

BENTONVILLE TOGETHER

Listen. Learn. Lead.

A journey toward meaningful actions for inclusion.

The City of Bentonville is beginning to explore, both within city departments and externally in the community, diversity and equitable approaches for our community.

- The Bentonville Community Plan's vision of Bentonville as a welcoming and diverse community that embraces its increasingly diverse and culturally rich population and prioritizes quality of life, equality and inclusion for all.

The city is initiating a new campaign called Bentonville Together to:

- Improve our understanding of local diverse representation, backgrounds and cultures;
- Identify ways inclusion and equitable approaches may support Bentonville's community vision; and
- Provide guidance for meaningful and transformative actions with the goal of ensuring the City of Bentonville is welcoming and inclusive of all.

As we strive for inclusion, we believe there are long-lasting benefits if we proceed with the following approach:

Listen, Learn, and Lead

Listen

We want to better understand issues related to diversity, equity and inclusion by actively listening to individual experiences. The LISTEN phase seeks to:

- Educate staff, officials and individuals on how to listen with an open mind. Encourage staff, officials and individuals to actively and respectfully listen to community members of different backgrounds and experiences;
- Hold active listening sessions, internally for city department employees and externally for the community members that are inclusive of all, where participants feel comfortable and respected to share and receive information.

Learn

We want to learn how to improve community member's personal experiences, build trust and shape future actions with ongoing organization and community conversations. The LEARN phase seeks to:

- Provide resources to help individuals recognize their own biases, prejudices and behaviors as well as understand how their own experiences and background shape what they bring to and take from a conversation;
- Establish open and honest conversations between the community, city staff and city officials to discuss diversity, equity, and inclusion in a healthy and productive manner;
- Review city policies, practices, and programs that may create inequality or exclusion.

Lead

We want to lead by example and work collectively within the community. The LEAD phase will:

- Establish a Mayor's DEI (Diversity, Equity, and Inclusion) Employee Committee consisting of internal city department representatives to guide the city's organizational strategies and actions;
- Establish the Mayor's DEI Community Task Force consisting of individuals to guide community strategies & actions;
- Establish the Mayor's DEI Advisory Board consisting of DEI field experts and Community Stakeholders to advise the city employee committee and community task force in the creation of a strategic short and long-term plan.