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On The Move

Diversity News

Once upon a time, we defined "family" as a father, mother, sister and brother. Since that time, however, the definition and structure of the family has changed. Not only do we need to make adjustments in how we interact with the families we serve, but we also need to develop appropriate support systems for the member's of families with whom we work. By Leah Smiley.

EXECUTIVE POINT: *Supporting Today's Family*

Today's families are more diverse and complex than ever. There are step-mothers, fathers, brothers and sisters; half-sisters and brothers; interracial marriages; multi-generational households; same sex domestic partners; and much more.

There is child support, arrearage, visitation, split holidays, and a whole host of other terms that parents, who do not reside with their children, fully understand and deal with daily.

This brings me to three points: (1) We must be sensitive to the fact that we

don't know everyone's situation at home. Be careful of your comments that may be offensive, as well as your policies that may discriminate against certain groups.

(2) Update your work-life benefits to reflect the diverse needs of your workforce. Everyone will not voluntarily tell you about their complex family because in some cases, it is too painful and difficult to deal with. However, you can create work-life initiatives that include entire families, however individuals may define them.

(3) Don't forget about the homemakers. There are stay-at-home mom's **and dad's!**



RECRUITING IN THE NEW YEAR

It's never too early to begin planning your 2010 recruitment strategy. Here are some tips to keep in mind. First and foremost, ***please don't hire diverse talent if you do not have an inclusive environment!*** Now that inclusion is out of the way, you can begin to develop a Recruitment Plan that sources, interviews and hires the best-of-the-best talent. Let's move away from Affirmative Action recruiting where we are looking at underrepresented groups and counting the diverse candidates; let's move toward hiring decisions based on qualifications, job descriptions, and corporate goals. Also, let's make a conscious decision to educate hiring managers about discriminatory practices. Sometimes, these practices unknowingly weed out the best candidates because of a name, address, affiliation with certain organizations, sound of voice, or appearance. **By Ramona Clay · www.ramonaclay.com**



POINT OF VIEW:

More on the “Diversity Equals Better Results” Myth.

by Duane Brayboy

The full blog can be found at www.blackinformant.com.

My IT background is coupled with years spent dealing with the customer directly. I have been the guy on the other end of the phone to help you with your PC/Internet connectivity issues. I have also been the guy who managed and helped build technical customer support centers. So for me helping people was more than just a job, it was something I loved to do in the IT field.

So when I encounter poor customer service, it really irks me to no end. Why? Because I believe that you should treat people the way you want to be treated. Don't read to me out of your lil' manual. Just give me the answer you would want if you were me.

I find it amusing when I hear people pining about the importance of seeing diversity in high profile positions.

I find it even more amusing when we rarely hear the same type of whining for positions that are considered “low profile”.

Think about it. Have you ever heard the argument that we need more diversity in the school crossing guard sector? Or how about mail carriers? Garbage collectors? Customer help desk? Meter readers? The list is endless.

Now someone could easily respond by saying “Well, people of color make up a lot of those positions you mentioned, so diversity isn't an issue”. But my response would be “Well then, do you find a correlation between increased diversity and better service?”

Before someone jumps for an answer, allow me to add the following bit of reality. Within the Black community, we are fully aware of how we can be when it comes to customer service. In fact, we know this so well we oftentimes joke about it.

Yes, you will find poor customer service everywhere. But does “diversity” in and of itself make it better?

What matters to us is someone who knows what they are talking about and someone who is going to treat you with some respect.

So why then are folks expecting above average results when diversity breaks new ground in high profile positions?

ORGANIZATION OF THE MONTH:

CaliforniaALL

CaliforniaALL seeks to close the achievement gap and enhance the success of California's students from pre-school to the professions to ensure the education and diversity of the state's workforce and leadership. Check out what CaliforniaALL is doing by logging onto:

www.calall.org



FEATURED EVENTS:

“What You Need to Know About Doing Business Globally” Webinar

November 5, 2009
8:00AM-9:00AM (EST)

“How to Write a Diversity Plan” Seminar

November 17, 2009
Irving, TX

November 23, 2009
Washington, DC

Register at www.societyfordiversity.org



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