

**Department of Commerce Input to the
Second Annual Report to the President on Hispanic Employment, 2002
U.S. Department of Commerce
Office of Civil Rights**

1) Top Practices in Strategic Human Resources Management and Planning that Best Help Improve the Recruitment, Retention, and Promotion of Hispanics.

The Department of Commerce (DOC) headquarters and its bureaus utilize several practices that target the recruitment, retention, and promotion of Hispanics. DOC has several active partnerships with Hispanic Serving Institutions, Hispanic organizations, in-house advisory groups and media outlets to promote DOC as a premier employer for Hispanic Americans.

<p>Office of the Secretary (Office of Human Resources Management (OHRM)/ Office of Civil Rights (OCR))</p>	<p>Coordinated with Commerce Latino Employee Organization (CLEO) to offer Recruiter Training. The training provided insight into the Hispanic culture to improve recruiter efforts in attracting Hispanic applicants.</p> <p>Recruited at job and career fairs with six Hispanic Serving Institution (HSI) partner schools and eight Hispanic professional organizations.</p> <p>Updated marketing materials, such as our <i>Realize Your Dreams</i> brochure, directed at Hispanic applicants.</p> <p>Utilized paid advertising available through partnership with nine HSIs.</p> <p>Developed a marketing brochure for the Job Fair Resume Database (JFRD) that describes how to access the database and the advantages of using it. The JFRD is a web-based system which provides supervisors, managers, and HR specialists with access to resumes of job fair attendees, many of whom are Hispanic.</p> <p>Developing a more professional recruiter-training program that emphasizes the use of alumni as recruiters and the promotion of a DOC corporate image.</p>
<p>Patent and Trademark Office (PTO)</p>	<p>Targeted a number of HSIs and advertised in several Hispanic oriented publications.</p> <p>Built relationships at two HSIs with strong engineering programs - the University of Puerto Rico (Mayaguez) and Florida International University.</p> <p>Increased the pool of resumes by attending job fairs, handing out school specific recruitment CDs, holding information sessions on the patent system and USPTO job opportunities; and meeting with professors, deans, student organizations and career center officials.</p>

	<p>Implemented an intensive media campaign that includes postcards, posters, and advertising in school newspapers, yearbooks, and online career center websites.</p> <p>Attended job fairs at several schools with high Hispanic enrollment, including the University of New Mexico, New Mexico State University, the University of Miami, and the Polytechnic University of Puerto Rico.</p> <p>Participated in the Society of Hispanic Professional Engineers (SHPE) National Technical Career Conference and Eastern Technical Career Conference. Placed recruitment ads in SHPE magazine, two Equal Opportunity Publications, Hispanic Career World and Minority Engineer.</p> <p>Posted job openings on CareerBuilder.com and (SER) Jobs for Progress, a national network of employment and training organizations.</p> <p>Established formal partnerships with HSIs that involve visiting campuses and conducting information sessions.</p> <p>Expanded participation with the League of United Latin American Citizens (LULAC) by providing outreach support to the Federal Training Institute (FTI).</p> <p>Developed a partnership with the National Association of Hispanic Federal Executives (NAHFE) to develop strategies that address recruitment, training, development, promotion, and retention of Hispanics at GS-13 through GS-15 and in the Senior Executive Service.</p> <p>Established working partnerships with the Department of Veterans Affairs, Veterans Job Referral Center, Vocational Rehabilitation and Employment, and the Office of Latino Affairs to broaden the area of consideration to include applicants from all appropriate sources.</p>
<p>National Institute of Standards and Technology (NIST)</p>	<p>Produced an annual guide of the Top 100 Graduate and Professional Degree Producing Institutions in Science, Engineering, and Technology. This guide provides a list of the colleges and universities indicating the number of Hispanic graduates in Engineering, Physics, Chemistry, and Mathematics.</p> <p>Developed a new recruiting brochure and two marketing bilingual pieces, which will be distributed at career fairs.</p>

	<p>Distributed vacancy announcements to Puerto Rico educational institutions.</p> <p>Participated in eight colleges and Hispanic organization career/job fairs.</p> <p>Recruited applicants for the Post-Secondary Intern Program via Hispanic groups at local universities.</p> <p>Visited local colleges and high schools with high concentration of Hispanic students to promote the fields of Science, Engineering, and Technology, and to encourage students to apply for summer employment at NIST.</p> <p>Participated in the HACU National Internship Program.</p> <p>Provided employment information to students, faculty, Hispanic grass roots organizations, and the Hispanic community.</p> <p>Assisted Hispanics in registering their resumes in the COOL hiring system.</p>
Census Bureau	<p>Participated in developing and implementing a strategic recruitment and retention plan to promote a diverse workforce. A cross functional program committee team has been established, made up of Human Resource and Equal Employment Opportunity representatives, to work closely with the Bureau s Diversity Council, Diversity Office and the Executive Staff.</p> <p>Expanded the recruitment efforts by targeting a greater number of national internship programs that bring students to the DC metro area.</p> <p>Established several partnership agreements with HSIs nationwide.</p> <p>Recruited qualified candidates through outreach to national Hispanic organizations.</p> <p>Used data from the Department of Education to identify schools for conducting targeted recruitment for the Census Bureau s major professional series.</p> <p>Incorporated suggestions made by CLEO on Best Practice for Recruiting Hispanics into the Census Bureau s Recruiter Training Program.</p> <p>Monitored the diversity of the recruiter pool to ensure diverse representation in targeted recruitment efforts.</p>
National Oceanic and Atmospheric Administration (NOAA)	<p>Developed a Memorandum of Understanding with the University of Puerto Rico in 2001 in order to trade research and knowledge between UPR scientist and NOAA s staff.</p>

	<p>Scientists attended and served as guest speakers and judges at various Career and Science Fairs in the Hispanic community.</p> <p>Participated in the DOC's Diversity Working Group (DWG). DWG is currently preparing a recruiting and retention plan to attempt to improve the representation of minorities employed with the Department.</p> <p>Coordinated and targeted outreach efforts, including job fairs at organizations such as LULAC, HACU, IMAGE, SACNAS, the Hispanic Leadership Conference and Hispanic Serving Institutions.</p> <p>Established the Educational Partnership Program with Minority Serving Institutions (including Hispanic Colleges and Universities). Under this program NOAA has provided \$15,000,000.00 to establish Cooperative Science Centers, an Environmental Entrepreneurship Program, the Graduate Sciences Program and the Undergraduate Scholarship Program. Awarded \$9,500,000 in grants to HSIs in FY 2001-2002.</p> <p>Initiated a Memorandum of Understanding with the University of Puerto Rico at Mayaguez (UPRM). NOAA is currently working with UPRM to establish a curriculum in Atmospheric Sciences, with the specific intent of cultivating and developing qualified candidates in that field for future employment.</p> <p>Announced vacancies through Hispanic organizations such as SACNAS, the National Association of Hispanic Masters of Business Administration, Society of Hispanic Professional Engineers, NAHFE, and publications such as Hispanics in Science and Engineering and Hispanic Business and the Denver Noticiero.</p>
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2) Accountability of Managers and Executives to Produce Results in Hiring Decisions

DOC realizes that in order for change to occur in current hiring practices there must be buy-in by management. In addition, management must be held accountable in insuring that their staffs represent a cross section of America. In order to meet this objective, Senior Executive Service (SES) employees are expected to take a more active role in conducting outreach and recruiting underrepresented groups through participation in outreach activities. This is just one example of how DOC holds its managers accountable and bolsters the awareness of diversity in hiring decisions.

Office of the Secretary (Office of Human Resources Management (OHRM)/ Office of Civil Rights	Human Resources (HR) staff met with bureau HR managers to promote increased use of the Job Fair Resume Database (JFRD). The JFRD is a web-based
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(OCR))	<p>system which provides supervisors, managers, and HR specialists with access to resumes of job fair attendees, many of whom are Hispanic.</p> <p>Revised a mandatory critical element for senior executives for more specificity in terms of expected outcomes, e.g., increasing the employment of underrepresented groups, participating in outreach activities, and adopting schools and mentoring students.</p>
Patent and Trademark Office (PTO)	<p>Provided quarterly reports to all executives of current workforce profiles and focus on areas of underrepresentation.</p> <p>Briefed management on recruitment plan and requiring business units to report efforts to the Under Secretary semiannually.</p>
National Institute of Standards and Technology (NIST)	<p>Incorporated management accountability into the performance plan of managers and supervisors as a diversity critical element.</p> <p>Senior managers volunteered to be mentors, tutors, and judges at science fairs.</p> <p>Trained managers informally as recruiters to couple work travel with identifying prospective candidates.</p>
Census Bureau	<p>Senior executives and managers have a performance plan requirement to recognize and foster diversity within their staffs, increase the employment of underrepresented groups, participate in outreach activities, partner and recruit from minority serving institutions, and publicize internships and student programs to minority students.</p> <p>Continuing formal diversity training to managers/supervisors and to SES officials quarterly. Diversity programs and activities are conducted throughout the year.</p> <p>Developing a more systematic succession management and leadership development program. It will be designed to develop leadership skills earlier and more broadly in the professional workforce. Diversity and transparency of process are important principles in the design of the new program.</p> <p>Raised awareness of supervisor s responsibilities for meeting strategic diversity goals through Human Resources Training for new supervisors, and ongoing training opportunities relating to diversity (e.g., NAHFE summits and conferences).</p> <p>Monitor diversity composition of workforce by divisions and encourage managers to take an active</p>

	<p>role in meeting diversity goals within their divisions. Provide guidance on and share diversity goals with supervisors and employees.</p> <p>Encourage and promote involvement of upper management in promoting public service, the work of the Census Bureau, and careers within Census.</p>
National Oceanic and Atmospheric Administration (NOAA)	<p>Management, centers, and staff offices are active participants in the Diversity Council activities. All SES, managers and supervisors have a critical element in their performance plans on EEO and Diversity. Their actions on this element are linked to their rewards and recognition.</p> <p>Encouraged employees to take professional development training (i.e., facilitation, mediation, and diversity change agent) and are encouraged to have an Individual Development Plan.</p> <p>Have an active EEO Council, chaired by the Deputy Under Secretary, with a membership of top level NOAA managers, which deals with underrepresentation.</p>

3) Innovative Outreach, Recruitment and Retention Strategies

DOC has implemented several innovative outreach, recruitment, and retention strategies to address Hispanic underrepresentation. DOC promotes its agency by means of an English and Spanish formatted recruitment brochure, media outlets and web sites. DOC also has several ongoing partnerships with community agencies, local schools, advisory groups and Hispanic organizations. It is through these innovative partnerships that DOC provides financial support and in-kind support in the way of knowledge and resource sharing.

Office of the Secretary (Office of Human Resources Management (OHRM)/ Office of Civil Rights (OCR))	<p>Assisted CLEO with recruiter training for the Department s recruiters.</p> <p>Updated recruitment materials in order to appeal to Hispanic applicants.</p> <p>Developed the Job Fair Resume Database (JFRD) and a correlating marketing brochure. JFRD currently houses 1,381 resumes many of which were gathered at Hispanic organization or HSI job fairs.</p>
Patent and Trademark Office (PTO)	<p>Developed marketing tools that include a brochure and CD-ROM (in English and Spanish) that specifically target Hispanics.</p> <p>Maintained a partnership with the Cora Kelly Magnet School. Hispanics comprise 24% out of 630 students in the school. The partnership will provide assistance to the school in the form of tutoring, mentoring, lectures, and workshops.</p>

National Institute of Standards and Technology (NIST)	<p>Established a partnership with Action Langley Park to sponsor a Leadership Program for 40 Latino students in the DC area. NIST employees will serve as mentors, tutors, and will assist in providing the workshops. Continued to assist public schools, public colleges and Latino organizations on how to apply for excess computer equipment.</p>
Census Bureau	<p>Continued to increase the number of bilingual recruiters that attend job fairs and conferences. Participated in the University of Puerto Rico (UPR) Alumni Federal Recruiting Committee. The Committee works to eliminate barriers to hiring UPR students, develops strategies to support applicants in their transition to the USA, increases awareness of federal employment, and implements Faculty Exchange Programs.</p> <p>Developed a recruitment video targeting the Hispanic community.</p> <p>Designing a more systematic succession management and leadership development program that supports Hispanic employees in developing and demonstrating leadership skills earlier and more broadly in the professional workforce.</p>
National Oceanic and Atmospheric Administration (NOAA)	<p>Provided \$63,000 in financial sponsorship to the Society for the Advancement of Chicanos and Native Americans in Science (SACNAS) conference. NOAA scientists exhibited, served as panel chairs, and provided training to K-12 educators at the conference. Instituted competitive grant programs to foster research using satellite data at the California State University at Fresno an HSI.</p> <p>Scheduled a Satellite Direct Readout Conference for the Americas in early December in Miami, Florida. All the conference material has been translated into Spanish and Portuguese. Representatives from Central and South America will present scientific papers and serve on panels.</p> <p>Continued to provide training to participants in the American Meteorological Society s (AMS) Maury Project. Trained some Hispanic K-12 teachers in "teach the teachers" project.</p> <p>NOAA s Hispanic Program Manager spent nine months in FY 02 on an IPA assignment to the Society for the Advancement of Chicanos and Native Americans in Science (SACNAS).</p> <p>Contributed to the American Meteorological Society s</p>

	<p>Scholarship Programs for education of young people pursuing careers in atmospheric sciences Conducted after school, open laboratory sessions and summer programs with schools in predominately Hispanic areas.</p> <p>Recruited on high school campuses in order to generate interest in work-study program. One student from a high school with high Hispanic enrollment worked at NOAA part-time while attending college.</p>
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4) Use of Existing Hiring Authorities to Promote Hispanic Recruitment

DOC actively promotes the usage of existing hiring authorities to encourage Hispanic recruitment. Managers are briefed periodically on the benefits of using these existing hiring authorities to recruit (Outstanding Scholars, Bilingual-Bicultural) qualified minority students and to use these authorities as a pipeline for new talent and new hires (Student Career Experience Program, Student Temporary Employment Program, Career Internship Program).

<p>Office of the Secretary (Office of Human Resources Management (OHRM)/ Office of Civil Rights (OCR))</p>	<p>Promote the use of the Outstanding Scholar and Bilingual-Bicultural Hiring Authority to increase the number of Hispanic applicants which could be considered for hire non-competitively at the GS-05 and GS-07 levels.</p> <p>Hired a new EEO Manager in OCR with responsibility for the Hispanic Program.</p> <p>Promoted the use of retention bonuses and reimbursement of relocation expenses to managers and supervisors in attracting Hispanic applications.</p>
<p>Patent and Trademark Office (PTO)</p>	<p>Recruited Hispanic undergraduates, graduates and law students for consideration of internships and Student Career Experience Program opportunities.</p> <p>Promoted participation of Hispanics in mentoring, details, rotations, and other developmental assignments through workshops and seminars that inform employees of available opportunities.</p> <p>Promoted the professional growth of Hispanics by increasing educational opportunities; for example, English as a second language and accent modification training.</p>
<p>Census Bureau</p>	<p>Increased the participation with the Hispanic Association of Colleges and Universities (HACU) internship program. Hired two interns into permanent positions.</p> <p>Continued to improve upon to the Census Electronic Hiring System and COOL hiring system to expedite the hiring process.</p> <p>Fostered participation in existing mentoring programs.</p>

	<p>Nominated Hispanic employees to participate in career development programs.</p> <p>Developed an additional student program, the Federal Career Internship Program, to provide more opportunities for talented graduates to explore employment with the Bureau.</p> <p>Partnered with HSIs to identify potential Outstanding Scholars for interviews and employment with the Census Bureau.</p> <p>Encouraged managers and supervisors to use the Outstanding Scholar and Bilingual-Bicultural Hiring Authority to recruit qualified Hispanic applicants who could be considered for hire non-competitively at the GS-05 and GS-07 levels.</p>
<p>National Oceanic and Atmospheric Administration (NOAA)</p>	<p>Issued an EEO Policy Statement, which highlights the importance of advancement for underrepresented groups, including Hispanics.</p> <p>Hired 2 Hispanic student interns through the NOAA Education Partnership Program (EPP), and the Minority Serving Institution (MSI) initiative (i.e., Graduate Science and the Undergraduate Program).</p> <p>Continued to develop reading and reference materials in Spanish in order to foster awareness and understanding of the Bureau's products and services (i.e., brochures, significant weather satellite images, conference materials, and press releases).</p> <p>Utilized and targeted existing programs designed to aid in the retention and promotion of Hispanics: NOAA Leadership Competencies Development Program; Aspiring Leaders Program; New Leaders Program; Executive Leadership for Mid-level Employees; Executive Potential Program and Commerce Science & Technology Fellows Program.</p> <p>Filled a Hispanic Program Manager position.</p> <p>Utilized the NOAA Faculty and Student Intern Program, Graduate Scientist Program, Undergraduate Scholarship Program and the DOC Post Secondary Program to improve the pipeline of Hispanics for entry-level positions. Currently there are 2 student volunteers working for the National Weather Service from the University of Puerto Rico.</p> <p>Have 5 Hispanic participants in the Student Temporary Employment Program (STEP), and 7 Hispanic participants in the Student Career Experience Program (SCEP).</p>