Responses	Percentage of Responses
Kick Off Feedback	194	65	34%
BRG Name	79	49	62%
BRG Logo	204	82	40%
Annual Survey	1200*	151	12.5%

\*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 on our GovDelivery distribution at the time.

Website Engagement			
Month	Unique Views	Total Page Views	Blog Posts
April 2020	107	575	5
May 2020	231	633	3
June 2020	3,688	9,074	44
Total	4,026	10,282	52

\***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.

Social Media Engagement		
Month	Facebook Followers	LinkedIn Followers
April 2020	127	10
May 2020	133	16
June 2020	218	37

Facebook	As of 07/28/2020
Followers	231
Page Likes	210
Top Three Posts	Observing BLM Day, BUILD Supports LGBTQ+, Learn About Intersectional Fights for Environmental and Racial Justice tied with Juneteenth, Virtual Celebration.
Demographics	82% of our fans are women Majority of fans are in Olympia, Tacoma and Lacey area.

LinkedIn	As of 07/28/2020
Followers	64
06/28-07/27	37 page views 13 unique visitors 4 custom button clicks (view website)
Demographics	73% of visitors are in Human Resources 8.7% are in Community and Social Services

GovDelivery (Email) Engagement				
Month	Emails Sent	Emails Opened	Link Clicks	Messages Sent
January 2020	1,152	2,150	362	3
February 2020	6,401	12,768	1,746	12
March 2020	4,067	4,993	434	7
April 2020	8,140	6,541	1,135	8
May 2020	8,184	5,721	860	7
June 2020	10,135	25,691	4,909	8
Total	38,079	57,864	9,446	45

\***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 first annual membership survey was live from July 6, 2020 to July 23, 2020 on BUILD's website. Any general membership member employed by Washington State was invited to participate in the survey.

The following highlights were taken from the survey:

- Word of mouth is the way most people learned about BUILD
- Highest participation was for special events: Juneteenth, Black History Month Celebration, and Kickoff event
- Participants represented over 30 state agencies, offices, commissions, courts, and private sector organizations
- Most participants wanted BUILD to help them:
  - Learn and be an advocate for policies that affect the Black community
  - Build and strengthen relationships with others
  - Be able to talk about race at work
  - Strengthen professional development and leadership skills
  - Learn more about Black history
- Most participants use Facebook and Instagram as their social media platforms.
- Most participants would like BUILD meetings and events to:
  - Have time for networking
  - To be more interactive
  - Have speakers
  - Speak to conditions that affect the Black community (environment, health, education, etc.)
- Participants were overwhelmingly excited about BUILD, thankful for BUILD's existence, positive about what BUILD has accomplished, anticipating what BUILD's future impact will be.

## 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
Kickoff	10.24.2019				
		Department of Licensing Sponsorship	\$2000.00		\$2000.00
		Department of Health Sponsorship	\$2000.00		\$4000.00
		Washington Lottery	\$3000.00		\$7000.00
		Department of Transportation	\$2000.00		\$9000.00
		Department of Revenue Sponsorship	Donated Videography services		\$9000.00
		Venue		\$820.45	\$8179.55
		Catering		\$5800.00	\$2379.55
		Baking (Desserts)		\$438.52	\$1941.03
		Utensils/plates/napkins		\$149.93	\$1791.10
		Décor		\$245.28	\$1545.82
		Fruit Platter		\$39.96	\$1505.86
November General Membership Meeting	11.21.2019	L&I Coffee Service (Taylor Ray)		\$144.82	\$1361.04
Black History Month		Utensils/plates/napkins/soda		\$136.62	\$1224.42
		L&I Coffee Service (Taylor Ray)		\$151.93	\$1072.49
<b>End balance</b>					<b>\$1072.49</b>

## Learning Opportunities

### Operating in a Virtual World

With the onset of the coronavirus, also known as COVID-19, 2020 has been a year that has uprooted what "normal" business operations meant. Our March meeting was canceled due to social distancing measures and beginning in April 2020 we have met only virtually. We have been grateful for the opportunity to continue to meet and it has come with certain challenges.

BUILD has strived to continue meeting the needs of its members. Members who have physically attended meetings appreciated the opportunity to be in fellowship with other Black people in the

workplace. We have not been able to continue offering this as COVID-19 has progressed. Through breakout sessions, our June meeting was the first meeting where people were able to voice how they felt about the visibility around racism that has been created with the murders of George Floyd, Breonna Taylor, and Ahmaud Arbery. The breakout session in June was approximately 30 minutes. Beginning July 2020, BUILD plans to extend these sessions to approximately one hour for each meeting.

BUILD is also working to have guest speakers at each meeting who can provide information on topics that support our fundamentals map as well as key issues impacting the Black Community such as:

- Professional development or career advancement
- Disparities that impact the Black community and possible solutions
- Strategies for health and well being
- Inspirational messages that provide hope in these challenging times

BUILD will also use its speaker platform to highlight Black leaders in state government as well as others in and around our region.

Leadership is adapting communications to better serve our members and more effectively communicate BUILD activities.

BUILD is so thankful for the support the Office of Financial Management (OFM) State Human Resources has provided to assist in the planning and setup of virtual meetings. Since April, several virtual platforms were tested and the pros and cons of each discussed.

- **WebEx** has a high capacity and most, though not all, agencies are able to use it. However, WebEx does not breakout rooms to be easily created. BUILD used WebEx for its April and May meetings but switched to Zoom in June to afford the opportunity for more breakout rooms as well as allow people the opportunity to engage with each other.
- **Zoom** is the platform used in June. Unfortunately, BUILD ran into capacity issues for that meeting. Over the course of that meeting, close to 500 people signed in at some point. Still, almost 200 people participated in 13 breakout rooms. Other technology issues were experienced due to it being BUILD's first time using Zoom as well as being new to virtual meetings. Zoom has also been known to have security concerns, but we hope to manage those concerns in the way the meeting is established and how participants enter the meeting.
- **Microsoft Teams** was also explored. We learned that ability for breakout sessions was more complicated and unclear as well as the fact that not every department had Microsoft Teams capability yet.

From these trials and errors, BUILD landed on Zoom as the platform that is best able to meet its members near term needs. A key lesson learned is to be patient as you try new methods for virtual meetings. Things will not be perfect and people will give you the grace when things do not go perfectly because they understand this is new and we are trying to continue delivering a service that is needed. Remember process improvement principles, fix what is not working to continually improve, but do not make the goal perfection right out of the gate. This is what delays action from occurring.

## Speakers

It is important to have speakers who can speak honestly and bring value to breadth of experiences of Black state employees and also realities that impact Black individuals. And it is equally important that BUILD maintain its values of creating an environment that is welcoming and unifying. Rhetoric that is divisive or attacking will create unnecessary additional barriers for BUILD's objectives and goals.

While BUILD welcomes diverse perspectives from its invited speakers, it is important that BUILD stay true to its vision and values with the messages that are conveyed to its membership. BUILD does not have a budget to pay for speakers. BUILD takes extra steps in confirming its volunteer speakers such as:

- Discuss with each speaker in advance to communicate BUILD's mission, vision, and values.
- Chair discusses with each speaker key tenets of their message to ensure its intent is aligned with BUILD mission, vision, and values.
- Discuss with each speaker general state ethics rules and state culture.
- Ask BUILD members for speaker suggestions.

## Budget

All of the State's business resource groups were anticipating being allocated funds in the next budget cycle, but with the economic impact of COVID-19 that became less likely. BUILD currently receives funds through donations or sponsorships. As the financial report indicates, BUILD ended the year with a positive, yet small balance. With limited financial resources, it will be important for the organization to be creative to continue to sponsor successful events.

The following are tips to navigate a low budget:

- Have events at state buildings- most charge no fee.
- Have events at parks when the weather is good- small fee for reserving covered space.
- Ask members to donate food, potluck style.
- Confirm speakers and performers who do not require an honorarium or speaking fee.
- Ask members with technology, photography, or musical skills to lend their talents.
- Less is more with decorations and buy décor in the off season or after season (discounts).
- Use Costco and Amazon for bulk supplies like plates and napkins.
- TV-W will record events and present them on their website and TV channel at no charge.
- Ask members for other cost-saving ideas.

## Looking Forward

### 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".

BUILD's goals and objectives, as laid out in the fundamentals map will remain the same for the next year, July 2020- June 2021.

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

<b>Foundations</b>	<b>Mission:</b> Improve the experiences of Black state employees, increase representation in leadership positions, give voice to the Black perspective, and build each other up as we move forward.		<b>Vision:</b> Change the state's narrative and give identity and voice to current employees while enforcing policies that promote diversity, inclusion and respect in the workplace.		<b>Values:</b> We are firmly committed to diversity and inclusion.	
<b>Key Goals</b>	1. Build up the Black Community in State Employment	2. Create a Welcoming BUILD environment	3. Give Black People a Voice	4. Integrate Black Culture		
<b>Outcome Measures</b>	1.1 Increase in Black Representation	2.1 Consistent Engagement From Diverse Group	3.1 Black Perspective Considered in Key Policy-Making Decisions	4.1 Black Culture and History Shared and Celebrated		
<b>Measure Owner</b>	Chair	Chair	Chair	Chair		
<b>Core Processes</b>						
<b>Process Owner</b>	Prof. Development; Membership; Activities	Marketing; Membership; Prof. Development	Membership; Activities; Prof. Development	Leadership; Marketing	Leadership; Marketing	Marketing; Activities
<b>Sub Processes</b>	1.1.1.1 Share job opportunities 1.1.1.2 Highlight benefits of working for the state 1.1.1.3 Provide professional development program opportunities 1.1.1.4 Provide support and recognition	2.1.1.1 Develop tools to promote BUILD 2.1.1.2 Develop networking opportunities 2.1.1.3 Develop ways to market BUILD	2.2.1.1 Welcome and reach out to new members 2.2.1.2 Develop recognition methods 2.2.1.3 Develop ally support 2.2.1.4 Be available for general membership questions, concerns, suggestions	3.1.1.1 Seek & participate in outreach/network opportunities 3.1.1.2 Broaden BRG network 3.1.1.3 Strengthen relationships	3.2.1.1 Develop and respond to requests for input 3.2.1.2 Develop and present ideas for policy improvements 3.2.1.3 Evaluate and provide input on bills 3.2.1.4 Evaluate agency policies for disparate impacts	4.1.1.1 Prepare celebration for Black History Month 4.1.1.2 Share Black stories through membership list and agencies 4.1.1.3 Develop and implement an annual calendar of social and cultural events 4.1.1.4 Secure speakers for events
<b>Process Measures</b>	<ul style="list-style-type: none"> <li>Mentor program exists &amp; is continuously improved</li> <li>Number of jobs shared</li> <li>Deliverable of benefits of state work</li> </ul>	<ul style="list-style-type: none"> <li>General membership attendance</li> <li>Active membership counts</li> </ul>	<ul style="list-style-type: none"> <li>Engagement/results of mini surveys</li> <li>Gov/Delivery data</li> <li>Subcommittee attendance</li> <li>Ally membership</li> </ul>	<ul style="list-style-type: none"> <li>Growth in network</li> <li>Document outreach performed</li> </ul>	<ul style="list-style-type: none"> <li>Document and catalog proposals and responses</li> <li>Document and catalog policy/bill recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Document activities</li> <li>Mini surveys</li> </ul>

In addition to the sub processes laid out in the fundamentals map, BUILD will continue to lay a strong foundation by:

- Find ways to meet the needs of members during COVID-19 and social distancing.
- Build a strong foundation to solidify the group's future.
- Reach out to others to build BUILD's network.

**Activities Plan**

BUILD's activities for the year July 2020 – June 2021 includes:

- 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:
  - MLK Day
  - Black History Month
  - Juneteenth

- Women’s History Month
  - Memorial Day
- Host special events to include:
  - Black History Month
  - Juneteenth
  - Blacktoberfest (BUILD’s annual meeting - October celebration and last meeting of the year)
- Present, as requested, at state events and meetings.
- Provide, as requested, Black perspective in policies, procedures, and processes.
- Develop and deploy a mentoring program for professional development.
- Collaborate with other BRGs, Interagency Council of State Employed Women (ICSEW), DEI Council, and other allied groups.
- Strengthen BUILD’s website and social media presence.
- 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.
- Complete first BUILD officer elections.

## Summary

BUILD has experienced a tremendous first year due to exciting events, a social media presence, outreach to agencies, providing a Black perspective in policy and trainings, and most importantly, establishing community for Black state employees within the work environment. The objectives for the next year serve to strengthen BUILD’s strong foundation and develop innovative methods for meeting the needs of this community to advance Washington State’s goal of becoming an employer of choice.