

# Leadership Case for Diversity

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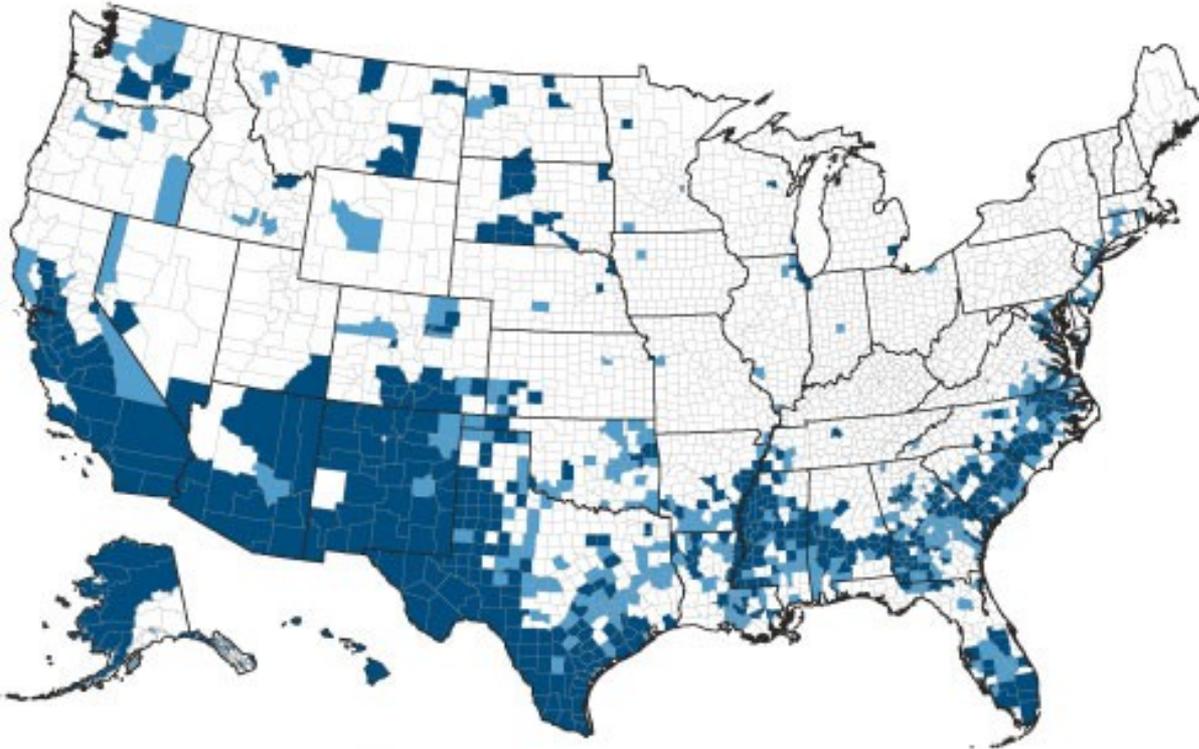
The opportunity  
starts now!



# Changing Face of America

Percentage of kids who are minorities, 2008

□ Up to 40%    ■ 40%-50%    ■ More than 50%



Source: Analysis of 2008 Census estimates by Kenneth Johnson, University of New Hampshire, and Daniel Lichter, Cornell University  
USA TODAY





# Axis of Diversity

- Short term  $\leftrightarrow$  Long term
- Quantitative  $\leftrightarrow$  Qualitative
- Internal  $\leftrightarrow$  External



# Ideas generated

- Science Fairs
- Science Days
- Park Days
- Focus Groups
- Incentives
- Diversity Newsletter
- SCEP and STEP
- Recruiting Programs
- Job Fairs
- Job Sharing
- Family Friendly Benefits
- Surveys
- Safety Programs
- ADA
- Fact Sheets
- Shadowing, Mentoring
- Diversity Training
- Diversity Days
- Open Houses
- Advertising
- Bonus Programs
- Keep in Touch







# Ambassadors for Diversity

- What if you could have 8000 people promoting the USGS?
- Recommendation: Diversity Hours
  - Provide employees with the opportunity to earn up to 16 hours of diversity time (40hrs of volunteer = 8hrs Time Off Award)
  - Manager Approved
  - Policies/Guidance Provided
  - Examples: Science Camps, University recruitments, elementary presentations
- Pilot:
  - One center per region
  - Seed money from HRI
  - Investment of 25,600 employee hours, or 12 FTE/yr

