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On The Move

Diversity News

U.S. Loses Bloomberg Sex-Bias Lawsuit • *By Chad Bray*

Read the full article at: <http://online.wsj.com/article/SB10001424053111903596904576514653563032800.html>



A federal judge dismissed a long-running Equal Employee Opportunity Commission lawsuit against financial news and media company Bloomberg LP, alleging the company routinely discriminated against pregnant women and new mothers. U.S. District Judge Loretta Preska in Manhattan said the EEOC failed to demonstrate Bloomberg engaged in "a pattern or practice" of discrimination.

In its lawsuit filed in 2007, the EEOC alleged that Bloomberg reduced pay for pregnant women or women who just returned from maternity leave, demoted them, excluded them from management or subjected them to stereotypes about female caregivers in violation of U.S. law. Judge Preska acknowledged that individuals who decide to spend more time with their families might face hurdles to advancement in the workplace. But, she added, that doesn't necessarily equate to discrimination under the law.

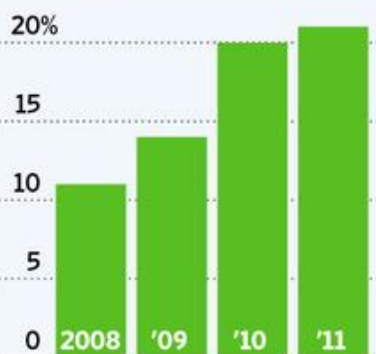
"In a company like Bloomberg, which explicitly makes all-out dedication its expectation, making a decision that preferences family over work comes with consequences," the judge said. "But those consequences occur for anyone who takes significant time away from Bloomberg, not just for pregnant women and mothers."

The judge didn't rule on individual claims of discrimination and asked the parties to inform her how they plan to proceed with those claims. Six women are named as plaintiffs in the lawsuit and the EEOC has identified 78 women in total who have claims of discrimination.

Chinese Students Flood U.S. Grad Schools • *By Melissa Korn*

Read the full article at: http://online.wsj.com/article/SB10001424053111904253204576510750588346330.html?mod=career_newsreel

Application Influx
Year-to-year change in graduate school applications from China



Source: Council of Graduate Schools

Graduate schools saw a 21% increase in Chinese applicants from the last school year and a 23% increase in admissions offers, for students slated to start this fall, according to a study by the Council of Graduate Schools. It is the sixth year in a row of double-digit percentage increases for Chinese students.

Business schools, in particular, are accepting more Chinese and international students. Graduate business programs extended 16% more offers to international students for the class entering this fall, compared with the prior school year, according to Council of Graduate Schools' data. That's a significant shift in strategy: In 2010, business schools increased admissions offers by only 3% despite seeing an 11% increase in applicants by international students.

More middle-class Chinese professionals can afford U.S. tuition these days, said Peggy Blumenthal, senior counselor at the Institute of International Education, a nonprofit group that administers the Fulbright Scholar Program and fosters partnerships among schools world-wide. Meanwhile, American students may have more difficulty finding the funds to cover tuition given the troubled economy, she said. "In China, the economy is booming and both students and their parents have the money and are willing to invest it in education," Ms. Blumenthal said.

Chinese students enrolled in U.S. undergraduate and graduate schools increased nearly 30% to 127,628 in the 2009-2010 academic year from the prior academic year. The number of students from Saudi Arabia, which launched a state-funded scholarship program in 2006, rose almost 25% to 15,810 in the same period. Those were two of the fastest-growing sources of international students.



EXECUTIVE POINT: How to Introduce Diversity & Inclusion

By Leah Smiley

The other day, a friend, who is a Director at an insurance company, inquired about introducing diversity to her employer.

The company has very few diverse employees and no diverse insurance agents. She relayed that the employees of color feel that they are supervised more closely than the other employees, but added that a lot of their discomfort may be attributed to "hypersensitivity" to race.

My advice started with, "Don't begin your diversity discussion with a dissertation about race." Yes, it's a problem area, but the economic and political climate today has made *many* folks "hypersensitive to race", to use her words.

I warned her that a lack of inclusion for one group is indicative of exclusion for *many* different groups. It just so happens to be that the African American employees are more vocal.

You can always come back and deal with race issues once you have established the proper structure for inclusion, but it's difficult to build a case for diversity when you start with race.

Race-based diversity initiatives result in a zero-sum ratio in some minds. This is where someone has to lose (us) in order for another to gain (them). It presents a divisive approach to establishing a culture where differences are valued.

Thus, employees will equate

diversity as a program for "others" or "blacks" or the "less qualified", and not view diversity efforts as a business imperative. Additionally, they may use other limiting terms when defining diversity. This will certainly derail your business proposal to change the organizational culture.

So the best place to start is with the business benefits. I advised her to speak to the fact that demographics are changing, and in order to effectively attract, retain, and serve different customers, you need both insurance agents and employees who are diverse, happy, and willing to go beyond ordinary to deliver their best service. You don't necessarily need *a lot of diversity* to encourage the best in folks but you definitely need

inclusion. Establishing an inclusive culture may mean that you have to adjust a few policies. It may also include clearly defining diversity using broad terms and asking employees what they want.

Next, learn as much as you can. What are your competitors doing? What do your customers expect? What trends will impact your ability to attract new customers, agents, employees, students or board members? The results will surprise you and your senior leadership. Finally, set small change goals and monitor your progress regularly. Good luck!

UPCOMING EVENTS:

"Supplier Diversity: Beat the Competition While Building Local Communities" Webinar

October 5, 2011 at 1:00PM (EST)
Cost \$49

Register at
www.societyfordiversity.org

Firms Face Hurdles Overseas • By Angus Loten

Read the full article at: http://online.wsj.com/article/SB10001424053111904787404576528451448313010.html?mod=WSJ_hpp_editorsPicks_2

When Nancy Simmons was contacted by customers in Brazil about buying refurbished aerospace parts from her Orlando, Fla., plant, she wasn't sure how to handle the language barrier.

None of her eight employees spoke Portuguese, and she didn't have the resources to pay for a local team in Brazil. She wound up turning to a Portuguese-speaking neighbor to help negotiate the deal.

Spurred by lower demand at home and a cheaper dollar, a growing number of small-business owners are looking for new customers outside the U.S. But overseas expansion is often harder and more

complicated for small businesses, which lack the deep pockets and expertise of larger firms.

According to the Small Business Administration, businesses with fewer than 500 workers account for about 30% of total export revenue, or about \$500 billion in annual sales.

Still, only about 1% of the nation's roughly 30 million small businesses sell overseas, according to U.S. Census data. Those that do usually work with no more than one foreign market—typically Canada, Mexico, the United Kingdom, Germany or China, Census data show.

"For years you didn't see a lot of exports from U.S. businesses because local markets were so robust," says Fred Hochberg, chairman of the U.S. Export-Import Bank, which finances U.S. exports. "That's changing."

U.S. exports rose to more than \$170 billion in June from \$151 billion a year earlier and \$128 billion in June 2009, the Commerce Department reported this month.

But the process has been challenging. Trying to find business advisers with country-specific knowledge and skills has been time-consuming and costly. Also, according to a survey by the National Small Business Association, a Washington lobby group, one of the biggest fears among small exporters is that foreign customers won't pay their bills. Other concerns include dealing with confusing trade rules or unfamiliar business practices, along with the overall costs of getting export operations off the ground.

Mr. Hochberg of the Export-Import Bank says the shift toward exporting is likely a permanent change in the way many small American firms are now doing business.



SOCIETY FOR DIVERSITY
EXECUTIVES & PROFESSIONALS INC.

10962 Minuteman Court
Indianapolis, IN 46234
Phone: (317) 435-2522
www.societyfordiversity.org

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