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# On The Move *Diversity News*

## Out of Work? Out of Luck

Read the full article at <http://www.eeoc.gov/eeoc/newsroom/release/2-16-11.cfm>

The U.S. Equal Employment Opportunity Commission (EEOC) examined the impact of employers considering only those currently employed for job vacancies.

According to Helen Norton, Associate Professor at the University of Colorado School of Law, employers and staffing agencies have publicly advertised jobs in fields ranging from electronic engineers to restaurant and grocery managers to mortgage underwriters with the explicit restriction that only currently employed candidates will be considered. "Some employers may use current employment as a signal of quality job performance," Norton testified.

"The use of an individual's current or recent unemployment status as a hiring selection device is a troubling development in the labor market," said Fatima Goss Graves, Vice President for Education and Employment of the National Women's Law Center. She noted that this practice "may well act as a negative counterweight" to government efforts to get people back to work. Older women and those in non-traditional occupations, are disproportionately affected by this restriction, testified Goss Graves.

Denying jobs to the already-unemployed can also have a disproportionate effect on other groups, Algernon Austin, Director of the



Program on Race, Ethnicity, and the Economy, explained. Unemployment rates for African-Americans, Hispanics and Native Americans are higher than those of whites. When comparing college-educated workers, the unemployment rate for Asians is also higher.

## Gay Marriage Ban Worries Fortune 500's

Associated Press • Read the full article at: <http://www.ibj.com/gay-marriage-ban-amendment-worries-lilly-cummins/PARAMS/article/25970>

Executives from two of Indiana's most prominent companies told a state Senate committee in March 2011 that their ability to recruit top employees could be hurt by a proposed constitutional amendment that would ban gay marriage and civil unions.

Supporters countered by telling the Senate Judiciary Committee that the amendment would not restrict employers from offering insurance or other benefits to same-sex partners as some already do, even though current state law defines marriage as between one man and one woman.

More than 40 states prohibit same-sex marriage and more than half of those prohibit it through their state constitutions. James Bopp, a Terre Haute attorney who has been active in gay marriage ban efforts in several states, said the constitutional amendment was needed in Indiana to prevent "activist judges" from overturning the state law.

Several opponents told the committee they believed the amendment would write discrimination into the state's constitution. That perception is a worry for companies that are competing nationally to attract highly skilled workers to Indiana, said Jill Cook, vice president of human resources for engine maker Cummins Inc. She said putting a gay marriage ban in the state constitution would "cause irreparable harm" to Indiana's business climate and complicate the company's decisions on where to locate some high-paying professional jobs. We will be reluctant to add those jobs if Indiana is a less welcoming and inclusive place for all of our employees," Cook said.

A similar amendment banning gay marriage passed the General Assembly in 2005 when Republicans controlled the House and Senate. But in 2006, Democrats won control of the House and would not let the proposal come to a vote, so the process had to start over. The Republican-led House voted last month in favor of the amendment. If the Senate approves it this year, it would have to pass the General Assembly again in 2013 or 2014 to get on the 2014 ballot for a statewide referendum.



## EXECUTIVE POINT: *Demonstrating Impact*

Impact is the reportable, quantifiable *difference, or potential difference*, that your diversity and inclusion programs make in real people's lives. It reports payoffs and benefits to the workplace, with an emphasis on corporate advancements.

Impact can be measured by actual, or anticipated, change in one or more key areas: economic, social, health, well-being, and environmental.

The concept of environmental impact evolved from an initial focus on the biophysical components to a wider definition, including the physical-chemical, biological, visual, cultural and socio-economic components of the total environment.

In reporting impact, you want to create a brief summary, in lay terms, that:

- Highlights the *difference* your program is making for the corporate good.
- Concisely summarizes what you did to achieve this difference.
- Clearly states payoffs to the organization.
- Answers key questions: So what? Who cares? Why?

An impact statement is not:

- Just more paperwork.
- A long, detailed report.
- Numbers of people reached, meetings held, business units served. These provide context but alone, they don't capture the element of

change essential to demonstrate significant impact.

- A detailed description of the process or what's been done.
- A list of awards, honors, or recognition for organizers.

Effective impact statements provide quantifiable evidence of change or difference that your diversity and inclusion efforts have made. Keep in mind that money is usually the gold standard.

To consistently show real impact, you must: (1) know what you want to measure and figure out how to measure it; (2) build around issues, not events; and (3) report overall program outcomes, not individual events or activities.

**UPCOMING EVENTS:**  
Register at  
[www.societyfordiversity.org](http://www.societyfordiversity.org)

**"Diversity's Bottom Line: People, Profit, Passion" Summit  
A Senior Leadership Discussion**

Tuesday, April 19, 2011  
at Nova Southeastern University  
Ft. Lauderdale, FL

**"Managing Generational Diversity in the Healthcare Industry" Training Series**

May 17-19, 2011  
at the Sheraton Erie Bayfront  
Erie, PA

**"Reinventing Diversity Training" Webinar**

May 24, 2011  
11:00AM-12:00PM (EST)

# Public schools woo foreign students to boost ranks

By Clarke Canfield, Associated Press • Read the full article at: [http://news.yahoo.com/s/ap/ap\\_on\\_re\\_us/us\\_far\\_east\\_to\\_down\\_east](http://news.yahoo.com/s/ap/ap_on_re_us/us_far_east_to_down_east)

Northern Maine is 7,000 miles and a world away from China, but that's not stopping a school superintendent from recruiting Chinese students to attend public high school in this remote mill town.

Faced with declining enrollments and shrinking revenues, public school districts from Maine to California are seeking out students from overseas, particularly China, to attend their high schools. At least two public schools in Maine have 10 tuition-paying Chinese students in classes this year, and the superintendent in Millinocket is the latest to set his sights on China.

It's a growing trend: Other schools are doing the same in Arizona, Arkansas, California, Florida, Illinois, Massachusetts, Ohio, Virginia and Washington, according to a student recruitment agency in San Francisco.

As Maine's overall population has aged, the student population has shrunk. That's particularly true in remote areas where jobs have disappeared, forcing young people to leave.

Next fall, Millinocket Superintendent Ken Smith hopes to have at least 60 Chinese students — each paying \$13,000 in tuition and another \$11,000 for room and board — at Stearns High School. Stearns at one time had close to 700 high school students, but enrollment has fallen over the years to under 200 this year.

When Smith went on a recruiting trip to the cities of Shanghai, Beijing and Fuzhou last fall, students there had never heard of Maine. But they knew they wanted to come to America to enhance their chances of going to an American college or university.

Lei Huang, 16, from Shanghai, is attending Camden Hills high school this year. Schools in China, he said, demand long days in the classroom and long nights doing homework, with an emphasis on memorization and testing. In Camden, he appreciates the emphasis on creativity and tapping into students' interests.

Unlike those attending private schools, foreign students are allowed to attend public schools for only one year because of American visa regulations.



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