
Cultural Diversity

Understanding Your Workforce

Challenges and Opportunities...

Orlando Gil - Kerber Companies

Employee Management Conference
North Carolina, Nov. 6th 2008

Imagine...

- **Manager of a Business**
 - More than 10 nationalities: Mexico, Somalia, East Africa, South Africa, Burma, Guatemala, Russia, El Salvador, Ukraine, China, Vietnam
 - 4 + different religions
 - Fasting/Pray
 - Different languages
 - Customs
 - Wash feet
 - 2 genders
 - Food
 - ???

Melting Pot Vs. Salad Bowl?

- English
- Germans
- Irish
- Swedish
- Norwegians
- Polish
- Hispanics
- Asians

Where Did We Come From?

- 20,000 years ago...
 - NE Asia
 - Polynesia
- 1,000 years ago...
 - Vikings
- 1620...
 - Mayflower
 - 102 English

Where Did We Come From?

- 1638...
 - Swedish
- 1665
 - Dutch
- Mid- 1800
 - Germans
 - Irish
 - Spanish
 - Italians

Today...

In America, there is:

- 1 birth every 7 seconds
- 1 death every 13 seconds
- 1 international immigrant (net) every 30 seconds
- Net gain of 1 Person every 11 seconds...

Population Trends for USA

- 438 million in 2050 - USA will grow 48%
- 82% increase due to immigration and US descendants
- 1 in 5 will be an immigrant
- By 2025, 1 out of 2 people born will be Hispanic
- Hispanics will make up 30% of population - 132.8 million
- Whites will become minority (47%)
- Nation's elderly will double in size

Hispanic Facts 2007

Census Bureau

- 45.5 million
- 15% of total population
- 1 out of every 2 persons added was Hispanic
- 16 States with more than .5 million population
 - NC, GA, TN, VA
- Hispanics
 - 107 males
 - 100 females
- General Population
 - 97 males
 - 100 females
- 24% of children under 5 were Hispanic

Why This Topic?

- Our Culture has changed
- Our Country has changed
- Labor shortage predicted?
- Aging of America
 - 76 million baby boomers reaching retirement age
- On-going evaluation of alternative labor options

Labor Shortage in Swine Industry

- Age 25-30
 - 1990 - 26.7%
 - 2000 - 17.8%
 - 2005 - 14.8%
- Decrease of 44.5% in 15 yrs
- How do we deal with the shortage?

Survey by NPB 2005

Labor Shortage

- We need someone that can do the work!

Some of the Labor Challenges in the Swine Industry...

- Distance to work location - transportation costs, time
- Dirty job, physical
- Long hours
- Holidays, weekends
- Hot/cold environments
- Mainstream perception
- Wages

What Are Some of The Options?

- Labor options
 - Mature workers
 - Young workers
 - Differently able
 - Immigrant work force
 - Hispanics

Hispanic Workforce

A Solution to a Growing
Challenge?

Hispanic Workforce

- Brief update on current Hispanic demographics
- Identify key challenges
- Strategies

Why Consider Hispanics?

- 1) Change in demographics
- 2) Change in demographics
- 3) Change in demographics

Why Consider Hispanics?

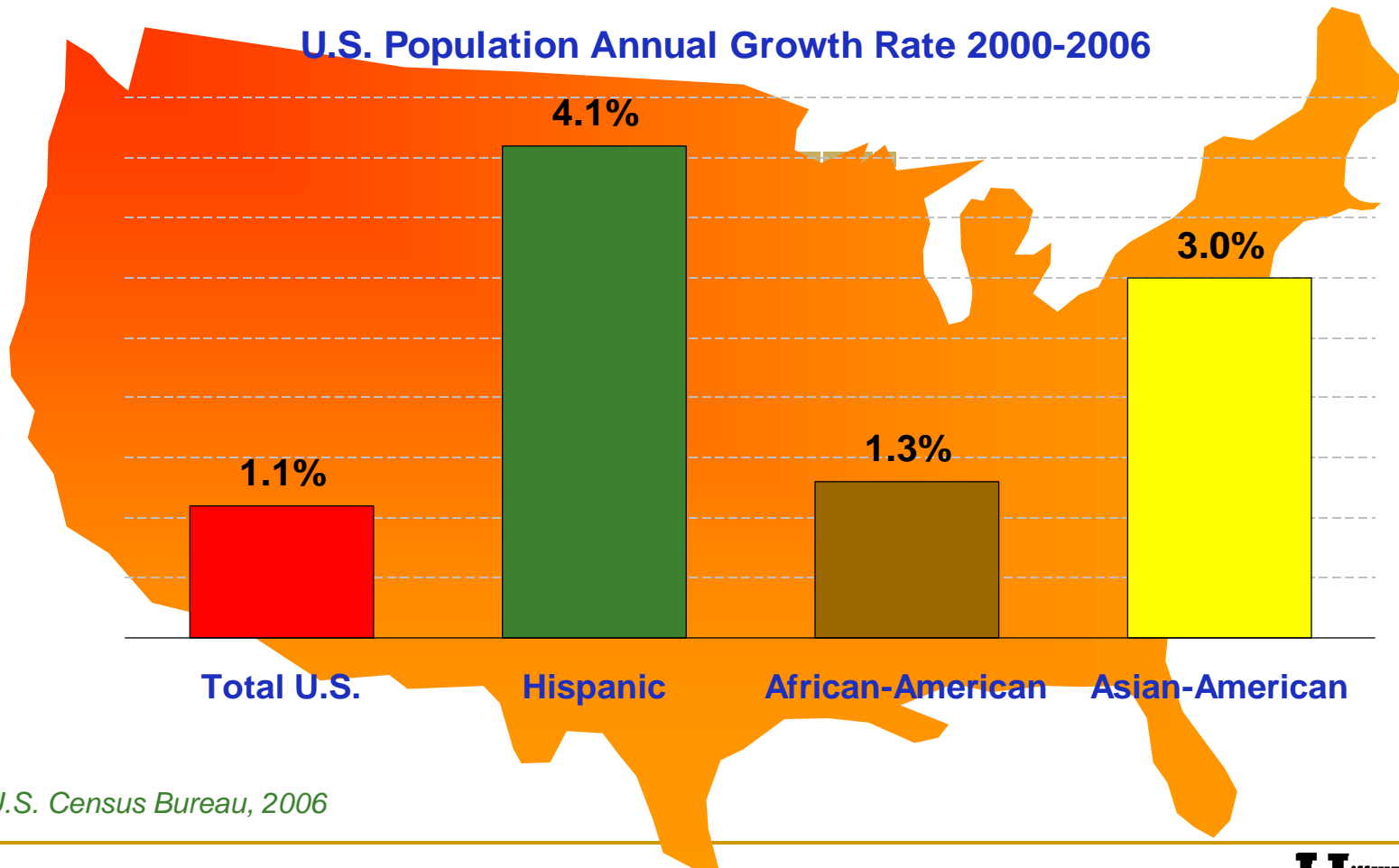
- United States built on immigration
- Immigration direction
 - East to west
 - South to north

Hispanic Demographics

- Largest minority in the United States
- More than 45 million strong and growing
- ~15% of total population
 - 1 out of every 3 workers entering workforce
- Will reach 132.8 million by 2050
- More than 30% of total population
 - More than 55% of its workers

Source: Pew Hispanic Center

Fastest Growth Rates in the Country



Source: U.S. Census Bureau, 2006

Hispanics Have Younger & Larger Families

Hispanic

Median Age: 27
HH Size: 3.5

Total U.S.

Median Age: 36
HH Size: 2.6

Source: Census, American Community Survey, 2006

With 45 Million Hispanics, U.S. is Now 2nd Largest Latin American 'Country' in the World

- Hispanic Population in the World
 - Mexico - 106 million
 - **USA - 45 million**
 - Spain - 40 million
 - Colombia - 43 million
 - Argentina - 39 million

Source: U.S. Census Bureau, 2006

Hispanic Population Growth 2000 - 2006

- **Arkansas - 69.3%**
- Tennessee - 60.9%
- Georgia - 60.1%
- South Carolina - 58.4%
- North Carolina - 57.9%
- Nevada - 53.8%
- Alabama - 51.5%
- Iowa - 49.7%
- Alaska - 44.3%
- Nebraska - 43%
- Minnesota - 40.3%
- North Dakota - 40.3%
- Oklahoma - 40.1%
- Indiana - 40.8%
- Arizona - 39%
- Wisconsin - 37%
- Texas - 26%
- Florida - 26%
- California - 19.8%
- **West Virginia - (4.2%)**

Source: *Pew Hispanic Center, 2006*

Hispanic Values, Attitudes, Beliefs

- Family
 - Kids will stay home until married
 - Parents will stay home
- Religion
- Courtesy, respect
- Loyalty
- Work ethic
- Reliable
- Rarely call in sick
- Enjoy working overtime
- Tradition

Reasons Why Hispanics Are Coming to the USA...

- Opportunities
 - The American dream
- Economics
 - Poverty
 - Looking for a better life
 - Money
- Family in the U.S.
- Political situation in country of origin

Will We Stay?

- 1st Generation Hispanics
 - Will they go back to die in country of origin?
- 2nd Generation Hispanics
 - May go back to see "what's the big deal"
 - Will some stay?
- 3rd Generation and beyond
 - Why would we want to go back?

The Hispanic Work Force Differences and Similarities...

- Ethnicity
- Which type of Hispanic do you employ?
 - Are they all the same?
 - Mexican, Colombian, Guatemalan, etc?
- Cultures and sub-cultures
 - Food
 - Slang
- Social differences
- Are there differences between U.S. born Hispanics vs. Foreign born?

Understanding Hispanics...

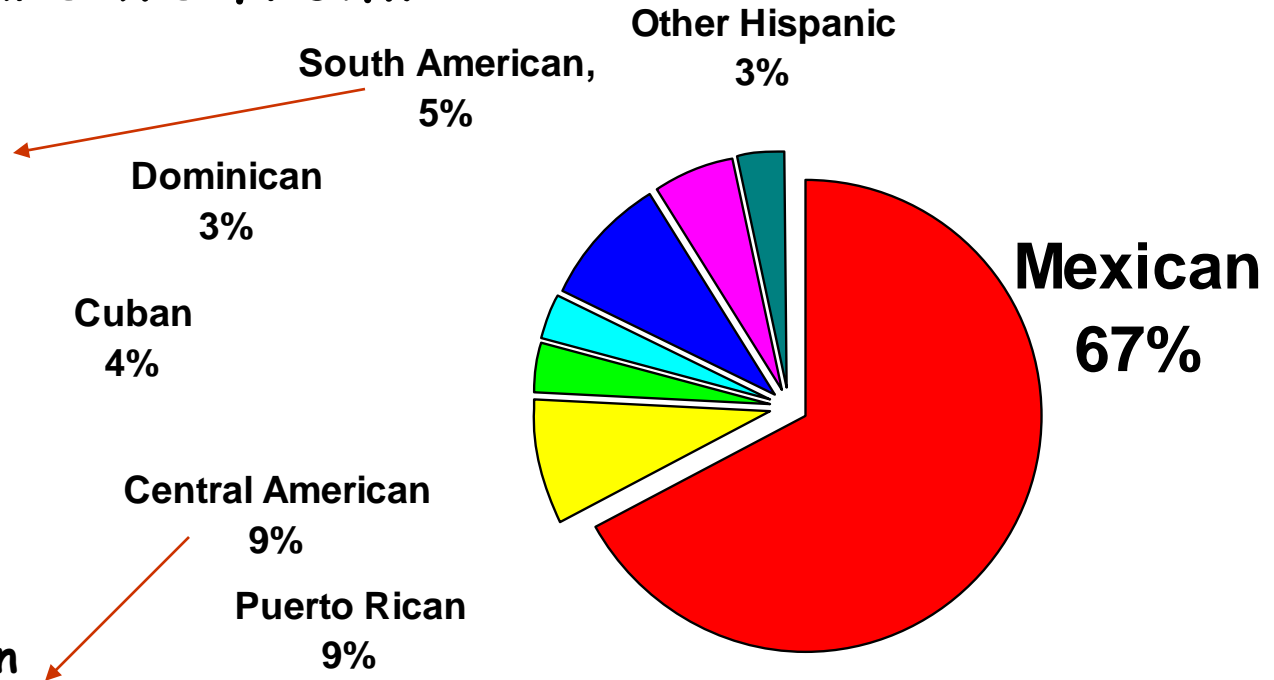
Where are we from?

■ South American

- ❑ Argentine
- ❑ Bolivian
- ❑ Chilean
- ❑ Colombian
- ❑ Ecuadorian
- ❑ Paraguayan
- ❑ Peruvian
- ❑ Uruguayan
- ❑ Venezuelan

■ Central American

- ❑ Costa Rican
- ❑ Guatemalan
- ❑ Honduran
- ❑ Nicaraguan
- ❑ Panamanian
- ❑ Salvadorian



The Hispanic Work Force

- Key Characteristics:
 - \$\$\$: primary motivator
 - Sending most of their \$\$\$ home
 - Want to work as many hours as possible
 - Hard working
 - In the beginning planning to go home, after a few years, most will stay if they could?
 - Can be loyal

Fluency in the English Language

- 1st Generation - 23%
- 2nd Generation - 88%
- 3rd+ Generation - 94%

Pew Hispanic Center
2006

The Hispanic Work Force Challenges...

- Impact on:
 - Managers
 - Other employees
 - Organization/business
 - Communities
- Communication
 - Language
 - Will say "yes" when not sure

The Hispanic Work Force Challenges...

- Immigration laws
 - Employment eligibility
 - "e-verify"
 - Reform
 - Amnesty
- Stereotypes
- Education levels
- Culturally "on hold"
- Segregation
 - Lunch breaks
 - Friends

The Hispanic Work Force Challenges...

- Basic necessities:
 - Transportation
 - Food
 - Clothing
- Medical, dental needs
- Hesitancy to take on leadership roles
 - Retaliation
- Integration vs. assimilation

The Hispanic Work Force Challenges...

- Safety
 - compliance
- Do you have to know Spanish in order to train?
 - Not really...
 - It does help
 - key words
 - Key phrases
- Train first WHAT to do...then, worry about the WHY...

The Hispanic Work Force Strategies...

- Establish relationships
 - Mutual respect
 - What not to do?
 - Fair treatment
- Hire key individuals
 - Human Resources
 - Recruiting
 - Training
 - Management
- Equitable pay
 - Pay more for bilingual

The Hispanic Work Force Strategies...

- Go beyond providing basic "services"
 - Bank account
 - Housing
 - Utilities
 - Relocation
 - Insurance
 - Remittances
- Create Hispanic affinity employee groups

The Hispanic Work Force Strategies...

- Identify future leaders
 - Develop
 - Promote
- Foster inclusive atmosphere in the workplace
 - Communication
 - Translations, interpretations
- Community awareness
 - Involvement in community activities
 - Spanish Lunch Clubs

The Hispanic Work Force Strategies...

- Become part of extended family
 - Relationships established by word of mouth
- Build lasting relationships
 - Schools (Middle, High)
 - HACU
 - AgCareers
- Become the "Employer/Business of Choice"

The Hispanic Work Force Strategies...

- Develop infrastructure
- Bilingual recruiters
- Spanish materials
 - Flyers
 - Applications
- The power of word of mouth advertising
- Hire in pairs

The Hispanic Work Force Strategies...

- Forget:
 - Tell, show, do, review
- Utilize:
 - Show, do, review
- Invest in SOP development
 - Implement
- Treat training as an investment
- Bilingual trainers
 - Training materials
 - Translated

The Hispanic Work Force Strategies...

- Why would you work for you?
- Wage progressions
- Evaluations feedback
- Employee referrals
- Rewards
 - Gas, phone cards
 - Diplomas

The Hispanic Work Force Strategies...

- Pay accrued vacations
- Subsidized housing
- Translated documents
- Clear expectations
- Educational opportunities
 - English
 - GED

The Hispanic Work Force Strategies...

- Team sponsorships
 - Soccer
- Retention programs
 - "Touch and Go"

What Can We Do?

- Adapt...
- Learn ...
 - About the people...
 - About the culture...
 - About the language...
- Take advantage of opportunities!!!

What would key actions be?

- Commit to decision
- Develop plan
- Share vision
- Implement

*"Change Does Not Always
Mean Progress, but Progress
Always Means Change..."*

Anonymous

Resources

- E-Verify
- <http://www.dhs.gov>
- <http://www.uscis.gov/portal/site/uscis/menuitem>
- <http://en.wikipedia.org/wiki/E-Verify>

- General Hispanic information
- <http://pewhispanic.org/>
- <http://www.trpi.org/>
- <http://www.census.gov/>
- <http://www.hispanicbusiness.com/research/hobprojections.asp>

pork **checkoff**

Support for this presentation was provided by the National Pork Board and the Pork Checkoff.

Questions?