THE DIVERSITY NEWSLETTER

Published by the Equal Opportunity Advisor Diversity Communications Group
April 15, 2004

Diversity In The Navy

We are preparing to launch a new Strategic Framework to raise awareness of diversity in the Navy. This Framework rests on FOUR pillars: Leadership, People, Organizational Alignment and Communication. Just a few important points:

Diversity is not about looking like America. It's about representing the best that America has to offer.

It is not Equal Opportunity by another name even though the new definition of diversity does go to issues of race, religious affiliation, age and gender. It will also include skills, education, leadership and socio-economic backgrounds.

It's about taking advantage of all our differences to help us make better decisions that, in turn, make us more agile, more flexible and more combat capable.

Our objective to develop a more diverse force is not new. What is new is the structured, strategic approach to diversity and the commitment to execute it. *

Why?

By ENCM (SW) Darrell C. Nolan

You all are probably wondering what the "Diversity Newsletter" is and why we have it. My answer to that is that things are changing in the Navy in regards to the Equal Opportunity. We, in the past, have always had to work in a reactive mode so to speak. It is time to make a proactive program.

Instead of focusing on the grievance and processing of complaints (which will not go away), the focus will be on the training of personnel in the understanding of different cultures, skills, backgrounds, and utilization of personnel to their full potential.

Although, it's a large order. We as Navy leaders have had the power to do this from the beginning of our careers. How many times have you taken a person under your wing and taught him or her the intricacies of the job, the rating, and the interrelationships between personnel? Sounds like a mentor doesn't it? It is but it's also much more. It is placing the person in a position to be challenged, to be the best, and to feel confident in the career path that he or she has chosen. Excelling in and out of the rating and qualifying for bigger and better positions.

The Navy also will benefit by being able to select personnel from a larger pool of qualified people, increase the retention rate that will follow, and spend less money on paychecks and more on training.

Today's sailor is expected to do more with less, more so than when I entered the Navy. Ships are requiring fewer personnel to man what we have and the new ship designs will also require smaller crews to complete their missions. The demand for more cross rate training is essential to meeting this emerging requirement.

Training, retention, education, technology and people are major factors that will mold the Navy's future sailor. Leadership acknowledges that the diversity of the sailors and civilian work forces is also a major factor. Maximizing the skills and capabilities of the Navy civilian and military team is a formula for success. *

Diversity starting to rise through the Navy carrier's ranks

By LYNETTE CLEMETSON
New York Times

Aboard USS Abraham Lincoln - What weighs 97,000 tons and has almost as varied a population as the average American city?

As one of the largest warships in the world. This nuclear-powered floating city is a moving microcosm of the Navy's efforts to increase diversity in its ranks.

With roughly 5,200 people on board, a broad cultural and ethnic mix might be considered a given. But sailors here with more than 20 years of service say they remember when the typical carrier crew was overwhelmingly white and male.

"When I first came in, my first ship had all the lingering military racial problems left over from the '70s," said Chief Petty Officer Bill Farley, 44, who has been in the Navy 22 years and runs the carrier's personnel department. The only reason women were not an issue then, Farley said, was that they were not allowed on ships at sea until the early 1980s.

Because of a major push for equal opportunity in the 1980s, the mix began to change. The ethnic and sexual composition of the crew might not be up to that of the corporate world. But by military markers it is a model of advancement. The population is divided into two main groups: the surface crew, or ship's company, and the air wing, the nine combat flight squadrons that use the carrier as their mobile airport.

Of the total crew, roughly 63% are white, 14% African-American, 12% Hispanic, 6% Asian-Pacific Islander, 3% Native American and 2% "other." Roughly 10% are women, less than the percentage in the average civilian workplace. Almost 90% of the officers are white.

Still, in the ship's many divisions are people and groups bucking the trends.

Evelyn Banks, the senior enlisted sailor in the air wing, is the first black woman to reach the rank of command master chief petty officer in an air wing and the ninth black woman to reach the rank in the Navy.

"I just happen to be a woman and happen to be black," said Banks, a Memphis native who has been in the Navy for 19 years. "It is the skills and training that pull you through."

In the reactor department, the carrier's constantly pumping heart, which powers the ship, purifies its water and generates its electricity and the steam for the catapults that launch the aircraft, a sexual revolution of sorts is being waged.

While 37 of the 440 people in the department are women, they account for roughly 40% of the 30 reactor officers. Six of the nine division officers, the equivalent of corporate midlevel managers, are women. Though the Naval Academy saw its first woman graduate more than 20 years ago, the reactor division opened to women only in the last five years or so, said Cmdr. Lang Reese, the top reactor officer.

These highly visible, fast-advancing women aboard the Abraham Lincoln call themselves "the reactor chicks."

"We're sort of an anomaly," said Lt. Eileen Kane, 25, a Naval Academy graduate and division officer for the reactor department's electronic controls section. "But as the Navy has built up the nuclear community, they've really tried to encourage women, and we're very competitive from the time we come in."

USS Abraham Lincoln

Contributions to Diversity Recognized in Coming Months

From Navy Personnel Command Communication Office

MILLINGTON, Tenn. (NNS) -- Several opportunities to attend professional military minority organization meetings and recognize leaders in diversity are available through the spring and summer months.

The National Society of Black Engineers (NSBE), the Federal Asian Pacific American Council, the National Image 2004 Conference/Symposium, the National Association for the Advancement of Colored People, and the Tuskegee Airmen Inc. (TAI) will all be holding annual conventions to recognize significant achievements in diversity and equal opportunity.

The first opportunity is the National Society of Black Engineers Annual National Convention being held March 17-21 in Dallas. NSBE is an international organization whose mission is to increase the number of culturally responsible black engineers who excel academically, succeed professionally and positively impact the community. For more information, visit the NSBE Web site at www.nsbe.org/index.html.

The Federal Asian Pacific American Council is an organization that promotes equal opportunity and cultural diversity, and will hold its annual national leadership conference May 17–21 in San Francisco during Asian Pacific American Heritage Month. During the conference, FAPAC will present their Meritorious Service Award to a deserving member of the military.

The highlight of the National Image 2004 Conference/Symposium is a presentation of the Meritorious Service Award to two members from each service who has demonstrated outstanding equal opportunity or civil rights accomplishments.

The National Image 2004 Conference/Symposium brings together people of all races and ethnicities to recognize the many contributions of Hispanic people to our nation, and will be held in Orlando, Fla., June 6-12.

The National Association for the Advancement of Colored People will award a deserving military member or civilian with the Roy Wilkins Service Award during a military banquet June 10 in Washington, D.C.

The Tuskegee Airmen Inc. will recognize military personnel nominated for various awards at their annual national convention, held Aug. 2-7 in Omaha, Neb.

TAI is an organization whose primary goal is to increase aviation awareness of young Americans through education and increase aviation career opportunities. For more information, visit the TAI Web site at http://tuskegeeairmen.org/.

"The United States military services and, specifically, of course, the United States Navy, are good illustrations of the changes in the climate of our society. We are blessed with the most diverse force of men and women serving their country in uniform in our shared history," said Rear Adm. John W. Townes III, commander of the Navy Personnel Command, in a recent address in Millington, Tenn.

“(Our Sailors) come from every race, religion and creed, and from every stratum of our society. They serve together largely in harmony, sharing the pain, the danger, the camaraderie and the glory of service to God and country. Continued support of diversity programs will only serve to strengthen our service,” said Townes.

Commands may nominate Sailors or civilians who have made significant contributions to enhancing opportunities for minorities in the workplace. Nominations may address equal opportunity, race relations, affirmative action, human resources and/or public service. Award nominations for all but the NSBE convention are due to the Navy Equal Opportunity Office by April 1.

If you have additional questions on any of the above conferences or desire to nominate someone for any of these awards, please contact the Navy Equal Opportunity Office at (901) 874-3881, DSN 882, or e-mail Lt. Jeff Burrell at jeff.burrell@navy.mil. *

CNP: Diversity in Navy has New Definition

From Chief of Naval Personnel Public Affairs

WASHINGTON (NNS) -- Diversity in the Navy must go beyond considerations of race and gender to include individual skills and abilities, religious affiliation, age and even one's socio-economic background.

That was the message Chief of Naval Personnel, Vice Adm. Gerry Hoewing delivered last week to the Navy's newest flag officers.

"We've developed a whole new definition of diversity today, one that we think better captures the broad spectrum of talents and abilities our people bring to the fight," said Hoewing. The definition, he said, was simple: Diversity refers to the collection of individual qualities that reflect a person’s fundamental nature and contribute to his/her effectiveness, to include race, gender, ethnicity, religion, culture, talents, age, creativity and socio-economic background.

"Diversity is not just another word for equal opportunity, though that is clearly still a priority for us. Today, it needs to be about much more. It needs to be about the incredible power of the new and different ideas that come naturally from the attributes our people bring with them from society."

Those attributes include culture and background, as well as one's age, education and wealth, explained Hoewing.

"These are the factors that combine to make us who we are," he said. "And because they influence the way we approach problems, they serve to help us make better decisions. And that, in turn, makes us more combat capable."

Hoewing made his remarks as part of a briefing on the Navy's Diversity Strategic Framework at the New Flag Officer Training Symposium, a two-week seminar designed to prepare newly selected and newly promoted admirals for the responsibilities of flag rank.

The framework is a new strategy designed to both broaden career opportunities and raise general awareness of diversity in the Navy. It rests on four pillars: leadership, people, organizational alignment and communication. Under each of them reside specific goals and strategies to embed this new definition of diversity into every facet of Navy life.

For instance, goals under the People pillar include: improving diversity, recruiting and retention; monitoring and assessing diversity advancement and program selection rates, using the results to determine better indicators of success; and sustaining a culture that values diversity through continuous training and education.

"There's not a whole lot more important to readiness, in my view, than our diversity," noted Hoewing. "I am very excited about the effort that has gone into this framework, and I am absolutely committed to making it work. We owe it to our Sailors and to our Navy."

For related news, visit the Chief of Naval Personnel Navy Newsstand page at www.news.navy.mil/local/cnp. *

More from CNP

A speech given last year by Chief of Naval Personnel

We are aggressively pursuing new strategies and policies to aid our diversity recruiting goals. Instructors at Navy Recruiting Orientation Unit (NROU) are now presenting diversity programs briefings to all recruiters attending training, and we are emphasizing the importance of diversity throughout curriculum courses.

Additionally, the NROU National Training Team (NTT) has incorporated diversity into the Command Inspection Checklist to ensure that each Naval Recruiting District implements a systemic approach to diversity planning and production.

Campbell-Ewald of Detroit, MI, our strategic partner in advertising and marketing, is also increasing its focus on diversity. Agency representatives are currently conducting

research to identify any misperceptions among minority communities about Navy service. The results of these research studies will help shape and direct future marketing and advertising efforts designed to target minority recruits and their influencers.

Statistical evidence demonstrates that increased focus on diversity is producing results. A comparison of new contract percentages attained through the first quarter of FY03 to the entire 2002 fiscal year reflects improvements in all areas. American FY03 1st Quarter Officer New Contracts 6.8% 5.0% 11.1%, FY02 Officer New Contracts 5.1% 4.8% 8.0% respectively

Advertising. Navy's "Accelerate Your Life" advertising campaign was rolled out approximately two years ago and has been an unquestionable success, winning over 38 competitive awards spanning the entire spectrum of the advertising and marketing field. The campaign communicates Navy as a hands-on adventure that will accelerate one's life to the highest level of achievement. Its objectives have included building awareness and consideration of the Navy as a career option and generating leads for recruiter follow-up. During the campaign's second year, the strategy has continued to focus on media channels and

Creative solutions targeted at the 18-24 year-old audiences

The centerpiece of our campaign is the Interactive Life Accelerator found on the NAVY.COM web site. During the 2002 International Web Awards Best Of Industry Awards competition, the site took home Best Of Show and Best Of Government Agency Web Awards. This prestigious recognition placed NAVY.COM among the best in the world in a competition featuring 3600 entries from 19 countries. The site enables individuals to indicate their likes and dislikes, and then translates their interests into a range of possibilities for a rewarding Navy career. Leads are captured and sent directly to the National Advertising Leads Tracking System, providing recruiters with timely and invaluable prospect information. Since its launch in March 2001, over 540,000 people have logged on to the Life Accelerator with 85% completing the assessment. Many recruiters report prospects walking into recruiting offices with Life Accelerator results in hand. Today, the NAVY.COM web site averages over 24,500 visitors per day.

The advertising campaign is a key tool in increasing Navy's ability to attract recruits from both the college and the high quality diversity markets. For example, in recent months, we tested an accredited junior college marketing course centered on Navy recruiting. The test clearly showed this approach to be extremely helpful to recruiters' efforts to engage with junior college students and their influencers. We have also completed specific research in attracting African Americans who score in the top half of the AFQT, and the resulting advertising is in development for release in late spring or early summer.

Finally, Navy's recognition of rapid growth in the Hispanic community has led to measured research resulting in messages that recognize the community's unique language, culture and areas of interest within Navy. The success of our recruiting efforts, coupled with outstanding retention has allowed us to make some strategic reductions in both our advertising budget and the number of recruiters we have in the field. The FY04 budget request for recruiting advertising is $87.9 million, essentially the same as the FY03 advertising budget. I feel comfortable with what amounts to a reduction in real buying power, but have asked recruiting command to closely watch for any indication of a change in our overall recruiting success as we try to attract approximately 43,900 accessions in FY04. *

Federal Employee Antidiscrimination and Retaliation (The NoFear Act)

The looking glass to accountability

P.L. 107-174

In September 1997, the House of Representatives Committee on Governmental Reform held a series of three hearings regarding employment discrimination in the federal workplace. The first two hearings focused on congressional testimony, and testimony from representatives of several organizations (such as Blacks in Government, Federally Employed Women, and the Hispanic Leadership Alliance, to name a few) and from individual anecdotal accounts of actual and perceived systemic inequities as well as disparate treatment and retaliatory acts in various federal agencies. The third hearing focused on testimony regarding employment discrimination in federal law enforcement agencies.

Although specific agencies were cited during the hearings, Congressional members were adamant in pledging commitment to helping to eradicate the problem and continuing further hearings and dialogue with agency officials regarding the problem. This is some of the testimony provided:

"While the vast majority of federal managers fully support and follow equal opportunity law, there are those that fail to do so. In fact, there continues to be a disturbing number of complaints of deliberate discrimination. This is unacceptable."

The Honorable Steny H. Hoyer
(Maryland)

"We need effective sanctions against supervisors found guilty of intentional discrimination. Supervisors found guilty of intentional discrimination should be subject to disciplinary action and sanctions including demotion, termination, suspension, reassignment and fines."

Oscar Eason Jr.
President Blacks in Government

Representative James Sensenbrenner introduced a bill (H.R. 169) that would require federal agencies to be accountable for discriminatory practices, harassment and retaliatory actions against whistleblowers.

The House unanimously passed its version of the bill by a margin of 420-0 votes in October 2001. The Senate approved the legislation in April 2002. President George W. Bush signed the No FEAR bill into law on 15 May 2002. It became effective 1 October 2003.

The intent of the No FEAR Act is that federal agencies will pay more attention to their EEO and whistleblower complaint activity and act more expeditiously to resolve complaints at the administrative level when it is appropriate to do so.

The cornerstones of the No FEAR Act are its notification, accountability and reporting requirements. Agencies are to notify employees of rights and protections under discrimination and whistleblower laws in writing and through postings on agency Internet sites.

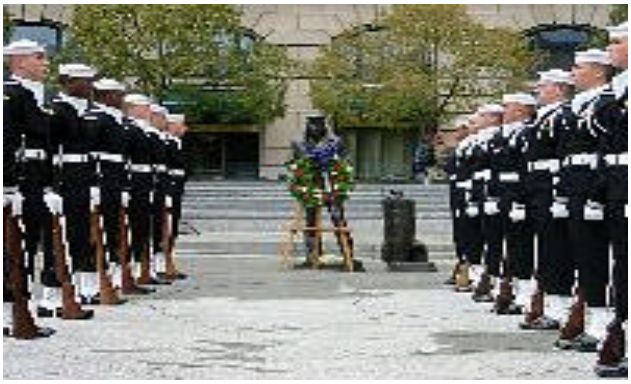
The accountability is an important and highly charged issue. The law provides a pool of funds for this very purpose. Agencies are to reimburse the Judgment Fund for the amounts of judgments, awards, and settlements in connection with a

discrimination lawsuit. *(Note: The Judgment Fund provides a permanent indefinite appropriation to pay settlements and judgments against the federal government.)* This will directly affect budgets of those agencies.

Individuals are to be held accountable for their actions. In this regard, a study is to be conducted to determine the best practices for disciplining federal employees who are found to have discriminated or retaliated against or harassed any individual. The study is to lead to advisory guidelines incorporating best practices that Federal agencies may follow.

For the full reporting requirements, use the link provided: http://www.fedcivilrights.org/www.fedcivilrights.org/No%20Fear%20Act%20Public%20Law.htm

Image of the Month



Our People

In the Navy, our people do their best when they feel pride in there contributions. They are treated with dignity, and when their talents are encouraged to flourish in an environment that embraces Diversity, Their career grows and prepares our people for the leadership roles of the future.

The First Issue

I would personally like to thank the Equal Opportunity Adviser Communications Group for the hard work and dedication in making this first issue. If you would like to submit articles, images, interviews, and materials contact ENCM (SW) Darrell C. Nolan at Darrell.Nolan@navy.mil