



We Welcome Diversity

Brought to you by:

- **United for Diversity**
- **Diversity Circles**
- **The Reporter's
Diversity Team**

What does diversity look like?

Fond du Lac teacher
Shou Herr works on an
art project with student
Tina Lin, 7.





From left,
Isaiah Vanhullum,
Malachi Druant
and Daphene
Vanhullum of
Fond du Lac

Sandy Boettcher
draws a picture
at a VSA Arts
of Wisconsin
Festival held in
Fond du Lac.



Gao Moua, a Mercury
Marine representative,
attends the Tobacco
Control Coalition's
annual legislative
breakfast in Fond du Lac.



Neel Venkataraman talks to other participants at a Diversity Circle at Mercury Marine in Fond du Lac.



Naomi Burghardt, president of the Fond du Lac International Club, stirs a dish she brought to a pot luck dinner at the First Presbyterian Church in Fond du Lac.



Rosendale Police Chief Kevin Verdine.



Evans School first-grader Jhoan Ortiz samples a spoonful of stone soup during a Thanksgiving feast in Fond du Lac.

Kathryn Schneider laughs as she plays blackjack during Vegas Night at Grancare Nursing & Rehabilitation Center in Fond du Lac.





Dashau Hull, 6, of Fond du Lac, participates in the big wheel races at the Lights on Family event at Fruth Field in Fond du Lac.

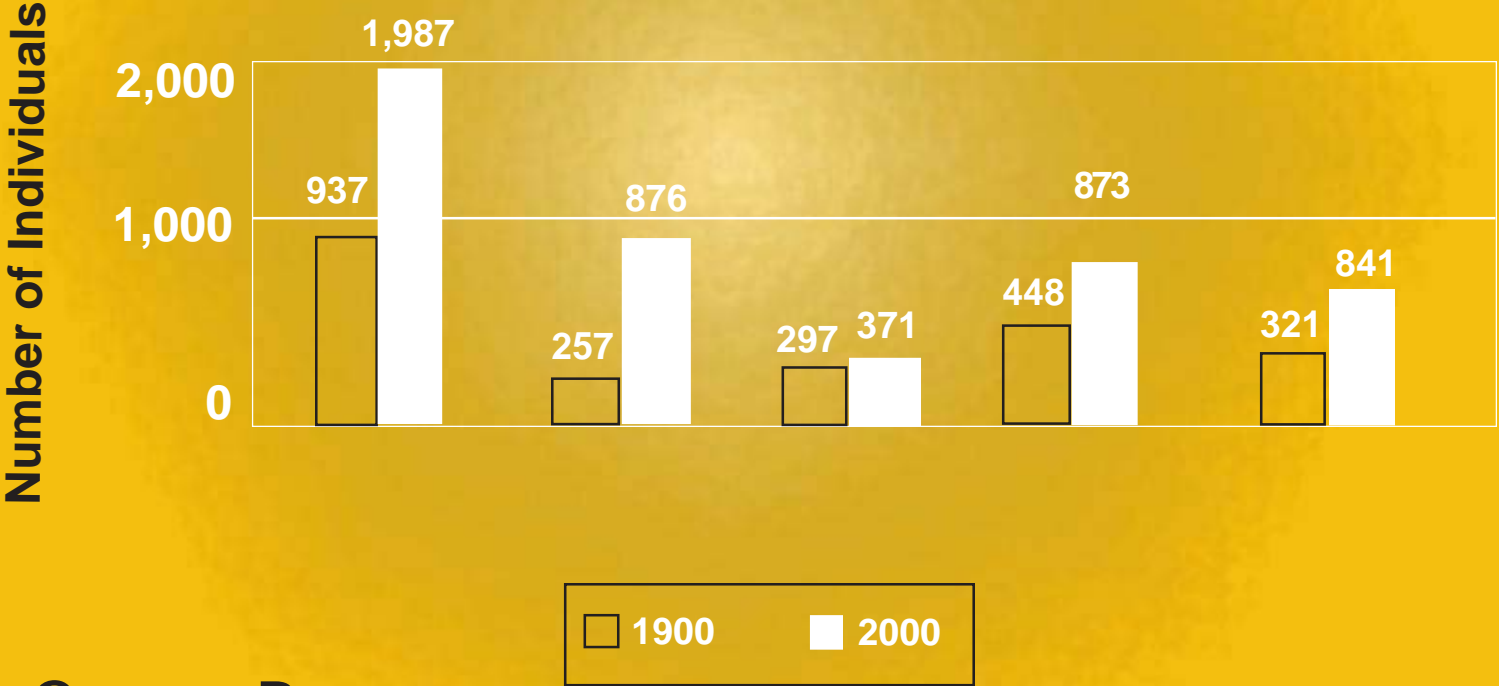


Population Demographics

Fond du Lac County

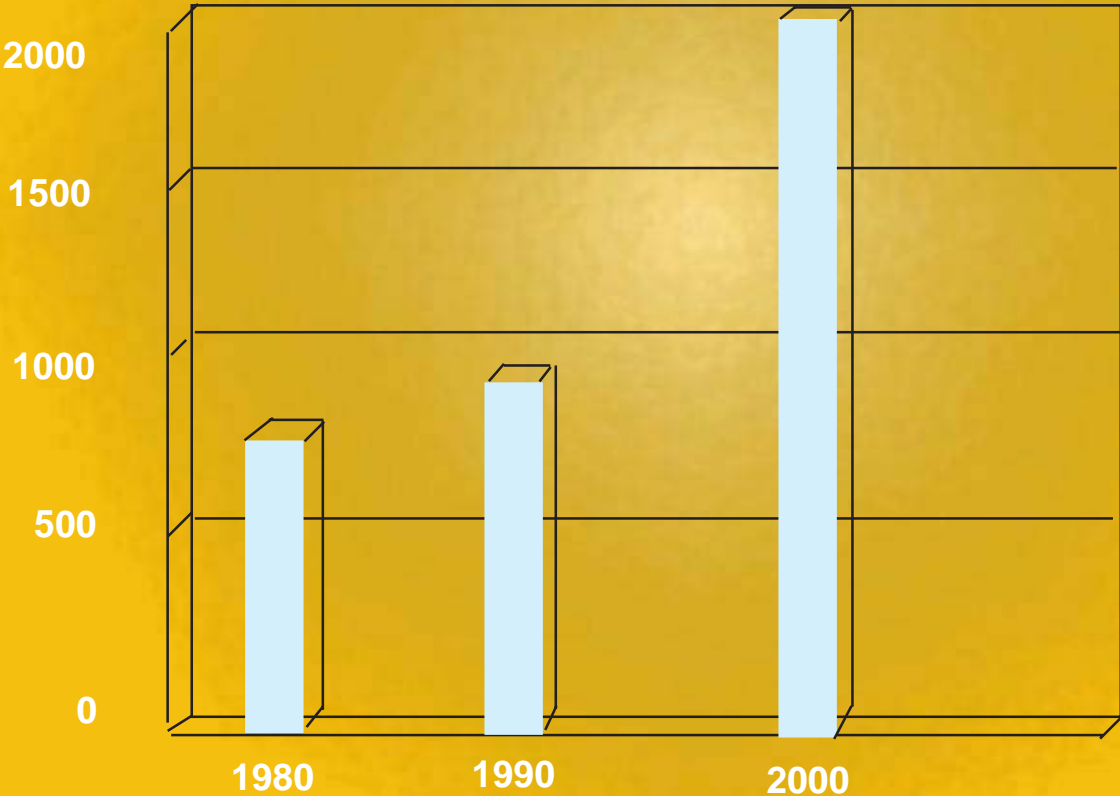
Total Population	97,296
White, not of Hispanic/Latino origin	95%
Hispanic/Latino	2%
Black or African American	0.9%
American Indian or Alaska Native	0.4%
Asian	0.9%
Total	100%

FDL County Racial Diversity by Race Other than White 1990 and 2000 Census Data



U.S. Census Bureau

Total Hispanic/Latino Population in Fond du Lac County



Percent change:
1980-90 (25%)
1990-2000 (112%)

Some cultural differences

U.S.	Hispanic/ Latino	Hmong
Control	Constraint	Destiny
Time fixed	Time fluid	Time fixed & flexible
Space is private	Space is public	Space is public to degree
Task centered	Relationship centered	Relationship centered
Individualistic	Collective	Focus on both
Competitive	Cooperative	Cooperative
Direct	Indirect	Indirect



3 Stages of Relating to Diversity

- 1. Tolerance**
- 2. Acceptance**
- 3. Respect and
celebration**

1. Tolerance



- Not acting on any hatred or prejudices we harbor toward people who are different than we are.

2. Acceptance



- Recognizing people for who they are and starting a dialogue with them.

3 . Respect, celebration

- Seeking out people who are different than we are; having real understanding and forging friendships.



We Welcome Diversity Charter

- The six principles we value



CHARTER

This business has accepted this We Welcome Diversity Charter and will help foster a workplace where a person's individuality is appreciated and where respect and acceptance come first.

- **Welcoming** We establish a comfortable, friendly environment and acknowledge all customers.
- **Awareness** We understand the benefits of diversity and resist stereotyping.
- **Acceptance** We acknowledge that we all have different needs and make adaptations as needed for customers and employees.
- **Respect** We value everyone for his/her uniqueness and treat all equally.
- **Patience** We take the time to understand the thoughts and needs of others.
- **Appreciation** We celebrate customers and employees for who they are and the experiences and perspectives they bring with them.

Business Representative

Date

We Welcome Diversity Member

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Sounds good, but how do we do it?


Some suggestions:

- Cast a wide net when recruiting new employees.
- Make respect for diversity a core value in your company and articulate it as such in the company's handbook/employee manual.
- Provide ongoing awareness programs about the value of diversity for all employees/customers in the organization.



Some suggestions:

- Incorporate diversity as a business goal; secure a high degree of commitment from all employees.
- Learn about coworkers' backgrounds and share your own.
- Create a display area where employees can post notices of events and activities happening in their areas.
- Participate in a Diversity Circle.



**How will you
benefit from
We
Welcome
Diversity?**



- Show employees and customers that you care.
- Attract and retain good employees.
- Build customer loyalty; keep them coming back.
- Fits community's involvement with the Compassionate Listening Project.



- Free publicity:
The name of your business will be recognized as a We Welcome Diversity participant in The Reporter and listed on the United for Diversity web site.



Most importantly:
**“It’s the
right thing
to do.”**

— Genia Lovett,
former president
and publisher
of *The Reporter*



Questions, comments

- Thanks for listening!
- Please see any We Welcome Diversity team member for additional questions or to get involved.