CHAPTER 5

GLOBAL PERSPECTIVES AND DIVERSITY
The Springfield region will be a welcoming community that celebrates our similarities as well as our differences by valuing a commitment to service and economic prosperity; through innovation and creativity; with knowledge and leadership; and that improves the quality of life for all.
Chapter Summary

Our community is becoming more diverse. How we, as a community, respond to this increasing diversity will, in many ways, determine the future of our region. Will we embrace an increasingly diverse citizenry, or will we resist it?

Surveys of our young professionals indicate a desire for more diversity in our area population. Is this a factor that might entice our young, highly skilled workforce to remain in the Springfield area, making it more likely we can attract high-quality employers drawn to such a workforce and our region’s quality of life?

As one of the country’s least diverse regions (for cities our size), we have much work to do. We will, however, address this issue head-on. Achieving the goals and objectives within this chapter will move us toward becoming a more welcoming, inclusive community.
Major Goal 1: To pass a resolution of intent that emphasizes and promotes inclusion for the City of Springfield and Greene County

Assumptions: Diversity is broadly defined and benefits the community as a whole.

**Objective 1a:** Establish a contemporary and viable city-wide diversity-related “statement of intention” by passing City and County resolutions.

**Responsible Group:** Springfield City Council, Greene County Commission, and City and County staff leaders.

**Objective 1b:** Market the new “statement of intention” locally, nationally, and, via the Sister Cities organization, internationally.

**Responsible Group:** City of Springfield, Greene County, City Utilities, Chamber of Commerce, Springfield Public Schools, all higher education institutions, faith-based and community-based organizations, and others as deemed necessary.

**Estimated Cost to Achieve Goal:** Minimal cost because City of Springfield currently publicizes information, and this new statement would be part of updates to current publications. There may be a cost to change some existing forms used by the proposed statistical data collectors identified above.

**Proposed Funding Sources:**

**The DiversityData project identifies metropolitan area indicators of diversity, opportunity, quality of life, and health for various racial and ethnic population groups. Their website is available to a wide variety of potential users interested in describing, profiling, and ranking U.S. metros in terms of quality of life. The indicators provide a scorecard on diversity and opportunity, and allow researchers, policymakers, and community advocates to compare metro areas and to help them advocate for policy action and social change.**

The choice of indicators was grounded in recent work on urban inequality and health inequality, which points to the significance of racial/ethnic disparities in health, educational, employment, and housing opportunities across metro areas.

The project challenges urban researchers, policymakers, and activists to define quality of life and health broadly — to include opportunities for good schools, housing, jobs, wages, health and social services, and safe neighborhoods — to compare achievement across metros, and to make continuous changes to keep metropolitan life healthy for all populations. Public policies may enhance or harm the wellbeing of diverse populations. Important policy areas include neighborhood integration, residential mobility, anti-discrimination in housing, urban renewal, school quality, and economic opportunities.
The DiversityData project is supported by the W.K. Kellogg Foundation.

Springfield, MO: Summary Profile

### POPULATION DEMOGRAPHICS AND DIVERSITY: Population

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro Area</td>
<td>369,775</td>
<td>430,900</td>
</tr>
</tbody>
</table>

**Definition:** Resident Population. **Notes:** Estimates as of July 1 and summed from Census Bureau county estimates.  
**Source:** U.S. Census Bureau. Annual County Resident Population Estimates by Age, Sex, Race, and Hispanic Origin: April 1, 2000 to July 1, 2009.

### POPULATION DEMOGRAPHICS AND DIVERSITY: Population by Race/Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>6,089</td>
<td>10,758</td>
</tr>
<tr>
<td>Non-Hispanic American Indian</td>
<td>2,287</td>
<td>2,649</td>
</tr>
<tr>
<td>Non-Hispanic Asian/Pac. Islander</td>
<td>3,271</td>
<td>4,281</td>
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<tr>
<td>Non-Hispanic Black</td>
<td>6,093</td>
<td>9,087</td>
</tr>
<tr>
<td>Non-Hispanic Multi-Racial</td>
<td>4,578</td>
<td>6,463</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>347,457</td>
<td>397,662</td>
</tr>
</tbody>
</table>

**Definition:** Resident population by race and ethnicity. **Notes:** Estimates as of July 1 and summed from Census Bureau county estimates.  
**Source:** U.S. Census Bureau. Annual Estimates of the Resident Population by Age, Sex, Race, and Hispanic Origin for Counties: April 1, 2000 to July 1, 2009.
### POPULATION DEMOGRAPHICS AND DIVERSITY:
#### Share of Population by Race/Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>1.6%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Non-Hispanic American Indian</td>
<td>0.6%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Non-Hispanic Asian/Pac. Islander</td>
<td>0.9%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Non-Hispanic Black</td>
<td>1.6%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Non-Hispanic Multi-Racial</td>
<td>1.2%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>94.0%</td>
<td>92.3%</td>
</tr>
</tbody>
</table>

**Definition:** Specified race/ethnicity’s share of the total population. **Notes:** Estimates as of July 1 and summed from Census Bureau county estimates. **Source:** U.S. Census Bureau. Annual Estimates of the Resident Population by Age, Sex, Race, and Hispanic Origin for Counties: April 1, 2000 to July 1, 2009.

### POPULATION DEMOGRAPHICS AND DIVERSITY:
#### Percent Change in Population

<table>
<thead>
<tr>
<th></th>
<th>2000-2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro Area</td>
<td>16.5%</td>
</tr>
</tbody>
</table>

**Definition:** Percent change in the population. **Notes:** Estimates as of July 1 and summed from Census Bureau county estimates. **Source:** U.S. Census Bureau. Annual Estimates of the Resident Population by Age, Sex, Race, and Hispanic Origin for Counties: April 1, 2000 to July 1, 2009.
POPULATION DEMOGRAPHICS AND DIVERSITY:
Percent Change in Population by Race/Ethnicity (2000-2009)

<table>
<thead>
<tr>
<th>Category</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>76.7%</td>
</tr>
<tr>
<td>Non-Hispanic American Indian</td>
<td>15.8%</td>
</tr>
<tr>
<td>Non-Hispanic Asian/Pac. Islander</td>
<td>30.9%</td>
</tr>
<tr>
<td>Non-Hispanic Black</td>
<td>49.1%</td>
</tr>
<tr>
<td>Non-Hispanic Multi-Racial</td>
<td>41.2%</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>14.4%</td>
</tr>
</tbody>
</table>

**Definition:** Percent change in the population. **Notes:** Estimates as of July 1 and summed from Census Bureau county estimates.
Major Goal 2: Create an environment that retains college graduates and young professionals

Assumptions: Increased opportunities for:
- Growth of the population by families relocating to Springfield
- Economic development in Springfield
- Global networking

Objective 2a: Promote a holistic definition for diversity.

Goal: Recognize that diversity includes a variety of factors (e.g., age, ethnic groups, gender, geographic regions, individuals who are differently-abled, sexual orientation, religion, and socioeconomic status).

Action Steps:
- Promote multiple images of diversity in all programming, advertising, billboards, and especially, language.
- Request City, higher education institutions, Springfield Public Schools, and other entities that promote the value of diversity to use images representing diversity in advertising and brochures
- Provide training to key leaders, middle management, and general population
- Add sexual orientation/gender identity protection to employment, public accommodations, housing, and employment policies

Responsible Group(s): Public entities such as the Fire and Police Department, businesses, higher education Institutions, corporations, faith-based and nonprofit organizations as well as other organizations.

Objective 2b: Promote the development of proactive language and opportunities.

Goal:

Language
Recognize the changing demographics of the area. The focus is not on composition or proportion, but on the quality of life enhanced by diverse populations.

Opportunities
Help folks to recognize that differences matter in our culture, so that the difference between “equality” and “equity” is more understood. “Equality=everyone deserves shoes; Equity=everyone deserves shoes that fit.”
Action Steps:

Language
• Use of the phrase “culturally-diverse populations” instead of minorities.

• Support Good Community’s Civility Project and similar efforts aiming for the transformation of how the community speaks about diversity.

Opportunities
• Educate community about the significance of social meanings of differences through conferences, community dialogues, and other events.

• Instead of treating everyone the same, strive to treat individuals with equity (fairness)

• Leadership training

• Track and make known changing demographics

• Review and update policy on disadvantaged business

• Increase cultural competence in the City by coordinating information between businesses, educational institutions, and other organizations who may have hiring opportunities for the partner/spouse of a new culturally competent hire to the Springfield community

Responsible Group(s): Mayor and City Council to promulgate the Police and the City Manager to implement and promote the new mission throughout the City of Springfield.

Objective 1c: Transition theory into practice: “Value Diversity”.

Goal: For every difference that makes us unique there are common bonds that join us together.

Action Steps:

• Make concentrated efforts to include representatives from culturally-diverse groups in activities/events.

• Strive for increased communication and understanding via opportunities for more two-way exchanges. (Such as ongoing community dialogues, town hall meetings, etc.)

• Seek input from other knowledgeable entities such as the Interfaith Alliance, Grupo Latinoamericano, or Sister Cities on ways we can value diversity

• Make concentrated efforts to support various events in the community.

Responsible Group(s): Mayor and City Council to promulgate the Police and the City Manager to implement and promote the new mission throughout the City of Springfield.
**Objective 1d:** Enhance existing marketing efforts to promote Springfield’s diversity efforts.

**Goal:** Possible Theme: “Springfield is a Great Place to Live, Work, Learn, and Play”

**Action Steps:**
- Use existing marketing outlets to promote cultural diversity in Springfield and attract others to Springfield.
- Recruit a marketing firm to develop a marketing plan for this specific purpose.
- Market within Springfield, Sister Cities, and externally.

**Responsible Group(s):** Mayor and City Council to promulgate the Police and the City Manager to implement and promote the new mission throughout the City of Springfield.

**Estimated Cost to Achieve Goal:**

**Proposed Funding Sources:**
Use existing resources and compliment those resources with funding streams identified by the City of Springfield and the Chamber of Commerce that may include grants.

**Major Goal 3: Conduct a community assessment throughout the City of Springfield to identify existing multicultural activities, coordinate, and bring awareness to diverse activities in the community**

**Assumptions:**
- An assessment of this nature has not been completed.
- There are diverse activities taking place in Springfield that everyone does not know about.
- Person hired to manage the community bulletin board is going to use media (e.g., social media, newspapers, internet) to expand the awareness of city/culture infused activities.
- An awareness of diverse activities does not currently exist.
- More people in the Springfield community will participate in diverse activities if they know about them.

**Objective 3a:** Include the following groups as well as their core educational focus to enable all groups to learn more about each other: age, ethnic groups, gender, geographic regions, individuals who are differently-abled, sexual orientation, faith-based, and range of socioeconomic levels.

**Responsible Group:** Assignment given to a college student working on their Master’s Degree in the field of sociology, marketing, or political science. Coordinate the needs assessment with Springfield’s Convention and Visitor’s Bureau and the Library.
Objective 3b:
- Utilize a proactive approach to advertising cultural events to the Springfield community through a person employed with the appropriate entity.
- Identify the funding needs for each diverse group to determine what is needed to make the event more functional.

**Responsible Group:** Chamber of Commerce

Objective 3c: Identify the funding needs for each diverse group to determine what is needed to increase diversity in attendance at events.

**Responsible Group:** Assignment given to a college student working on their Master’s Degree in the field of sociology, marketing, or political science. Coordinate the needs assessment with Springfield’s Convention and Visitor’s Bureau and the Library.

Objective 3d: Consider realigning duties within an existing position to include the responsibility to coordinate and disseminate information regarding events and activities. This position would be the clearinghouse – the one-stop entry to collect information and post the information using a variety of media techniques including social media. This position should reside within Greene County.

Objective 3e: Create a community bulletin board to enhance awareness of Springfield area events with specific focus on events that promote diversity.

- Use the marketing plan and the Convention and Visitors Bureau to create and manage the community bulletin board.
- Use the community calendar to promote activities
- Create a monthly brochure of all Springfield events to bring awareness and increase participation in events.

**Estimated Cost to Achieve Goal:** $25,000 to $28,000 or appropriate salary for a dedicated position plus benefits.

**Ongoing Cost:** minimal if responsibilities aligned with existing position.

**Proposed Funding Source(s):** A grant or funding identified by the City of Springfield and/or the Chamber of Commerce.

**Responsible Group:** City of Springfield, Chamber of Commerce, Park Board, and Convention and Visitors Bureau
Major Goal 4: Bring cohesiveness and some additional resources to the many ongoing, but fragmented, efforts aiming to promote the attractiveness and hospitality of Springfield to present and potential residents of diverse backgrounds.

Assumptions: Springfield’s homogeneity has been repeatedly identified as a “red flag” in outside studies of our community’s civic health and economic competitiveness.

Objective 4a: To create the “Mary Jean Price Scholars” initiative to promote cohesiveness and maximize effectiveness by establishing a steering committee comprised of decision making stakeholder’s representing the various institutions and organizations.

**Responsible Group:** Chamber of Commerce, higher education, and Springfield Public Schools

Objective 4b: To continue administering the “Facing Racism Workshops”.

**Responsible Group:** City of Springfield and Chamber of Commerce

Objective 4c: Create a combined marketing effort for Springfield universities coordinating with the City of Springfield and Chamber of Commerce.

**Responsible Group:** Higher education institutions

Estimated Cost to Achieve Goal:

**Proposed Funding Sources:** Community Foundations
Major Goal 5: Have a major event that promotes diversity in Springfield that attracts Springfieldians and people outside of the community to Springfield

Assumptions:
- A larger number of Springfieldians will participate in major events that promote diversity.
- People outside of Springfield will come to major events that promote diversity.

Objective 5a: Create an annual event that takes place over a weekend that promotes unity in the community with a headline artist and inclusiveness of historical Springfield culture as well as local businesses and diverse community.

Responsible Groups: City of Springfield, Missouri State University, Chamber of Commerce, and local organizations

Objective 5b: Create annual Juneteenth celebration that promotes the freedoms and rights of all and address the 1906 lynching through art, song, and dance with an essay contest at the local high schools to inspire a strong sense of community, resulting in greater community pride.

Responsible Groups: City of Springfield, Chamber of Commerce, Springfield Public Schools, higher education, local community, and faith-based organizations.

Estimated Cost to Achieve Goal: A group is currently working on the anticipated costs.

Proposed Funding Sources: Corporate Sponsors, City of Springfield, Chamber of Commerce, universities, grants, and ticket sales
Inter-relationship with Other Chapters

Arts, Culture, and Tourism - Marketing elements and events promote art, culture, and tourism. We can coordinate traditional Springfieldian ethnic themes, and diverse topics of focus and include ethnic and diverse festivals as a way to attract and demonstrate our support for diversity.

Early Childhood Development - Mary Jean Price Scholar

Economic Development - Educational and business opportunities

Education and Workforce Development - Educational and workforce opportunities

Growth Management and Land Use - Promotes attracting people to visit and reside in Springfield

Housing - Attracts people to reside in Springfield, which could lead to housing impacts

Internal Organization - Strong focus on existing Springfield populations and existing organizations

Natural Environment - Promotes outside events that take place in our natural surroundings

Public Health - Healthy climate enhancing civility reduces stress

Public Safety - Events take place in areas recognized by visioning teams to promote safe places for activities

Recreation and Leisure - Increases recreation and leisure opportunities

Transportation - Events and initiatives take place around Springfield that are accessible by most modes of transportation
Inter-relationship with Themes

Regionalism
How do the Committee’s recommendations support a regional focus, how can the Springfield metropolitan area be a better “citizen of the region” by working with Greene County, surrounding cities, and southwest Missouri? All initiatives are inclusive of Greene County, surrounding cities, and Sister Cities.

Sustainability
How do the Committee’s recommendations support energy efficiency, recycling, low-impact construction, and other measures of sustainability? All initiatives support developing plans using existing resources where possible and to have events and activities that can increase as the attendance and participation increases.

Minimize Poverty
How do the Committee’s recommendations address our community’s poverty problem? Initiatives can create job opportunities, awareness of services available, and help engage community members in activities that can help them move towards self-sufficiency and participation in events that support their community.

Civic Engagement
How do the Committee’s recommendations increase the level and breadth of civic engagement within the community? All initiatives provide an opportunity for community members to become better engaged through inclusiveness.

Chapter Performance Measures

• By 2015, marketing materials produced by regional public entities will increase the use of images representing diversity in our community.

• By 2016, City Council will adopt a resolution stating the City of Springfield’s commitment to inclusiveness and becoming a more welcoming community.

• By 2016, the Greene County Commission will adopt a resolution stating Greene County’s commitment to inclusiveness and becoming a more welcoming community.

• By 2016, the membership of historically under-represented groups in The Network will increase by 50% over the 2012 level.

• By 2017, a community master calendar will be developed and marketed, including events promoting diversity and inclusiveness.

• Facing Racism workshops for citizens will be offered at least annually within our region.
Volunteer Hours

360 hours

Global Perspective Diversity Committee Membership:

Committee Co-Chairs
Andrew Baird
Francine Pratt

Committee Members
Calvin Allen
Dr. Leslie Anderson
Dr. Sabrina Brinson
Anna Eckerson
John C. Everest
Lyle Foster
Carl Haworth
Josey Hedgpeth-McPhail
Trisha Holbert
John Hursh
Lamarr Jameson
Robert King
Samuel Knox
Yolanda Lorge
John Oke-Thomas
Stephanie Perkins
Dr. Hue Ping
Wes Pratt
David Shipps
Gary Stafford
Mark Struckhoff
Dr. Charles Taylor
Lynn Tynes
Dennis Whaley
Denny Whayne