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"STRATEGIES FOR IMPROVING THE RELATIONSHIP BETWEEN INSTITUTIONS AND THEIR MINORITY WORKERS"

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"STRATEGIES FOR IMPROVING THE RELATIONSHIP
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"This presentation is an open discussion of what a business, corporation or
institution can do to promote cultural acceptance and how to work with diverse
cultural groups."

Institutions, regardless of their mission or geographic locale, are aware of the importance
of diversity in the workplace. However, the growing concern for many institutions is the
recruitment and, most importantly, the retention of minority employees. Our society can
legislate equal opportunity and fair hiring practices, however we cannot legislate morality
and tolerance. Often times, the reason for poor retention of minority workers is a direct
result of the corporate climate in which they work. The social stratum of the work place
is a microcosm of the community in which its workers reside. Employees bring their
attitudes and values to work with them. Cliques and informal groups are formed based on
the similarities of co-workers. It is not unusual to enter a corporate cafeteria and see
Latinos, African Americans, West Indian, Native American, and Caucasian workers
sitting at tables within their own ethnic groups. This same phenomenon was witnessed
during the early part of the twentieth century, only the groups at that time consisted of
Italians, Irish, Germans, Slavs, etc.

The dominant group of the organization tends to exclude the minority group. The
informal group setting in an organization consists of many levels of the organization.
Supervisors, managers and workers are all part of the group. This is not a negative
because it allows informal training and dissemination of information that assists group
members in improving their work and making them more qualified for future promotions.
The negative develops when certain groups, because of race, ethnicity, religion, gender
and sexual preference, are alienated from the dominant culture. Unfortunately, those
alienated from the group do not receive this informal training or information exchange
and therefore are not as prepared for future promotional opportunities.

Corporations are only as successful as the employees they hire. Employees are chosen for
their ability not only to do their jobs, but also for their ability to contribute to the
organization's culture through interaction and sharing of ideas. Corporations that allow
alienation and intolerance are not only poorly utilizing their most valuable resource, their
employees, but are also placing themselves in a position for litigation. The Equal
Employment Opportunity Commission is inundated with charges of discrimination and
harassment daily. Much of this could be avoided if the organization would continuously
assess its corporate culture, promote policies against intolerance, and provide ongoing
training in diversity and cultural acceptance. Additionally, it is important that the
corporate hierarchy (practice what they preach). The role modeling of acceptable corpo-
rate behavior and culture must begin at the top. CEOs role model to managers, who role
model to supervisors, who role model to foremen or office managers, who then role
model to workers and front-line staff. It is not costly to promote diversity in the
workplace and the reward of culturally harmonic organization is priceless in terms of
production, sick time, vacation, sabotage and lawsuits.

This presentation is an open discussion of what a business, corporation or institution can
do to promote cultural acceptance and how to work with diverse cultural groups. It will
highlight the personality traits of different cultures and the stereotypes that abound in a
corporate environment that can lead to conflict in the workplace. Registrants will learn
the different tactics that can be used to promote harmony such as "Diversity Day" and
culturally inclusive company and/or divisional newsletters. Registrants will also be
introduced to different types of programs, such as diversity training, team building, and
corporate wellness initiatives, which they can implement to assist in promoting a positive
corporate culture.

**Presenter:**
Rose S. James, B.S., MHR

**Professional Experience: (abbreviated)**
1996-1997: Administrator, Owens Educational Services, INC., Omaha, NE
1997-2000: Project Coordinator, Family and Community Together, Omaha, NE
2000-Present: Project Coordinator, UNMC, Eppley Cancer Institute, University of Nebraska Center for
Environmental Toxicology

**Professional Affiliations (abbreviated)**
1997-Present: Chairperson, Mayor's Public Safety Advisory Commission, Omaha, NE
1998-Present: Member of Human Resources Association of the Midlands, Omaha, NE
Chapter
1998-Present: Consultant to the South Omaha Community Care Council, Omaha, NE
1999-Present: Executive Board member of the Lead Safe Omaha Coalition, Omaha, NE
2000-Present: Appointed Member of the Omaha Police Department Steering Committee,
Omaha, NE
2000-Present: Evaluator with the United Way of the Midlands Planning, Allocations and
Evaluation Committee

**Past Presentations:**
"Family and Community Together: Who are we?" Minority Health Conference, Lincoln,
NE, October 1998.
"The Importance of Adopting a Multicultural Perspective in Society", Diversity
Luncheon, St, Joseph's Hospital, Omaha, NE, July 1999.
"FACT and the Community: How to get involved", Minority Health Conference,
Creighton University, Omaha, NE, October 1999.