

## PRESENTER BIO

### KEN JAMES

With nearly three decades of experience spanning many industries, including non-profit, health care, and higher education, Ken is driven by his



passion for initiating cross-cultural dialogue and advancing diversity, equity, and inclusion.

As Chief Diversity Officer for Muskegon Community

College, he combined his knowledge and lived experiences to deliver creative, intentional programs to students, faculty/staff, community members, and businesses.

Ken is an alumnus of Kentucky State University and Grand Valley State University, holding a master's in public administration. Most recently, he earned Executive Certification in Diversity Coaching through the CoachDiversity Institute in partnership with Howard University School of Business and is recognized as an Associate Diversity Coach (ADC).

## THE DEI MISSION

*The Chief Diversity Officer (CDO), through the Office of Diversity, Equity, and Inclusion (DEI), will implement a DEI strategy around MCC's four cornerstones:*

**Cultural Awareness  
Workforce/Organization Strategy  
Cultural Competency  
Community Outreach**

*The office will provide leadership and operational excellence in DEI to the internal and external community. We will leverage best practices and resources across campus to promote a culture of inclusion where individuals from all racial and ethnic identities, ages, nationalities, social and economic status, sexual orientation, gender identity/expression, religious, political, and ideological perspectives, and physical and mental abilities are able to thrive and be engaged.*

*The CDO provides strategic and programmatic leadership for DEI initiatives advancing diversity, equity, and inclusion as a critical component of social and academic experiences.*

**For more information or to find upcoming training sessions please contact:**

**Ken James**

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**Muskegon Community College**

Office of Diversity, Equity and Inclusion

MCC  
**DEI**  
TRAINING  
SERVICES

OFFICE OF DIVERSITY,  
EQUITY AND INCLUSION

## IMPLICIT BIAS TRAINING

### **BIAS STARTS EARLY, AND EVERYONE IS PRONE TO BIAS.**

During the training, you will learn more about implicit bias, how to combat it, and how to continue to tackle it moving forward.

This 2-hour in-person or virtual session is for groups of up to 30 people and will help build a better cultural workplace.

For Michigan healthcare professionals, this training fulfills the State of Michigan requirements for Implicit Bias training.

All participants will be provided with a certificate of completion at the end of the course.

## THE BENEFITS OF BUILDING AN INCLUSIVE CULTURE

### **THIS 200-LEVEL WORKSHOP WILL ALLOW PARTICIPANTS TO DIVE DEEPER INTO DEI'S ROI.**

In this session, the participants will understand why culture is key to retention. Practical examples will be provided so that organizations working to implement Diversity, Equity, and Inclusion initiatives can better meet objectives through a more explicit purpose and understanding of culture.

As practitioners, we need to understand culture, so our stakeholders have a greater sense of belonging. Recognizing our knowledge gaps around race, class, language, body language, etc., can help us better serve our stakeholders.

Tips will be provided on how to align recruitment with retention, how culture can influence talent success, how to lead with a lens of DEI to impact culture, and how to align organization values, vision, and mission with employees.

## TESTIMONIALS

Chief Diversity Officer of Muskegon Community College, Kenneth James, is engaging with our team at all levels of our organization to provide consultation and education on implicit bias.

His expertise and effective teaching techniques put attendees at ease and encourage active participation in a safe space while increasing awareness and understanding of how implicit bias impacts our organization, the community, and the patients and families we serve.

I recommend Kenneth, his expertise and this valuable resource made possible through Muskegon Community College to others in our community who desire to increase their competency in diversity, equity, and inclusion and broaden their worldview.

**Susan Houseman, RN, BSN, NHA**  
*President & CEO, Harbor Hospice  
Muskegon, Michigan*

Mr. James' presentation to our group was inspiring and thought-provoking. His method of delivery was non-threatening, allowing for our audience members to really express themselves and share their thoughts.

After his session, he took time to listen to individuals who had questions or wanted to continue to share.

We had so many positive responses regarding his presentation, we are inviting him to present to the Michigan Downtown Association members again!

**Dana Walker**  
*Director*  
*Michigan Downtown Association*