

# Diversity Management News

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**American Indian Heritage Month**  
Nov. 1 - Nov. 30

## Mission Statement

The Diversity Office supports the Laboratory's mission to do world-class science by implementing programs to provide a pipeline of qualified, diverse candidates; promoting an inclusive work environment; and recommending to the Laboratory Director policies and procedures that ensure (1) equitable treatment and opportunities for all employees; (2) an environment free from harassment; and (3) encourage respect for individual differences.

## Small Messages Matter

By Shirley Kendall

Micro-inequities and micro-affirmations, representing subtle slights and support, are a powerful force in the workplace that can damage or improve self-esteem and impact employee performance.

Most people do not intentionally set out to diminish the contributions or worth of others. However, research suggests we send between 2,000 and 4,000 micro-messages a day. Micro-messages are the small, subtle signals we send to one another through our behavior. They are called "micro" because the behaviors are small, but their impact can be enormous. Repeated negative micro-messages, so-called micro-inequities, often lead to damaged self-esteem and eventually, to withdrawal from the work group, which is destructive and costly to industry and society.

*"When there are too many negative micro-messages they get elevated to micro-inequities because the effect causes people to feel devalued, slighted, discouraged or excluded (Moynahan, 2006)"*

A negative micro-message is exactly that, negative. Examples are: pecking at your Blackberry while someone is talking to you, looking at your watch during a presentation, omitting certain peoples' names from group emails, and always going to lunch with the same "in-crowd." It is perhaps even more insidious to exhibit negative facial expressions when talking to others with different physical characteristics or cultural backgrounds, to mistake employees from similar cultural backgrounds with each other repeatedly, and to ridicule different accents. Generally, people shrug off the occasional negative micro-message as an isolated incident of rudeness. But in contrast, positive micro-messages, like a favorable nod or smile when you pass a co-worker in the hall, enhance well-being and performance.

More and more organizations nationwide are advancing diversity management practices, recognizing the importance of more efficiency in competing for and retaining talent. Demographic shifts in the workforce have strongly reinforced this need. If a company is to remain competitive, it is counterproductive to let micro-inequities go unchecked. Candidates meeting a potential employer might interpret micro-inequities as a sign that they are unwelcome and in for an uphill battle for future opportunities.

Increasing people's awareness of micro-inequities may help improve the situation. Research shows that negative behavior declines when employees become aware of negative actions and their consequences. Brookhaven National Laboratory continues to raise awareness by inviting speakers to address topics related to micro-inequities.



Ways to improve work interactions:

1. The recently implemented Respectful Work place policy aims at creating a culture in which all employees feel valued and heard. Do you appreciate respectful behavior towards yourself? You owe that same respect to others.
2. Notice your own reactions. Ask yourself: When am I listening and when am I shutting people out? Do I encourage only my close co-workers? Do I consistently overlook people outside my own circle?
3. Take responsibility for displaying more positive micro-messages by letting colleagues know that you appreciate their efforts. Support programs or events on site that show other Lab community groups that they and their cultures are valued.
4. Facing micro-inequities when and where they occur is the first step to combating these slights. As BNL employees, you have the power to help create a team spirit that shows appreciation of all fellow employees. What counts most are the actions you take and the behaviors you exhibit as you carry out your responsibilities.

## SFC Hosts Northeast Conference for NOBCCHE

### *SFC Hosts Northeast Conference for National Organization of Black Chemists & Chemical Engineers*

More than 125 academics and scientists came to St. Francis College November 14 and 15 to help spark interest in the sciences across the region as part of the 2008 Northeast Regional Meeting of the National Organization of Black Chemists and Chemical Engineers (NOBCCHE).

"We had a tremendous collection of people here sharing ideas and research, including NOBCCHE President Dr. Victor McCrary of Johns Hopkins University's Applied Physics Laboratory, and many other members of the board," said St. Francis College Chemistry & Physics Assistant Professor Filomena Califano. "Our students had exposure to professionals in the fields they are studying to enter, and now many of the students will be following up to earn internships for this summer."

"It was a wonderful opportunity for our students to interact with professionals at the frontiers of science through poster presentations and talks," added St. Francis Assistant Professor of Chemistry & Physics Gerard Davidson. "It gave our students an idea of the intellectual vigor required when presenting scientific data and reminded them that they can also have fun doing it."

The mission of the conference was to expand the horizons of science by promoting interest among minority communities in the fields of chemistry and chemical engineering. But the conference also included presentations in fields such as physics, biology and mathematics, and sought to bring together scientists and students from all ethnicities, cultures and ages.

To this end, a group of 60 high school students came to the conference. These students were shown the many opportunities available to them through a career in the sciences. They were given a tour of the college and told about financial aid packages that can make a private college education affordable.

In addition to working out much of the logistics for the conference, Dr. Kathleen Nolan, Chairwoman of the St. Francis Biology Department, also delivered an inspiring introduction on behalf of the Association of Women in Science, based on her own personal experiences.

Leah Kovenat, who supervises the laboratories at the college, conducted a tour of the chemistry labs and along with her students demonstrated several of the experiments conducted there.

Conference attendees were able to take in a variety of other speakers, including Friday's Keynote Speaker, Virginia McNeil Montague, President of the New York Coalition of One Hundred Black Women, who spoke about the reality of the real world at work. Terrence Buck of Brookhaven National Laboratory and Moses Koffi (NASA Proyecto) spoke about the importance of inspiring future generations to take up the mantle of scientific research. Saturday's Keynote Speaker, Dr. Jose Rodriguez of Brookhaven National Laboratory, presented his research into clean hydrogen and fuel-cell efficiency.

The NOBCCHE Northeast Conference was hosted by the St. Francis College Chemistry & Physics Department and sponsored with generous support from Rohm & Haas, Brookhaven National Laboratory & St. Francis College.

## Recruiting Top Talent from Younger Generations

*By: Rick Morales*

One of the challenges facing global employers is working with a multi-generational work force and recruiting qualified top talent. Right now we have four generations in the workforce: the Traditionalists, born between 1922 and 1945; the Baby Boomers (1946 to 1964); Generation X (1965 to 1980); and Generation Y, also known as the Millennials (1981 to 2000). As the Baby Boom generation begins exiting the workforce, employers are finding themselves with a knowledge gap and workforce shortage that is only going to become more severe over time. Employers are finding themselves fighting for the same talent, hence the term "The War for Talent" that we're seeing referenced increasingly often in HR publications.

You may think that current economic times are making it easier to find people to fill positions. This is sometimes true, but recent research finds that a majority of available candidates do not have transferable skills that can easily be used by other organizations. Although the Baby Boomers will remain in the workforce longer than expected, it will be on a more consultative and part-time basis, which still leaves us with an impending workforce shortage and knowledge gap.

While it's important to maintain Baby Boomers in the workforce for their knowledge base and experience, we are competing with organizations on a global basis to attract talent from the two generations that follow (Gen X and Gen Y). To remain competitive, BNL must think outside the box and develop creative new ways to find and attract young talent. The Lab's HR recruitment team is already exploring new methods to reach this audience, including social networks, job aggregators, and search engine sourcing to enhance our traditional search methods.

One such social network popular amongst the various generations is YouTube.com. Realizing the power of these social networks, the Human Resources Division teamed with the Media & Communications and Production Services Office and Web Services group to launch the first BNL generational recruitment video. The video is targeted towards the Millennials, has music tailored to this generation and is fast paced. The Millennial generation was chosen first because this is the generation representing our smallest worker population and a great opportunity for growth. Other generational videos may follow. The video is one of many selections on the Lab's YouTube Channel, which can be found at <http://www.youtube.com/user/BrookhavenLab>.

## Disability Awareness Event

### *Game raises awareness of people's differing abilities*

To mark National Disability Awareness Month (October), the Diversity Office in partnership with the National Business Disability Council (NBDC) held a culture sharing event at Berkner Hall. For one hour, from noon to 1 p.m., NBDC transformed Berkner auditorium into a studio where a "Who Wants to Be a Millionaire?" game was used as a vehicle to raise everyone's awareness regarding people's differing abilities.



The contestants were challenged with questions that focus on effective interactions with individuals who have different abilities in hearing, vision, speech, and mobility. An approximation of 70 BNL employees attended this event.

Upon completion of the "Who Wants to Be a Millionaire" session, numerous attendees stated that the session increased their awareness of disabilities. One participant stated that the presentation was "very knowledgeable." Another participant stated that "the presentation was interesting and informative" while one other participant stated "the Lab community will benefit from future presentations by using a similar method."

# Workforce Demographics

## Report of Employment 9/30/08

| Schedule   | Black Male | Black Female | Hispanic Male | Hispanic Female | Am Ind/ Alk Native Male | Am Ind/ Alk Native Female | Asian/ Pacific Isl Male | Asian/ Pacific Isl Female | White Male   | White Female | Total Male   | Total Female | TOTAL        |
|--|------------|--------------|---------------|-----------------|-------------------------|---------------------------|-------------------------|---------------------------|--------------|--------------|--------------|--------------|--------------|
| <b>Management</b>  | 1          | 4            | -             | 1               | 1                       | -                         | 8                       | 3                         | 103          | 31           | 113          | 34           | 152          |
| <b>Scientific Staff</b>                                  | 2          | -            | 10            | 4               | -                       | -                         | 88                      | 14                        | 279          | 30           | 379          | 43           | 427          |
| <b>Riken Fellows</b>                                     | -          | -            | -             | -               | -                       | -                         | 1                       | -                         | 2            | -            | 3            | -            | 3            |
| <b>Research Associates, Fellows, Visiting Scientists</b> | -          | 2            | 2             | 4               | -                       | -                         | 60                      | 17                        | 50           | 17           | 112          | 41           | 152          |
| Professional   | 17         | 2            | 13            | 2               | -                       | -                         | 37                      | 13                        | 283          | 43           | 350          | 60           | 410          |
| Information Technology                                   | 3          | 3            | 9             | -               | -                       | -                         | 31                      | 14                        | 160          | 34           | 203          | 54           | 254          |
| Admin Monthly  | 3          | 36           | 3             | 17              | 1                       | -                         | -                       | 9                         | 52           | 302          | 59           | 358          | 417          |
| Tech Monthly   | 12         | 4            | 10            | 1               | 2                       | -                         | 9                       | 1                         | 367          | 17           | 400          | 23           | 423          |
| Tech Weekly  | 1          | -            | 1             | -               | -                       | -                         | -                       | -                         | 6            | 2            | 8            | 2            | 10           |
| Clerical Weekly  | -          | 6            | -             | 2               | -                       | -                         | -                       | 2                         | 1            | 15           | 1            | 27           | 26           |
| Union  | 53         | 31           | 19            | 5               | 5                       | -                         | 1                       | 1                         | 267          | 34           | 345          | 73           | 416          |
| Others*  | 1          | 4            | 2             | 1               | -                       | -                         | 5                       | 1                         | 24           | 21           | 32           | 24           | 59           |
| <b>TOTAL</b>   | <b>93</b>  | <b>92</b>    | <b>69</b>     | <b>37</b>       | <b>9</b>                | <b>-</b>                  | <b>240</b>              | <b>75</b>                 | <b>1,594</b> | <b>546</b>   | <b>2,005</b> | <b>739</b>   | <b>2,723</b> |

## Report of Employment 3/31/08

| Schedule   | Black Male | Black Female | Hispanic Male | Hispanic Female | Am Ind/ Alk Native Male | Am Ind/ Alk Native Female | Asian/ Pacific Isl Male | Asian/ Pacific Isl Female | White Male   | White Female | Total Male   | Total Female | TOTAL        |
|--|------------|--------------|---------------|-----------------|-------------------------|---------------------------|-------------------------|---------------------------|--------------|--------------|--------------|--------------|--------------|
| <b>Management</b>  | 1          | 4            | -             | 1               | 1                       | -                         | 7                       | 2                         | 106          | 30           | 115          | 37           | 152          |
| <b>Scientific Staff</b>                                  | 3          | -            | 9             | 4               | -                       | -                         | 87                      | 12                        | 282          | 29           | 381          | 45           | 426          |
| <b>Riken Fellows</b>                                     | -          | -            | -             | -               | -                       | -                         | 1                       | -                         | 2            | -            | 3            | -            | 3            |
| <b>Research Associates, Fellows, Visiting Scientists</b> | -          | 2            | 3             | 2               | -                       | -                         | 54                      | 18                        | 53           | 19           | 110          | 41           | 151          |
| Professional   | 17         | 2            | 12            | 2               | -                       | -                         | 35                      | 14                        | 274          | 44           | 338          | 62           | 400          |
| Information Technology                                   | 3          | 3            | 7             | -               | -                       | -                         | 31                      | 15                        | 159          | 38           | 200          | 56           | 256          |
| Admin Monthly  | 3          | 34           | 4             | 17              | 1                       | -                         | -                       | 8                         | 50           | 300          | 58           | 359          | 417          |
| Tech Monthly   | 12         | 4            | 10            | 1               | 2                       | -                         | 9                       | 1                         | 377          | 17           | 410          | 23           | 433          |
| Tech Weekly  | 1          | -            | 1             | -               | -                       | -                         | -                       | -                         | 5            | 2            | 7            | 2            | 9            |
| Clerical Weekly  | -          | 6            | -             | 2               | -                       | -                         | -                       | 2                         | -            | 17           | -            | 27           | 27           |
| Union  | 53         | 31           | 18            | 5               | 5                       | -                         | 1                       | 1                         | 267          | 35           | 344          | 72           | 416          |
| Others*  | 1          | 2            | 1             | 1               | -                       | -                         | 4                       | -                         | 18           | 21           | 24           | 24           | 48           |
| <b>TOTAL</b>   | <b>94</b>  | <b>88</b>    | <b>65</b>     | <b>35</b>       | <b>9</b>                | <b>-</b>                  | <b>229</b>              | <b>73</b>                 | <b>1,593</b> | <b>552</b>   | <b>1,990</b> | <b>748</b>   | <b>2,738</b> |

\* "Others" includes standby labor, trainees, and joint appointments.

Source: Human Resources and Occupational Medicine Division Statistical Summary Reports 12/30/07 and 03/31/08.

## BERA Hispanic Heritage Club Celebrates Hispanic Heritage Month



**Juan Antonio:** guitar and vocals, **Pedro Robles:** timbales and congas percussion, **Eddie Velasquez:** keyboards, **Joe Lopez:** drums, **Julio Claudio:** vocals and hand percussions, **Juan Rodriguez:** congas percussion, **Frank Tassieli:** guitar

### Milagro

Founded in 2004, Milagro is a seven-piece band with a full percussion section. The band has performed at venues all over Long Island, playing a variety of music that spans Carlos Santana's 40-plus year career as the unique, Latin-rock musician who founded the renowned band Santana and sold more than 90 million records.

On September 27, 2008, the Latin-Rock group "Milagro" brought great excitement to Berkner Hall. The group received a standing ovation for an outstanding performance.

For additional information on Milagro, visit [www.milagromusic.net](http://www.milagromusic.net)

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Heritage Month  
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### Celebrating Diwali – Festival of Lights

Diwali or Deepavali is one of the most loved festivals of India. It is celebrated with great joy over a five-day period throughout the country and in the Indian diaspora that has spread around the world.

India is a country of great diversity with many cultures, languages, social norms, and beliefs; therefore Diwali takes different meaning in various parts of India and among various Indic religions.

For Hindus, Diwali signifies the homecoming of Lord Ram after 14 years of exile, and victory over demon king Ravan. In Jainism, Diwali marks the attainment of nirvana — freedom from the cycle of birth and death — by Lord Mahavir. Diwali also has great significance in Sikhism, commemorating the return of the sixth guru, Guru Har Gobind, who had been imprisoned by Jahangir. The Holy city of Amritsar has been illuminated ever since that day.

Adherents of these faiths celebrate Diwali as the “Festival of Lights.” They light diyas- cotton-like string wicks inserted in small clay pots filled with coconut oil-to signify the victory of good over evil within an individual. The five day Diwali festival occurs during October and/or November on the Gregorian calendar.

On the Hindu calendar, it is centered on the new moon day that ends the month of Asvina and begins the month of Kartika, beginning on the 13th day of the dark half of Asvina and ending on the 2nd day of the bright half of Kartika. The main day of celebration varies regionally.

The BERA Indo American Association (BERA-IAA) held their annual Diwali Event, the Festival of Light, on Saturday, November 8. The program showcased the rich culture and traditions of the Indian subcontinent through music, dance, and other arts, performed by both professional and amateur artists. Authentic Indian snacks were served during the intermission and an Indian dinner was offered after the cultural program.

### BNL's Vets. Association—Adopt-a-Platoon

The Brookhaven Veterans Association (BVA), open to all honorably or medically discharged veterans, was established in March 2007. This organization supports BNL employees and their family members who are faced with the challenges of serving in the military. Friends of the BVA are non-veteran employees who support the organization with many activities. Also, under the auspices of BVA, the Adopt-a-Platoon (A-a-P) committee promotes awareness among employees and others of the forward-deployed service men and women by sponsoring fundraisers.

Recently, a forward-deployed platoon needed cold weather boots. With help from the National A-a-P organization, BVA A-a-P saw that the boots were sent within one week of the request. Many other items have been or will be sent such as socks, gloves, headwear, generators, and towels etc.

BVA A-a-P organizers describe the group at the Lab as “a great group of people. Some very low key, some very visible. Some donate money, some time, and some both, but they all pitch in for the cause when asked regardless of race, religion, ethnicity, or orientation. We are proud that the BVA A-a-P has become the largest such unit in the nation, and grateful for the support of so many BNLers who helped us in our recent fund drive, which raised \$4,000.”

Says Shirley Kendall, who heads BNL's Diversity Office, “The Veterans are one of the many groups within the Lab community with special ties to the Diversity Office. We are proud of the BVA Adopt-A-Platoon's successful fundraiser. For me, this shows that BNL is a place where diverse groups hoping to achieve a special endeavor can count on support from many others in the Lab community.”

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### Dr. Mow Shiah Lin Scholarship

4th Annual Award Ceremony & Reception, 10/22

The BERA Asian Pacific American Association (APAA) held their annual Dr. Mow Lin Scholarship Award Ceremony on Wednesday, October 22 in the Hamilton Seminar Room of the Chemistry Department, Bldg. 555.

The award of \$1,000 was presented to Ning Zhang, a graduate student at the Department of Materials Science & Engineering, Stony Brook University (SBU). Zhang is currently studying defect analysis and quality improvement of semiconductor crystals.

The Dr. Mow Shiah Lin Scholarship was established by the APAA to commemorate the life and career of Mow Lin, a distinguished scientist at the Energy Sciences & Technology Department. In honor of his research, remarkable achievements, and inventions, this scholarship is granted annually to an Asian immigrant with a student visa matriculating toward a doctoral degree at an accredited institution of higher education in environmental and energy technology, biology, or chemistry, in remembrance of the manner in which Lin began his career.

During the award ceremony, Zhang who was introduced by his advisor, Michael Dudley, Chair of the SBU Department of Materials Science & Engineering, presented a brief introduction on his current research.