

Success in Diversity
Chapter Diversity Plan

Presented by:

Milton J. Perkins, SPHR, CPC Global
Leader, Offering, Design and Implementation,
Recruitment and Staffing Solutions
EDS - ExcellerateHRO

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AGENDA

- Diversity Defined
- Diversity Work
- 2008 SHRM Diversity Objectives
- Challenges for Chapters & State Councils
- Key Components
- Thoughts to Consider
- Successful Practice Sharing

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First –
Challenges for Chapters & State Councils

- Defining diversity
- Value
- Identifying strategies
- Strategy development
- Metrics
- Roles

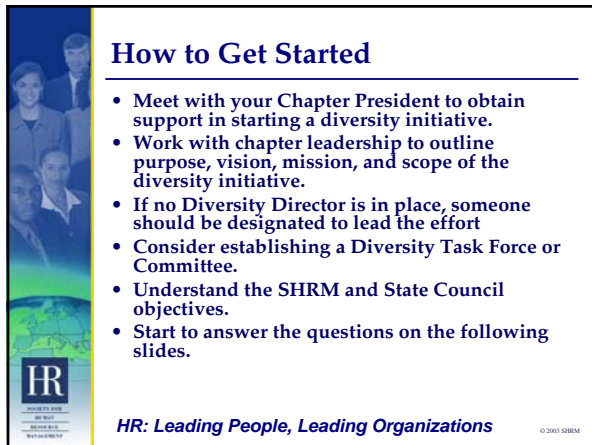
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Diversity Defined

- What is diversity?
- What is in 'the curve' (trends)?
- What does it mean for chapters?
- What is diversity work?
- What are our roles?

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How to Get Started

- Meet with your Chapter President to obtain support in starting a diversity initiative.
- Work with chapter leadership to outline purpose, vision, mission, and scope of the diversity initiative.
- If no Diversity Director is in place, someone should be designated to lead the effort
- Consider establishing a Diversity Task Force or Committee.
- Understand the SHRM and State Council objectives.
- Start to answer the questions on the following slides.


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SHRM and State Councils

- **Diversity**
- **SHRM Goals:**
- Collect input from volunteer leaders on how we can support success.
- Increase communication with volunteer leaders to share SHRM objectives, define goals and identify support opportunities.
- Coordinate a diversity successful practices networking teleconference once each quarter for 2008.
- Revisit roles and responsibilities of state/chapter diversity directors for clarity and to be more value-added.
- Identify and develop additional diversity resources to support state and/or chapter diversity Core Leadership Area efforts.
- **Chapter and State Goals:**
- Assure that diversity leadership is represented on all state councils/chapters.
- Encourage at least one diversity presentation/program per chapter.
- Establish a diversity successful practices sharing opportunity across chapters and/or states.
- Increase diversity of state council boards, chapter boards and membership.
- Participate in at least one webcast *and* one teleconference for Diversity.

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Things to Consider

- Do you have support and/or commitment?
- Why are you doing it?
- What will you be doing?
- When will you do it?
- Who will be doing it?
- How will you do it?
- What does success look like (Chapter/local businesses)?
- Has this been done before?
 - Successes
 - Failures
 - Learnings

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Also?

- Is there a discreet problem to be solved?
- Will the work create the foundation for competitive opportunities for local businesses?
- Fundamentally reactive or proactive
- Moral imperative or a business imperative

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Now What? The Journey to Successful Practices

- Establish a Diversity Team
- Define Diversity
- Create the Diversity Strategy
- Diversity Communication
- Model and Recognize Diversity Behavior
- Measuring Success
- Creativity & Exploration
- Share Success

Flexibility!!!!

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Establish a Diversity Team

- Volunteers with interest
- Diversified team
- Inclusion
- Learn from others
- Team dynamics

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Define Diversity

- What does diversity mean for your chapter or state council?
- Demographics
- Specific issues/concerns
- Diversity statement/goals/strategies
- Community

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Business Case Considerations

- Build the Business Case for Diversity
 - It will vary from chapter to chapter
 - Consider demographic shifts, cultural norms, community landscape
 - Determine how broad or how narrow you'll define diversity
 - Assess current state of the chapter and the profession in your area
 - Recruiting and Retention Trends of Your Chapter
 - Benchmarks/best practices (similar orgs., other SHRM chapters, etc.)
 - Cultural/chapter audit—assess readiness and competency
- Obtain Buy-in to the Plan – What are the Benefits?
- Execute the Plan

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Create the Diversity Strategy

- Data driven
- Business and strategic alignment
- Chapter/State Council Goals alignment
- Short-Term / Long-Term
- Written document
- Board input
- SMART Goals
- Resource allocation
- Succession planning

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Diversity Communication

- Establish communication plan
- Communicate the strategy/goals
- Align publications/communications
- Diversity programs/presentations (for the chapter and local businesses)
- Speakers
- Create publications addressing diversity
- Diverse market recruiting and communication

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Model and Recognize Diversity Behavior

- Reinforced Based Leadership
- Recognition
- "Walk the Talk"
- Mentoring Program
- Diversity Team training
- Community visibility

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Measuring Success

- Define what success looks like up front
- Quantitative / Qualitative
- Business or Strategically aligned
- Communicate
- Make it simple

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Share Success

- **Other chapters & state councils**
 - Make diversity a part of the council or chapter business strategy /agenda
 - Select diversity-related issues to discuss as a topic at meetings
- **Your membership/Community/Other Stakeholders**
 - Personally communicate support for diversity internally and externally


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Thoughts to Consider

- Keep the vision/mission visible
 - Communicate, communicate, communicate
- Measure/Track/Report Successes and Learnings
- Make enhancements/adjustments along the way
- Celebrate Successes

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Chapter Diversity Director

- Learn about the SHRM Diversity Core Leadership Area Objectives
- Lead by example in valuing and managing diversity
- Communicate to and educate your Chapter members on diversity issues and learnings
- Establish and lead the execution of Chapter Diversity Goals
- Develop and implement Diversity programs and events
- Share your efforts with other volunteers

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Effectively Communicate Across Cultures

- Meet, solicit and share different perspectives
- Become aware of your ability to interact with others who are different from you
- Participate and speak at events where you are different from others in attendance
- Publicize diversity success stories and show the business relevance

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Sharing Successful Practices Opportunity

Human Resources Association of Broward County, Florida

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Human Resources Association of Broward County

- **Started Diversity Initiative in 2001**
 - In 2001, HRABC appointed its first diversity board position and a committee was formed. The diversity committee established a mission statement:
 - "The HRABC Diversity Team provides our members and the community with resources, tools and initiatives that promote both awareness and understanding of how the unique differences in human capital can positively impact economic growth in our workplaces. Diversity Makes Sense."
- **Started FACETS program in 2002**
 - **FACETS:** *Celebrating the Brilliance of Diversity* is our chapter's contribution to embracing diversity in our workplaces and our community.

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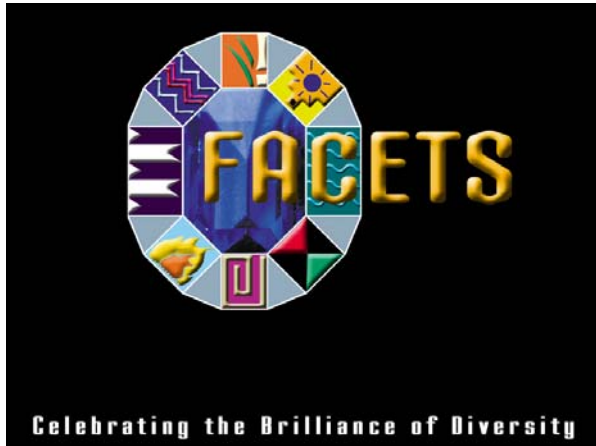
Human Resources Association of Broward County

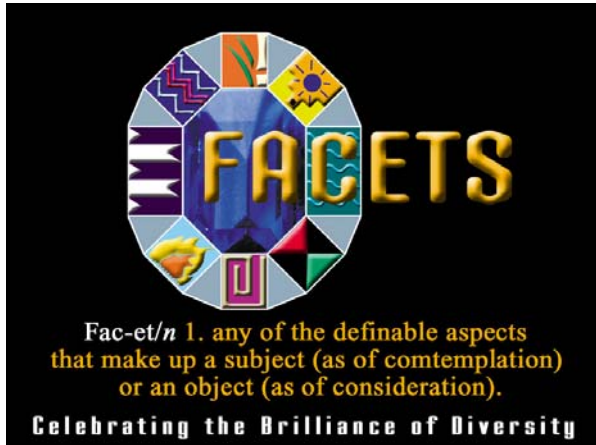
- **Strategies needed for Success**
 - Establish a defined objective for your initiative
 - Innovative Approach
 - Dedicated Committee Members
 - Community Involvement
 - Board Support
 - Marketing
- **Results of a Successful Program**
 - 2004 Diversity Works! Award in the Non-Profit category from the South Florida Business Journal
 - Recognized by SHRM and asked to display our program at the SHRM annual leadership conference
 - Attendees used the experiences at our events in their workplace - SOS Children's Village of Florida

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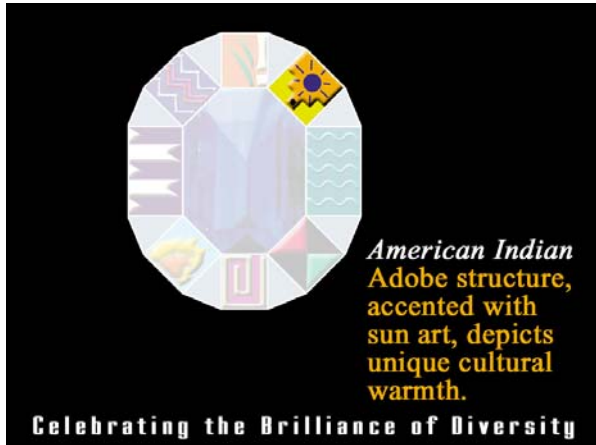
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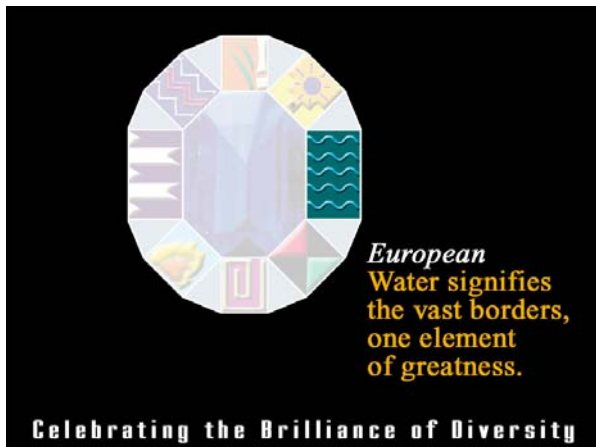


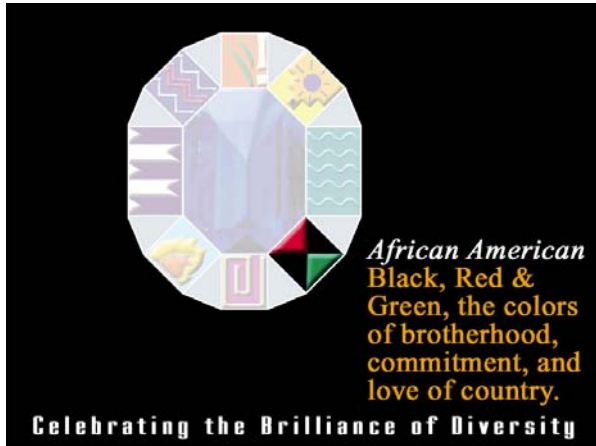























Lagniappe for Life

- Sing Like No One Is Listening
- Dance Like No One is Watching
- The Early Bird Gets the Worm, So Sleep Late
- There is a Message In Every Mess
- Love Like You've Never Been Hurt
- Nothing Comes to A Sleeper But A Dream
- Be Courageous – Life is Not a Dress Rehearsal
- Yesterday is History, Tomorrow is a Mystery and Today is a Gift from GOD, that's why it is called The Present

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Contact Information

Milton J. Perkins, SPHR
Global Leader, Offer, Design and Implementation
Recruitment and Staffing Solutions
EDS - ExcellerateHRO
milton.perkins@eds.com
mperkins@kvaexec.com
(940) 765 - 9851

For HR strategy, diversity, metrics, talent acquisition or
diversity program consultations

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