Marketing Your EEO Program: Developing a Program of Zest and Effectiveness!

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Agenda

- Definition and Purpose of Marketing
- EEOC Essential Elements of Model Title VII Programs
- Establishing A Brand
- Establishing Credibility
- Mediums for Marketing
- Training
- Special Emphasis Program Committees
- The “We-Don’t-Have-A-Budget” Challenge

Marketing Works!
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Marketing is a Management Process

- Create, communicate, and deliver services that have **value** for customers
- Identify, anticipate, and satisfy customer requirements **profitably**
- Enhance your program's **effectiveness**

EEOC MD-715 Essential Elements of Model Title VII and Rehabilitation Act Programs are:

- Demonstrated commitment from agency leadership
- Integration of EEO into the agency's strategic mission
- Management and program accountability;
- Proactive prevention of unlawful discrimination
- Efficiency
- Responsiveness **and** legal compliance

Establish Your Brand

- Promises that customers believe in or a recognized label of service and/or products
- Like building a house; you will need a strong foundation
- Establish brand by building trust
- Build your brand by living up to your promises
- Strengthen your brand by constantly reinforcing your promises

Successful Brands

- Create brand-loyal customers
- Are trusted and treasured
  - ☑ Cadillac
  - ☑ BMW
  - ☑ Cheerios
  - ☑ Kellogg
- Give customers confidence in your program

Perception is Everything

- Your brand is what people believe you stand for
- What are some of **Your** "**positive**" experiences
  - ☑ _____
  - ☑ _____
- What are some **Your** **"negative"** experiences
  - ☑ _____
  - ☑ _____

What Type of Brand Do You Want?
Known for complaints?
Known for untimeliness?
Known for poor customer service?
NO? or
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What Type of Brand Do You Want (cont)

- Known for **leadership**
- Known for quality **service**
- Known for **helping** people to help themselves
- Known for quality **programs**
- Known for **integrity**

What else?

Do Your Research

Find out everything there is to know about your market

- Who are the Stakeholders
- What are the stakeholders' needs
- Current Services rendered
- Services not rendered
- What programs work
- What programs need to be scrapped or revamped

- Is your Staff is sufficiently trained; Yes or No
- Are funds available to run a 1st Class EEO Program
- Understand Agency's Budget, Procurement, Training, Staffing and Recruitment programs
- Technology--current or outdated

Who are the Stakeholders?

What are their needs?

- Leadership
- Middle managers
- Employees
- Colleges/Universities
- High Schools
- Affinity Groups

- Complainants
- RMOs
- Investigators
- Counselors
- Mediators

You can survey your stakeholders-Too often we go with the norm or previous activities. Think out the box. In fact get out of the box.

Pull Back to Move Forward

- Consider pulling back responsibility from staff, temporarily:
  - ☑ "Polish" and refine your products/services
  - ☑ Mend or improve stakeholder relationships
  - ☑ Share your vision and expectations with your staff
  - ☑ Help staff start anew and hold them accountable

Designing a Logo

- This is where the branding process begins
- Keep your Stakeholders in mind
- Get enthusiastic about your logo
- Get a professional to design your logo--it conveys your brand name and image
- Keep it simple
- When your stakeholders see your logo; they should instantly think_____?

Positioning Your New Brand

- Develop a Marketing/EEO Action Plan for FY10 based on:
  - ☑ Director's Intent
  - ☑ Survey results
  - ☑ Barrier analysis
  - ☑ Types of complaints
  - ☑ Regulatory requirements

- Assign names to projects, programs and tasks
- Ensure all media products have your logo

Establishing Brand Credibility (General)

- Your Program must be known for:
  - ☑ Relevance to Stakeholders
  - ☑ Subject Matter expertise (EEO Laws, Regulations, Policies)
  - ☑ Knowledge of alternative processes within your organization
  - ☑ Neutrality and Fairness
  - ☑ Forthrightness
  - ☑ Effectiveness
- Market all aspects of your program (not just complaints)

Establishing Credibility (Staff)

- Presentation is everything
  - ☑ Dress professionally and appropriately for the occasion; your setting determines the attire
  - ☑ Knowledge, courtesy, respect, efficiency
  - ☑ Customer service…can we get a SMILE?!
- Everyone should have business cards
- Everyone should be cross-trained
- Provide effective, expedient service
- If you don't know, find someone who does
- Follow-up

Mediums for Marketing
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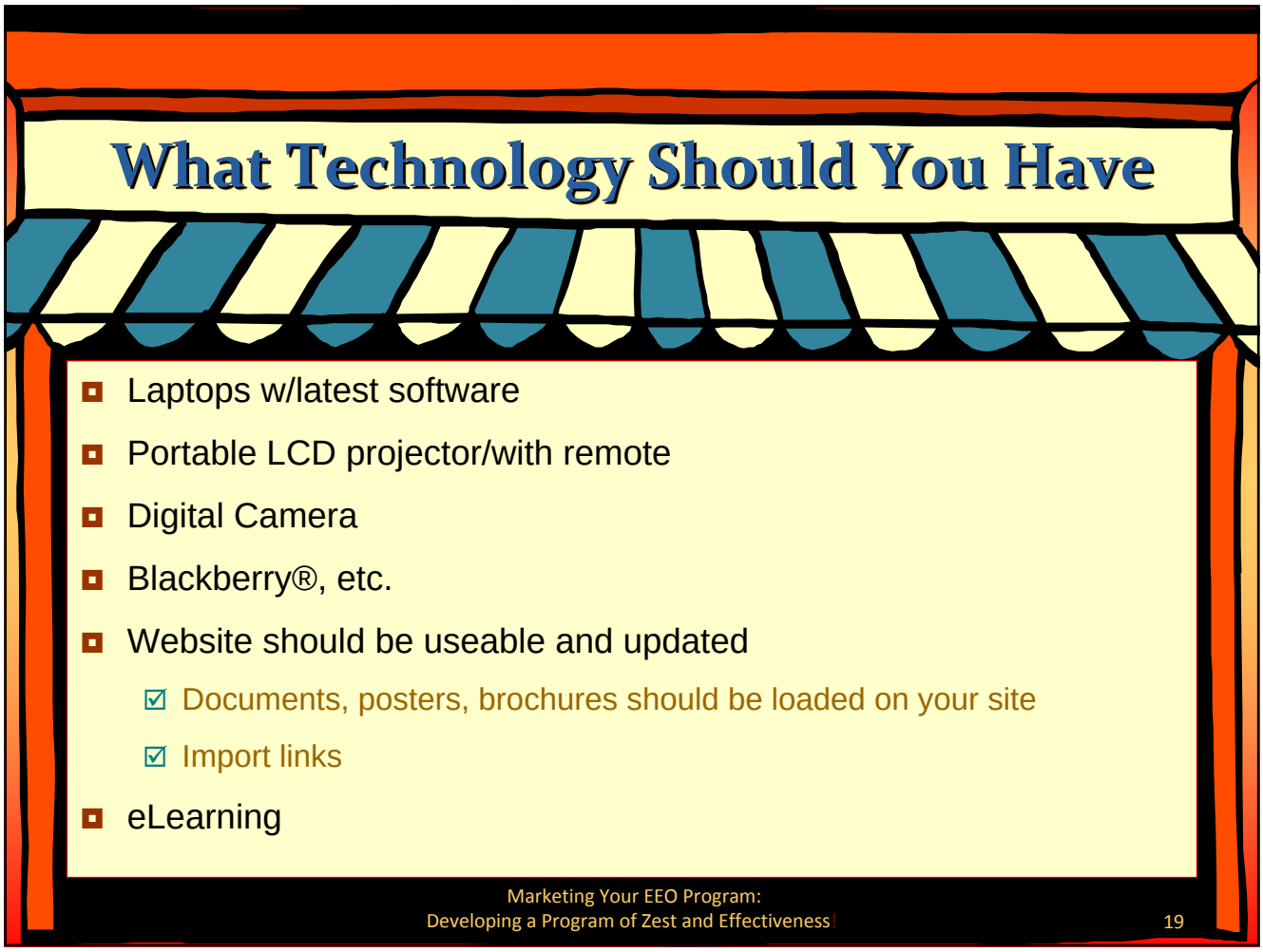
What Technology Should You Have
Laptops w/latest software
Portable LCD projector/with remote
Digital Camera
Blackberry®, etc.
Website should be useable and updated
Documents, posters, brochures should be loaded on your site
Import links
eLearning
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Mediums For Marketing

Promotional Material

- Promotional material depends on your budget and budget savvy
- Evolves as your business matures
- Today it may be a simple, one-page photocopied flyer that can be posted anywhere or placed in distribution boxes; tomorrow may bring a glossy poster or a professional printed booklet

Mediums For Marketing

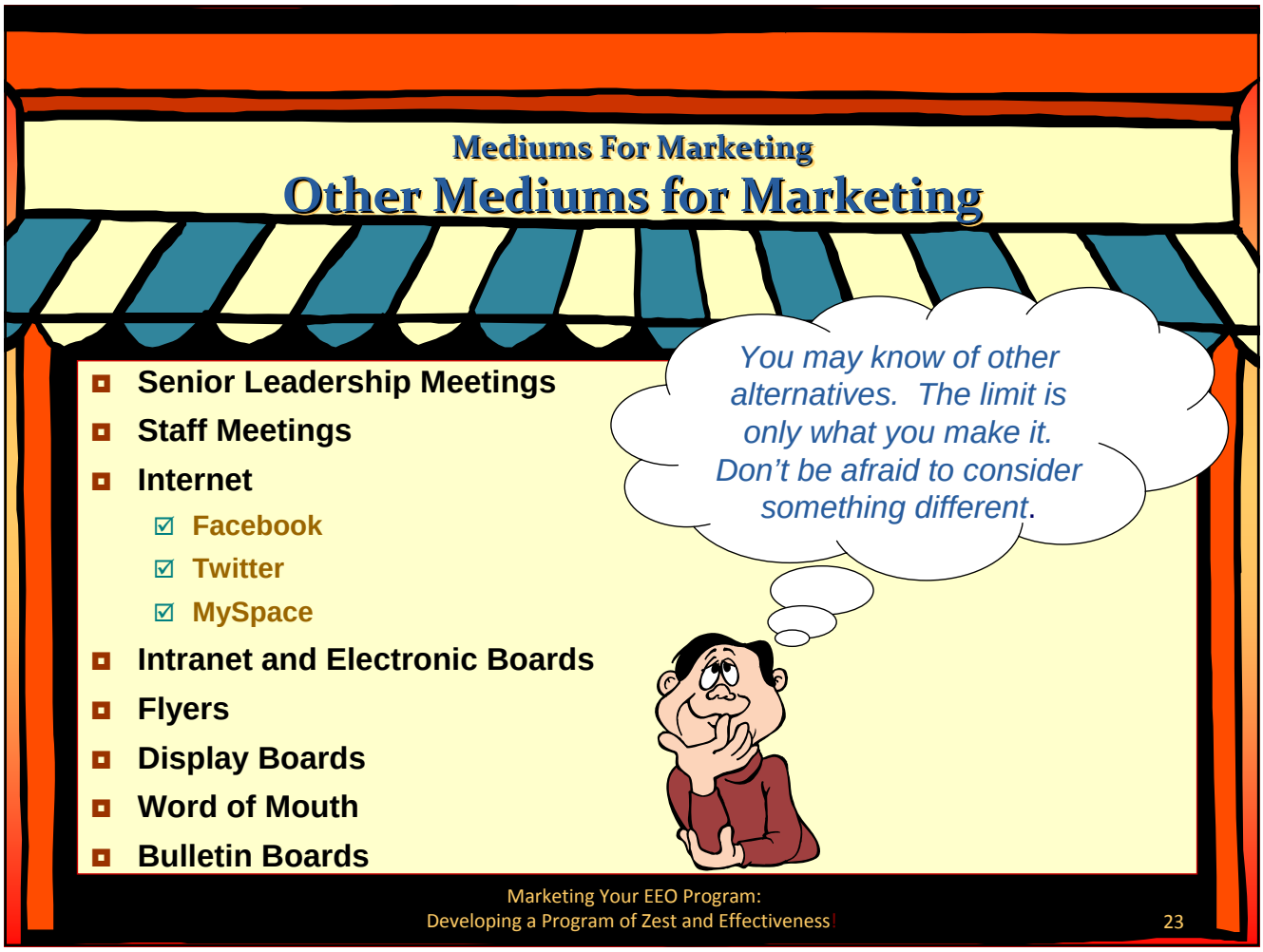
Selling Your Office When No One Is Present

- Everyone hates being put on hold. However, if you have the technology to play hold music then you can probably arrange to have your organization play messages with the other services and most of all, events that you are promoting, i.e., observance programs, ADR.
- Office paraphernalia such as ink pens with logos, plastic bags, lapel pens, cups, etc., are good marketing items

Mediums For Marketing

Media

- Newspapers and newsletters are great marketing tools
- Design Brochures
  - ☑ Should be crisp, concise and not wordy
  - ☑ Always have logo on brochures
- Never miss a photo opportunity
  - ☑ Purchase a digital camera
- Connect with your public affairs office (PAO)
  - ☑ Give PAO a calendar of events
  - ☑ Learn how to write short articles for events


Mediums For Marketing
Other Mediums for Marketing
Senior Leadership Meetings
Staff Meetings
Internet
Facebook
Twitter
MySpace
Intranet and Electronic Boards
Flyers
Display Boards
Word of Mouth
Bulletin Boards
You may know of other alternatives. The limit is only what you make it. Don't be afraid to consider something different.
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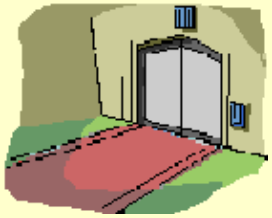
"Elevator Speech"

- Scenario: EEO Director in elevator with Agency head…15-30 seconds to market your program. Ready?...GO!
  - ☑Be prepared
  - ☑Practice
  - ☑Share with your staff—they should prepare, too



Training

A well trained organization is the greatest tool for avoiding failures and the answer for obtaining successes!

- Knowing comes with training
- Confidence comes with knowing
- Service comes with knowing that you are trained and confident in your ability to handle your business
- Good marketing is the result of those who know their product and services

Staff, Collateral Duty Personnel and Special Emphasis Committees (Training)

- Train office staff to be knowledgeable in the various aspects of the EEO Program
  - ☑ *Note: Secretaries and administrative staff are often forgotten*
- Functional cross-training is a plus
- Train collateral duty personnel and all special emphasis committee members ***Nothing is worse than having an "I - don't – know - staff"***

Training the Workforce

- Make written materials available to all employees and applicants informing them of the variety of equal employment opportunity programs…29 CFR 1614.102(b)(3)
- Educating the workforce through training is a form of marketing
- Protect your brand integrity—ensure your trainers are effective communicators!!

Establish an Awards Program

- Provide recognition to employees, supervisors, managers and units demonstrating superior accomplishment in equal employment opportunity (29 CFR 1614.102(a)(10)
- Make this a big deal, i.e., bring the band, Directors, PAO

Special Emphasis Program Committees

- Designated EEO Directors & SEP Managers may be necessary to carry out the functions of the EEO program (29 CFR 1614.102(b)(4))
- Can be instrumental in the marketing and promotion of the organization's program

Maximize the Use of the SEP Committees

- Conduct workshops
- Sponsor brown-bag lunches
- Adopt a School/Partners in Education
- Outreach
- Special Observance Programs
- Identify inaccessible buildings and or workspaces
- Develop newsletters
- Administer climate surveys
- Assist the AEP Manager with AEP
- Assist with recruitment

"We-Don't-Have-the-Budget" Syndrome

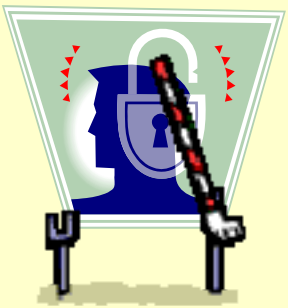
- Don't make excuses--be resourceful
- Some vendors provide free services just to get the publicity and the possibility for greater opportunities
- Government Officials are free and can be a valuable resource
- Networking can bring many non-expensive resources
- There are many resources within your own organization, HR, Employee Relations, Legal, etc.
- Partner on a joint project with another organization or agency who may be budget-limited just like you

Conduct a Self-Assessment at the End of Each FY

- What worked
  - ☑ Measure success; define your methodology
  - ☑ Know the return on investment ("bottom line")
- What will you maintain
- What will you improve and how
- What will you add
- What can you eliminate

Summary

There are no limits to creative thinking; just barriers!



There are no permanent barriers; just limited thinking!

Q and A