Website Diversity Audit: Miami Police Department Institutional Affiliations

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11/6/16

**Introduction**

It is periodically necessary to assess the levels to which diversity and its benefits are being presented on a company’s website. This is vital in sending a strong message of inclusion and representation to potential clients, consumers, and job applicants. When a corporation, small business, or government institution does not have a clearly stated message or initiative devoted to celebrating diversity it does all parties involved a disservice. It can be especially detrimental by alienating qualified individuals from feeling welcomed to apply, the company loses out on countless beneficial employees and the divide in the minority wage gap remains vast. Therefore it is essential to do an audit of the websites of public institutions for cultural diversity and inclusiveness.

**What Website was Chosen and Why? How is This Relevant to Cultural Diversity Studies?**

For this assignment I chose to focus my attention on the public institution of the local police department. Specifically, the Miami Police Department and its public website. I believe it is particularly important for public institutions such as the police department, school board, and local medical facilities to portray a message of cultural diversity prominently on their websites so that the public may feel these institutions represent them equitably. These institutions are funded by the public tax dollars, therefore, they should reflect that public and make sure they feel welcome and included.

At this particular juncture in American history when police involved shootings of predominantly, unarmed, African-American males is receiving unprecedented focus in national media outlets, I thought it would be particularly relevant to this institution to portray an inclusionary message on all of its forums. This would go a long way towards projected to the public that true efforts were being made to address some of the untreated divides that continue to plague the nation. It would also go a long way towards encouraging people from all backgrounds to join the police forces that have had issues with diversity on their force in the past. By making the neighborhood police force be more reflective of the community they are intended to serve would likely reduce the number shooting incidents we’ve seen in recent memory. A website audit could be instrumental in assuring that a message of openness to diversity on the police force is embraced by its current members would be helpful in that regard.

**Expectations, Interests, and Methodology**

The Miami Police Department has enjoyed a unique level of notoriety because of their inclusion in a popular crime reality television series.I’m interested in finding out how recent police shooting events across the nation have affected the branding and messaging on the Miami Police Department’s website, if at all. One would assume that they would go out of their way to send a message that they are either taking steps to address community and police relations; or that they are encouraging a diverse swath of the community to join the ranks to better reflect the communities they will be patrolling. I will be interested to see what community initiatives if any have been implemented. It will also be interesting to see how diverse the managerial and administrative membership is as well as recent employee award winners.

I intend to scour the site for answers to these questions as well as review scholarly articles related to the hiring practices of the Miami Police Department in the past, in addition to community diversity centered events they’ve been involved in in the past. The Textbook will also be a guide for me while completing this audit.