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# On The Move

## Diversity News

### Hispanic Heritage Month 2011: Sept. 15 - Oct. 15

Source: U.S. Census Bureau



In September 1968, Congress authorized President Lyndon B. Johnson to proclaim National Hispanic Heritage Week, which was observed during the week that included September 15-16. The observance was expanded in 1988 by Congress to a month long celebration (Sept. 15 - Oct. 15), effective the following year. America celebrates the culture and traditions of those who trace their roots to Spain, Mexico and the Spanish-speaking nations of Central America, South America and the Caribbean. September 15th was chosen as the starting point for the celebration because it is the anniversary of independence of five Latin American countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. Mexico and Chile celebrate their independence days on September 16th and September 18th, respectively.

#### 50.5 million

The Hispanic population of the United States as of April 1, 2010, making people of Hispanic origin the nation's largest ethnic or racial minority. Hispanics constituted 16.3 percent of the nation's total population.

#### 2nd

Ranking of the size of the U.S. Hispanic population compared to other countries around the world, as of 2010. Only Mexico (112 million) had a larger Hispanic population than the United States (50.5 million).

#### 25

Number of states in which Hispanics were the largest minority group. These states were Arizona, California, Colorado, Connecticut, Florida, Idaho, Illinois, Iowa, Kansas, Maine, Massachusetts, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, Oklahoma, Oregon, Rhode Island, Texas, Utah, Vermont, Washington and Wyoming.

### A Cupcake Sellout • By Holly Yan and Michael Martinez

Read the full article at: [http://www.cnn.com/2011/09/27/us/california-racial-bake-sale/index.html?hpt=hp\\_t2](http://www.cnn.com/2011/09/27/us/california-racial-bake-sale/index.html?hpt=hp_t2)

The flagship campus of the University of California system was at the epicenter in the debate over affirmative action in college admissions. On one side, the Berkeley College Republicans hosted their "Increase Diversity Bake Sale" -- a satirical event that charged customers different prices based on race and gender. Yards away, Berkeley's student government -- the Associated Students of the University of California -- hosted a phone bank in support of SB 185, state legislation that would allow California universities to consider race, gender, ethnicity and national origin in the admissions process.

During the September sale, scheduled from 10 a.m. to 2 p.m., baked goods were sold to white men for \$2, Asian men for \$1.50, Latino men for \$1, black men for 75 cents and Native American men for 25 cents. All women received 25 cents off those prices. "We agree that the event is inherently racist, but that is the point," Berkeley College Republicans President Shawn Lewis, event organizer, wrote in response to upheaval over the bake sale. "It is no more racist than giving an individual an advantage in college admissions based solely on their race (or) gender."

The bill's author, State Senator Ed Hernandez of West Covina, says the measure does not only consider race and gender. Yet, he argues a lack of affirmative action has emphasized educational inequalities between students of different racial backgrounds. "This needs to be a matter of fairness. We need to recognize that since Proposition 209, we have seen a huge drop off in the number of eligible minority students admitted to our public universities in the state," Hernandez said. "I'll give you an example: the Latinos comprise about 45 percent of California's K-12 population, yet they only comprise 13 percent of the University of California students."

The Berkeley bake sale takes place amid a tumultuous history of affirmative action spanning more than three decades. In 1978, the U.S. Supreme Court, in Regents of the University of California v. Bakke, held that the University of California Davis Medical School could not maintain a numerical quota system for the admission of minority students, but that it could have an affirmative action effort in its admissions program, which could take race into account. In 1996, California voters passed Proposition 209, which prohibited California from "discriminat[ing] against, or grant[ing] preferential treatment to, any individual or group on the basis of race, sex, color, ethnicity, or national origin in public employment, education, or contracting."



## AN EXCERPT FROM THE CDE STUDY GUIDE: "THE WHITE MAN"

For more information, log onto [www.diversitycertification.org](http://www.diversitycertification.org)

The old way of diversity thought leadership assumed that white men were the problem; but in this next generation of diversity and inclusion work, white men are part of the solution. Engaging white men in diversity efforts will ensure inclusion for all, as well as foster organizational cultures that value and support a long-term diversity strategy.

In most organizations, more than 50 percent of the leaders are white men, and this percentage increases as one ascends up the hierarchy. Yet, many of these men are disconnected from diversity and inclusion efforts.

No business strategy can deliver results, especially diversity and inclusion, when more than half of the

organization's leaders disconnect from it.

There are two causes of white male disconnect: Inclusion efforts have not effectively included them, and many white men have not learned how to include themselves.

As diversity executives, it is our privilege and responsibility to open the door and welcome white men into a new competence with human differences. There is profound competitive advantage and ethical energy in plugging into the position power of white men. And in today's business environment, white men want to be engaged.

Trust is one of the keys to engaging white men in the diversity and inclusion

process. First, diversity and inclusion practitioners must get white men involved early in the planning process. And don't just look for complicit men, seek skeptics. Encourage them to voice their feedback, suggestions, and concerns. This will only make your diversity and inclusion efforts better, and it will signify that you are serious about engagement. Second, include white men in all aspects of your diversity and inclusion efforts. Ask them to serve as Executive Sponsors, mentors, coaches, guest speakers, volunteers, communications liaisons, and more. And third, continue to build trust in sharing how diversity and inclusion benefits them too.

Not only do we have to keep communicating the definition

of diversity, but we also have to establish the links to organizational objectives. Further, we must establish "What's In It For Me?" Don't be too easily offended if it takes time for some white men to become more engaged.

In this manner, you are preventing reverse discrimination claims, the loss of key talent, and the unproductive discourse that can occur when all employees don't understand, or buy-in to, diversity and inclusion.

Diversity should make good business sense for everyone—not just the traditionally underrepresented groups.

### UPCOMING EVENTS:

#### "SUPPLIER DIVERSITY ROI" WEBINAR

**Presenter: Craig Clayton, Sr.,**  
CEO of the Spartacus Group  
October 5, 2011 at 1:00PM (EST)  
Cost \$49

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

## Price of Reclassifying Workers • By Sarah E. Needleman & Emily Maltby

Read the full article at: [http://online.wsj.com/article/SB10001424053111903791504576588811797594764.html?mod=WSJ\\_hps\\_sections\\_smallbusiness](http://online.wsj.com/article/SB10001424053111903791504576588811797594764.html?mod=WSJ_hps_sections_smallbusiness)

An Internal Revenue Service crackdown on all employers who improperly use independent contractors could force many small-business owners to make tough choices: Staff up and raise operating costs, or risk an audit that could have pricey penalties.

Under an agency program unveiled last week, business owners can reclassify contractors as employees and make only a small payment to cover past payroll taxes. The IRS expects most applicants to be smaller firms, because they tend to have looser structures and fewer personnel. Along with the program, the agency said it will be more vigilant about worker misclassification in the future.

Independent contractors are typically less expensive for employers, who pay taxes on wages and supply benefits for their employees. As a firm's headcount grows, so too do its associated costs and obligations. A firm with 50 or more employees must offer unpaid maternity leave under the Family and Medical Leave Act and would be subject to providing health insurance in 2014 under the Patient Protection and Affordable Care Act. Additionally, independent contractors are not covered for unemployment or Equal Employment Opportunity (EEO) purposes.

According to IRS guidelines, there is "no magic or set number of factors that 'makes' the worker an employee or an independent contractor." Some considerations include an employer's level of control over a worker, whether expenses are paid, and other contract provisions, the agency says.

Michael Alter, president of Surepayroll, a Chicago-based small-business payroll firm, says the number of independent contractors has grown since the recession, as owners seek to streamline operations amid weaker sales.

Not all independent contractors want to be employees. Mark Clemens, president of Kaelin Corp., says he wanted to convert 10 misclassified contract workers into employees when he bought the Streetsboro, Ohio, trucking company five years ago. Seven of the 10 refused to continue working for the business for various reasons, including some who didn't want to complete a W-2 form because of outstanding child-support payments, he says. After hiring seven new truckers, Mr. Clemens says his expenses went up by about \$1,500 a year for each of the 10 jobs that he converted to employee positions. The tradeoff is that he says he now has loyal, dedicated workers and annual revenue has doubled.



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