

## 2012 Diversity Workplace Webinar Series

Brought to you by the Greater Des Moines Partnership's Diversity Council and the Diversity Committee of the Central Iowa Society for Human Resource Management (CISHRM).

For details and to register online go to:

[DSMpartnership.com](http://DSMpartnership.com)



# Understanding Diversity Trends

Presented by Lisa Haefner, SPHR & Kristen Jacobs, PHR

*Thursday, May 24<sup>th</sup>  
Noon – 1:00 PM*

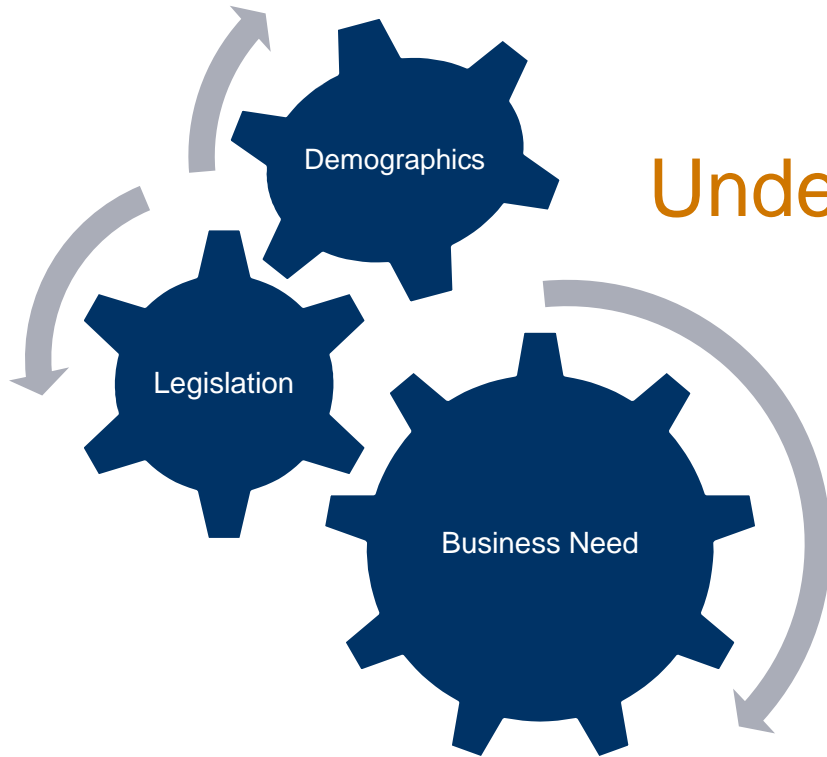
Lisa Haefner is an HR professional with over 20 years of experience including human resource compliance, employment, performance management, training, instructional design and HR consultation. Her current role is Sr. Recruiting Compliance Consultant for Principal Financial Group where she advises internal partners on state and federal regulatory changes and its impact to company processes. Lisa is a member of CI-SHRM currently serving on the Workforce Readiness committee. Lisa also holds her SPHR certification and is an active volunteer in a variety of professional and community organizations.

Kristen Jacobs is the AA/EEO & Diversity Consultant for Principal Financial Group where she manages the company's affirmative action program, EEO compliance and various diversity related metrics and initiatives. Her previous experience also includes recruitment, training, leadership and HR consultation both within the financial services industry and hospitality industry. Kristen co-chairs the Future Leader's Network for the Equal Employment Advisory Council and is a member of CI-SHRM's diversity committee. Kristen holds her PHR certification and has received a certificate in HR Related Law through CI-SHRM.

# Principal Financial Group<sup>®</sup>

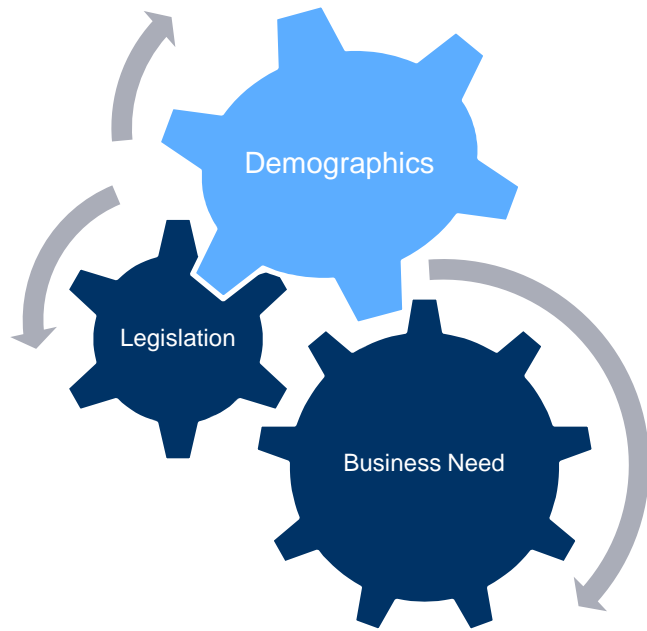
- The **Principal Financial Group<sup>®</sup>** is a leading global financial company offering businesses, individuals and institutional clients a wide range of financial products and services.
- We serve some **18 million customers worldwide** from offices in 18 countries throughout Asia, Australia, Europe, Latin America and North America and we have **over 13,000 employees worldwide**.
- As a company with federal contracts and a bank we are subject to additional employment-related regulations.

# Understanding Diversity Trends

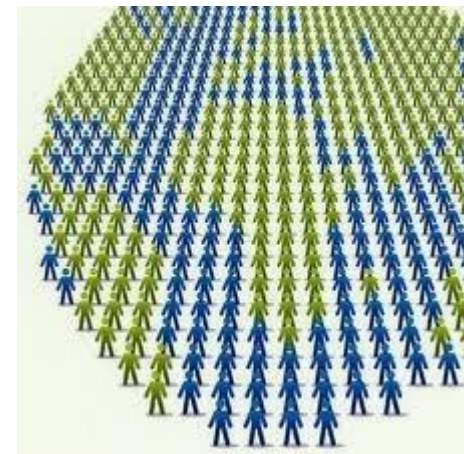


Participants of this webinar will gain insight around:

- Demographic trends as it pertains to diversity and the workforce including race/ethnicity, gender, generations, individuals with disabilities and veterans
- The potential impact of proposed legislation and current legal trends
- The business need to ensure their workforce mirrors their customers and community in which they serve



If you haven't heard, our world is changing...



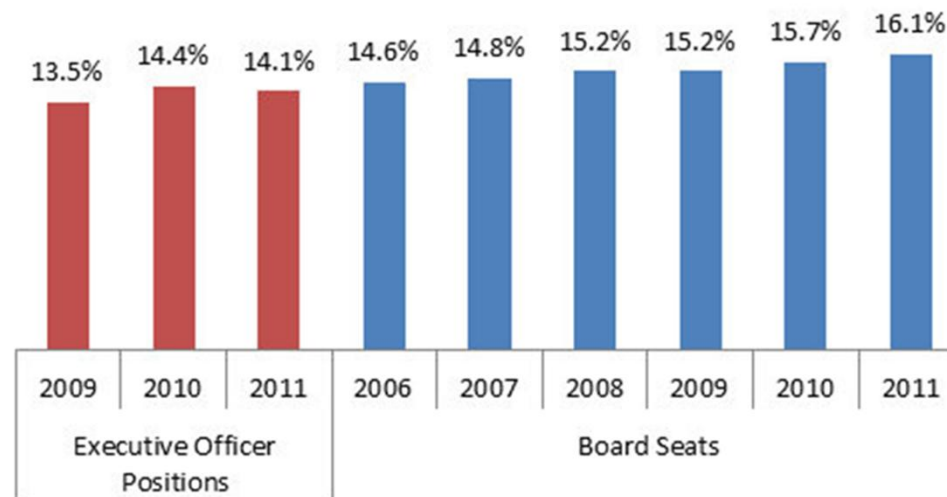
# U.S. Demographics

- Race/Ethnicity:
  - 1 in 3 persons is not white\*
  - 33% of the Labor Force are minorities and by 2030, 43% is expected\*\*
  - The three largest multicultural population groups are Hispanics, African-Americans, and Asian-Americans\*\*\*
    - Hispanic population is 16.5%
    - African-American population is 13.6%
    - Asian-American population is 6.0%
    - According to the Census Bureau, for the first time in U.S. history, whites of European decent made up less than half of newborn children born between July 2010 and July 2011.

# U.S. Demographics

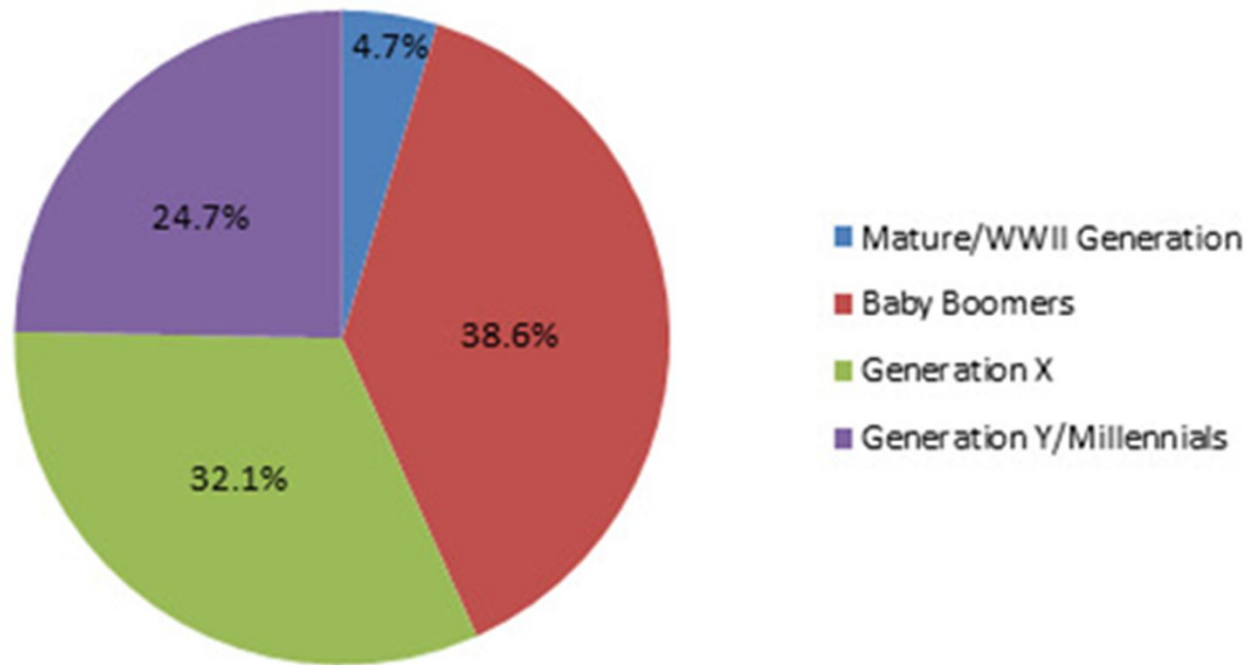
- Gender\*:
  - In 2010, women made up 46.7% of the labor force
  - 58.6% of all women 16 years and over were in the labor force, compared to 71.2% of all men
  - Women comprised 51.5% of management, professional and related positions. For racially and ethnically diverse women the percentage is much less (2.8% - 5.2%)

## Women's Share of *Fortune* 500 Leadership



# U.S. Demographics

- Our aging workforce of Americans age 55 or older are projected to make up nearly one-quarter of the labor force in 2018
- 2010 total approximate labor force participation by generation:



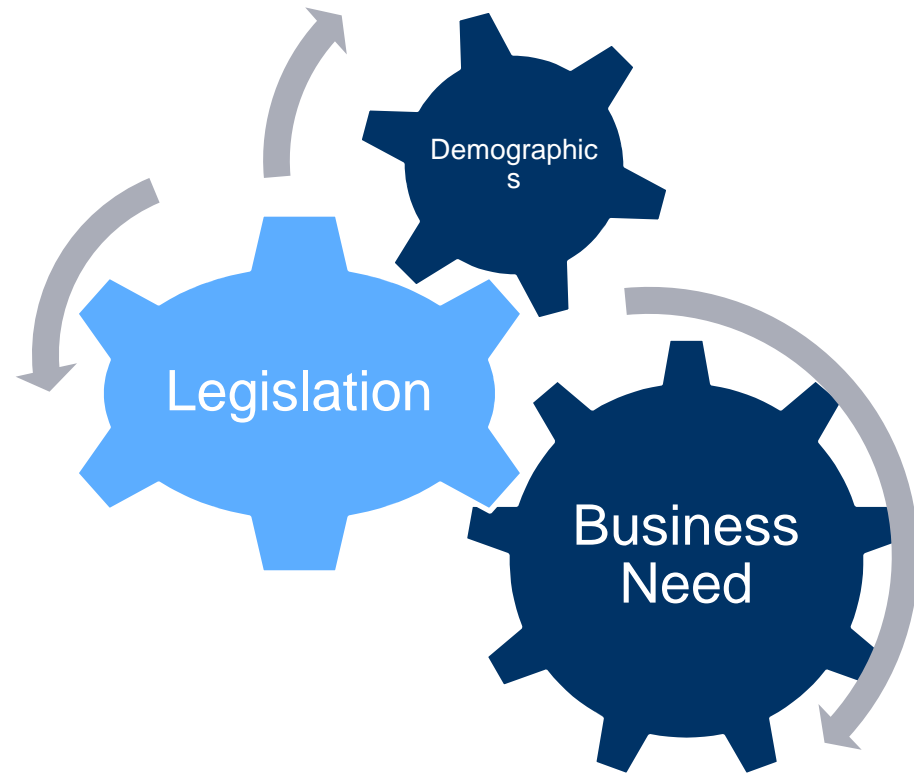


# U.S. Demographics

- Veterans Demographics – 2011 Data\*
  - 21.6 million men and women ages 18 and over were veterans
  - The unemployment rate for the Gulf War-era II veterans was 12.1% (similar for both men and women)
  - The jobless rate for all veterans was 8.3%
  - About 3.0 million veterans (14% of the total), reported having a service-connected disability
  - More than 80 percent of military occupations have a direct civilian job equivalent
- Individuals with Disabilities Demographics\*\*
  - People with disabilities represent the largest minority group in the U.S. (54 million)
  - 10% of people age 18-64 have disabilities
  - As of April, 2012 – 12.5% of persons with a disability are unemployed compared to 7.6% of persons without a disability
- GLBT Demographics
  - The Williams Institute estimates 3.5% of the adult U.S. population self-identifies as GLB and 0.3% as transgender and the Witeck-Combs estimates that 6.0 to 7.0% of adults in the U.S. self-identify as GLBT, or between 15 to 16 million

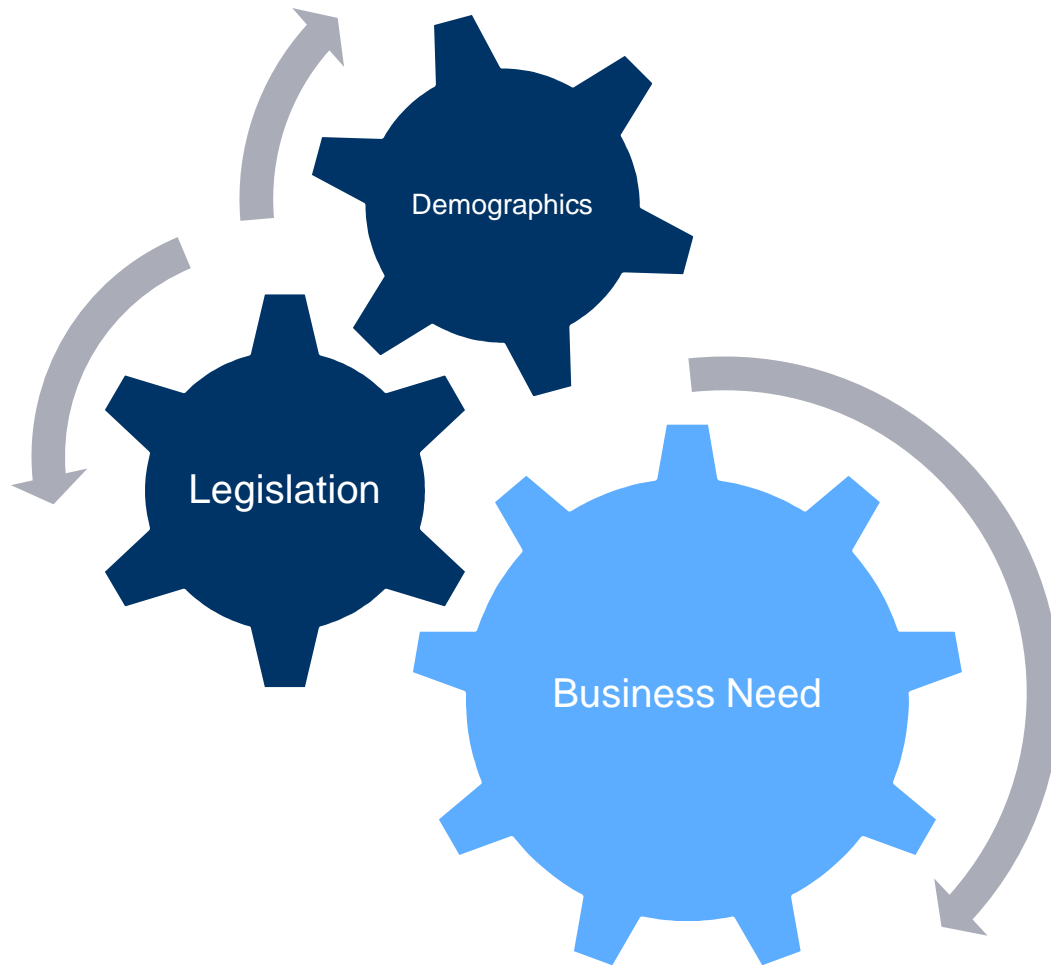
# Legislation Impacting Diversity

- Federal
- State/Local
- Global



# Legislation Impacting Diversity

- Federal
  - Agencies responsible for enforcement have ramped up budgets, staff, etc and are proactively coming to a place near you!
  - Sample of proposed legislation for federal contractors
    - Section 4212 / Vietnam Era Veterans' Readjustment Assistance Act (VEVRAA )
    - Section 503 of the Rehabilitation Act
  - Equal Employment Opportunity Commission (EEOC) Guidance on Background Checks
  - Proposed Employment Non-Discrimination Act (ENDA)
  - Reasonable Factors Other than Age (RFOA) under the Age Discrimination in Employment of Act (ADEA)
- State/Local
  - Local Laws (e.g., New Omaha ordinance prohibits sexual orientation and gender identify discrimination in employment)
  - State Laws (Maryland Social Media Law)
- Global
  - Sample countries legislating diversity and inclusion in a variety of forms: Albania, Australia, Belgium, Bolivia, Canada, France, Germany, Great Britain, Hong Kong, Italy, Netherlands, Norway, Russia, Singapore, Spain
  - Individuals with disabilities is the most common requirement held internationally
  - Global gender inclusion is slow



# Business Need

- Stakeholder Demands
  - Shareholders urging companies to release diversity data
- Customer Base and Markets
  - Hispanic buying power is expected to grow 50% from \$1 trillion in 2012 to 1.5 trillion in 2015\*
  - Buying Power for the top 50 U.S. markets by each multicultural group:\*\*
    - Hispanics: \$838,820,304,000
    - African-Americans: \$792,507,073,000
    - Asian-Americans: \$561,329,937,200
  - 74.9% of women identified themselves as the primary shoppers for their households, according to MRI's *Survey of the American Consumer* in Fall 2011
  - The total buying power of adult LGBT individuals is projected to be \$790 billion\*\*

# Business Need

- Employee Attraction and Retention\*
  - Diverse and inclusive workforces drive employee production and retention based on discretionary effort and intent to stay
  - Most employees believe their organization is effective at diversity and inclusion, but few organizations have created highly diverse and inclusive work forces
  - Not just a U.S. focus

United States: "Four generations of employees in one organization presents a variety of challenges."

Canada: "Recruiting and retaining Indigenous individuals is one of our key diversity challenges."

Great Britain: "How can we help our older employees transition into retirement while continuing to work as long as they'd like to?"

China: "Women are a highly under tapped pool of talent but we haven't been very successful at attracting them."

Australia: "Women are underrepresented in our leadership ranks."

South Africa: "We must ensure equitable representation of Black South Africans in our workforce."

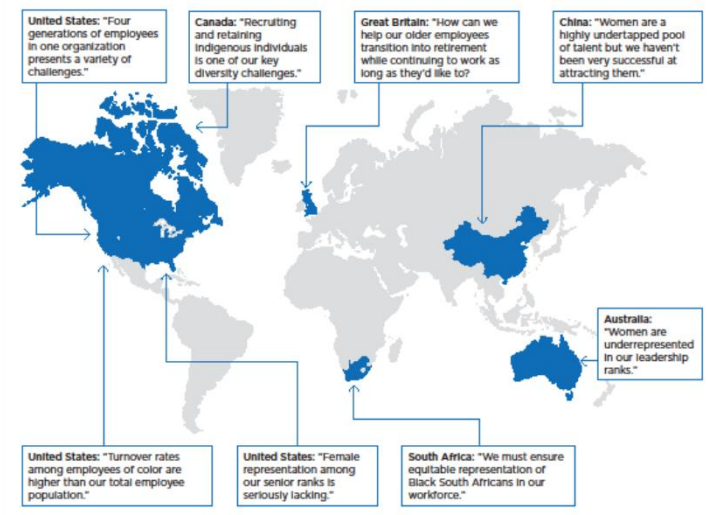
United States: "Turnover rates among employees of color are higher than our total employee population."

United States: "Female representation among our senior ranks is seriously lacking."

Regional differences in diversity needs and challenges make it difficult to set and evaluate globally consistent D&I objectives.

## DIVERSITY NEEDS AND CHALLENGES VARY ACROSS THE GLOBE AND WITHIN REGIONS

Sample of Diversity Challenges



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\*Corporate Leadership Council

# Business Need

- Other Costs of NOT Doing it
  - Monetary penalties (fines)
  - Job offers
  - Back pay
  - Bad press / reputation impacting stock price, loss of sales, recruitment, etc
  - Increased monitoring from regulators
  - Mandated training
  - FedEx Case

“The Concept of an ‘average American’ is gone, probably forever. The ‘average American’ has been replaced by a complex, multidimensional society that defies simplistic labeling.”

*-Demographics expert Peter Francese*



Questions?