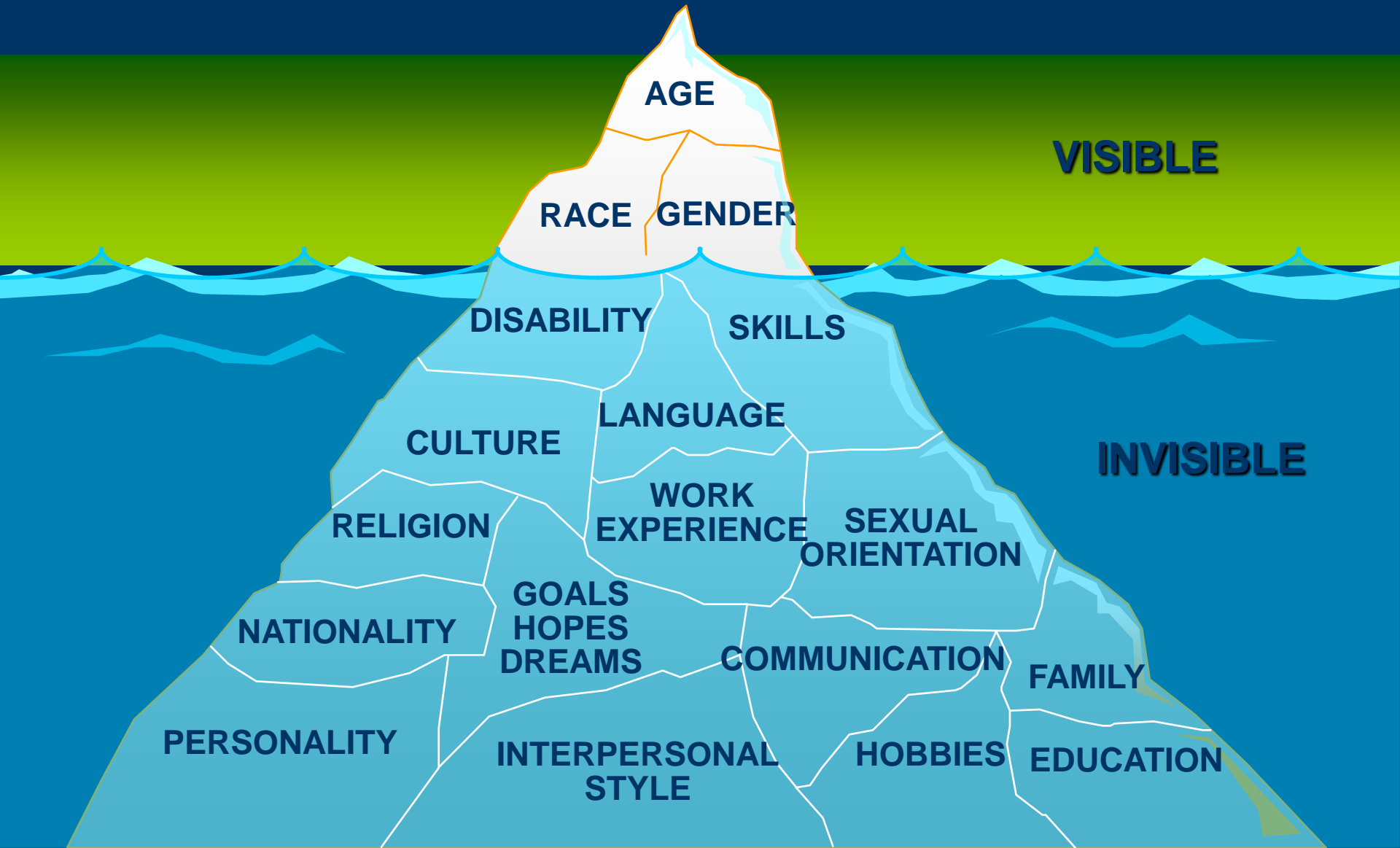


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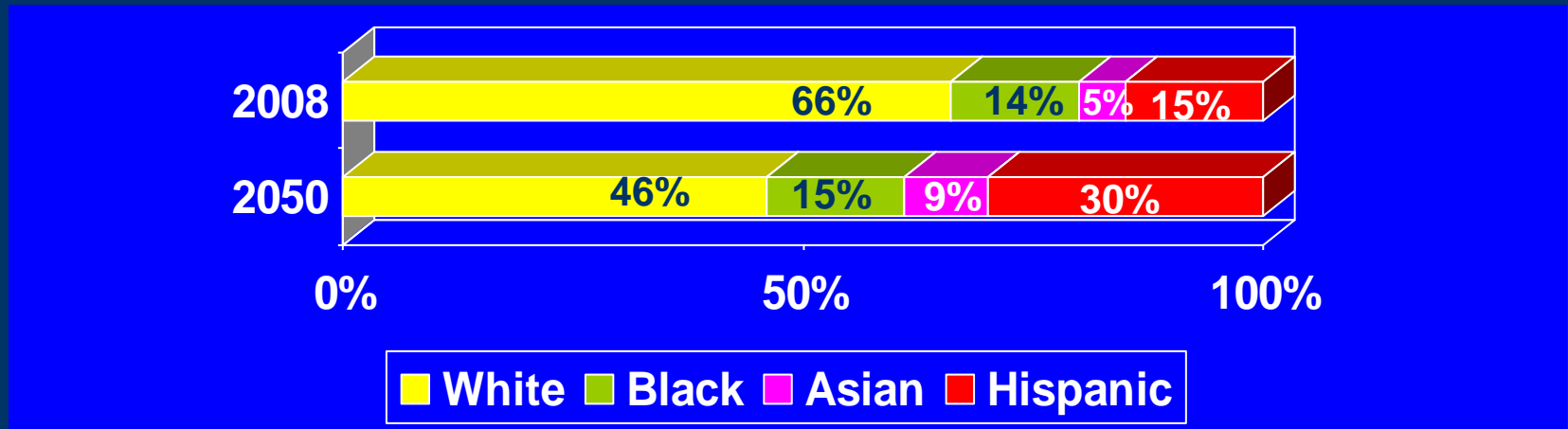
OFFICE OF INCLUSION, DIVERSITY AND
ENGAGEMENT

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THE DIVERSITY ICEBERG



U.S. “MAJORITY-MINORITY” NATION



Source: U.S. Census Bureau, 2008

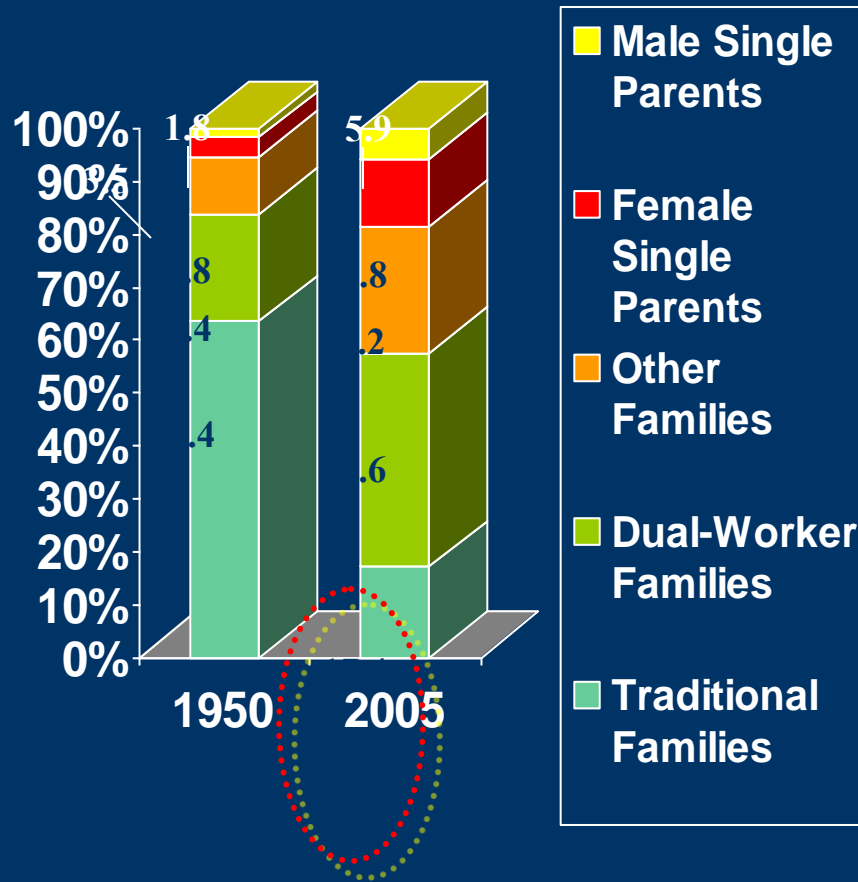
2008

- California, Texas, Hawaii and New Mexico are currently majority-minority states
- In a few years, the New York metropolitan region will become majority-minority - the first large metropolitan area outside the South or the West; 1 in every 10 U.S. counties are currently majority-minority

2050

- Hispanic population will double – almost one in every 3 persons; Asians will almost double; Blacks will increase by 1%; Whites will decrease by 20%

Roughly 17% of Households. . .



- The number of traditional households has decreased significantly, from 63% (1950) to 17% (2005)
 - Married heterosexual couples where the man is the breadwinner and the woman works at home
- The majority or 83% of U.S. households today are comprised of dual-worker families, single parents, single people. . .
- The need for flexibility in when and where an employee works is critical for attraction and retention

What You Should Know

Some conflicts are due to generational misunderstandings – different values can create attitudes and behaviors that do not always align

Veterans:

Growing up during the age of the Depression, Veterans believed in hard work, dedication and sacrifice:

- Strong belief in traditional/family values
- Social acceptance is more important than self-expression
- Loyalty in institutions and hierarchy of command
- Patience and delayed reward seen as virtues

Baby Boomers:

Boomers created the dual-income household, but are now looking for balance:

- Desire for personal growth and gratification
- Optimistic outlook with a strong desire to change the world
- Work hard and be noticed
- Are willing to “go the extra mile” at work
- Will not retire, but “rewire” into another job

Gen Xers:

They grew up independent and are self-reliant, and want the challenges but also want a life outside of work:

- Global thinkers seeking new opportunities
- Entrepreneurial and willing to take risks
- Are loyal to themselves and want to balance work and personal life
- Skeptical of authority and value competence
- Technologically savvy

Millennials:

“Digital natives” that have grown up with technology and are all about self-expression and having their voices heard:

- Want work to be meaningful
- Parents are their best friends
- Achievement oriented and have high expectations of themselves
- Life and lifestyle is important
- Value social responsibility and volunteerism