

Building Bridges toward LGBT Diversity

October 6, 2010 – Session 2

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Who's here...

- Generations
- Heard negative comments about the LGBT community
- Know someone who is LGBT



Objectives

- Increase understanding/awareness of the diverse communities:
 - In which we live, that we serve
 - Of employees
- Increase understanding/awareness of the impact of equality for all employees on
 - Employee experience in the workplace
 - Customers
- Discuss Action Plan for personal & business team growth



Importance of Equality



It's just not new...

"Those _____ shouldn't be allowed to marry! Marriage is a sacred institution!"
1865 reference to African Americans

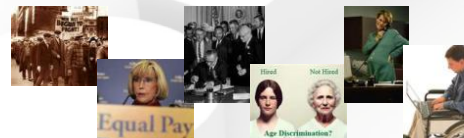
"A _____ is for me an object of disgust. I feel like vomiting when I see one."
1940 Nazi reference to Jews

"The brainwashing of our children is a fighting matter...children in public and private schools all over America are being indoctrinated and lied to."
1997 reference to racial equality taught in schools



Evolution of Federal Protections for Employees

- 1935 – Union membership
- 1963 – Sex based wage discrimination
- 1964 – Race, color, religion, sex and national origin
- 1967 – 40+ age
- 1981 – pregnant women
- 1990 – disabilities



Contemporary Global LGBT History



- Creating the words
 - 1869 – the term "homosexuality" first used (Ulrichs/Kertbeny)
 - 1910 – the term transvestite first used (Hirschfeld)
 - 1923 – the term transsexual first used (Hirschfeld)
- Impacts
 - 1940's – Europe - holocaust ends in Germany (Paragraph 175)
- Moving toward equality
 - 1991 – Amnesty International protects consensual same sex acts
 - 1992 – World Health Organization removes homosexuality
 - 1997 – South Africa provides LGB constitutional protections
 - 2009 – India – initial steps to strike down Section 377
- When Countries Recognized Homosexuality
 - France (1791), Netherlands (1809), Brazil (1830), Mexico (1862), Thailand (1956), Spain (1979), Israel & Canada (1988), Hong Kong (1991), China (1997), US & Iraq (2003), India (2009)

A Case Study: LGBT Cultural Competency

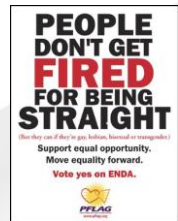
US LGBT History

- Creating Community
 - 1920 -1950s – gay men discharged after WWII to major cities
 - 1956 – 1st lesbian group formed – Daughters of Bilitis
 - 1968 – NOW bans lesbians
 - 1972 – First national bisexual group
 - 1978 - Transgender term first used
- Movement towards Civil Rights
 - 1969 – Stonewall
 - 1973 – Homosexuality removed from Diagnostics & Statistical Manual (DSM)
 - 1980 – HIV/AIDS unites G & L
 - 1996 – ENDA introduced (sexual orientation only)
 - 2007 – ENDA introduced (included gender identity)



Evolution of Federal Protections: An LGBT Perspective

- 1974 – add sexual orientation to Civil Rights Act (did not pass)
- 1996 – 1998 - Employment Non-Discrimination Act (ENDA) protecting sexual orientation - did not pass
- 1998 – President Clinton executive order prohibiting discrimination on sexual orientation for federal workers
- 1999 – 2006 – ENDA did not pass
- 2007 – ENDA added gender identity – did not pass
- 2009 – ENDA re-introduced



Current Issues



State the obvious
I didn't get my perfect fantasy
I realize you love yourself more than you could ever love me
So go and tell your friends that I'm obsessive and crazy
That's fine; I'll tell mine you're gay.
And by the way...
...
I hate that stupid old pickup truck You never let me drive
You're a redneck heartbreak who's really bad at lying
So watch me strike a match on all my wasted time
As far as I'm concerned you're Just another picture to burn

What if you were LGBT?

- "...you're gay..."
- Safety in invisibility



The LGBT Community & Culture

Key Concepts

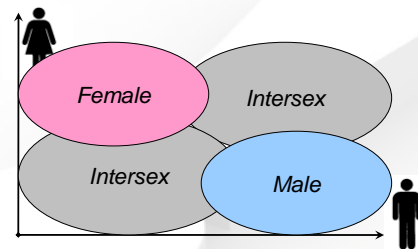
- Birth/Assigned sex – biological
- Gender identity- personal sense of being male/female
- Gender expression – behavior, role (before)
- Sexual orientation - attraction

Birth sex/Assigned sex

- Male/Female/Intersex
- Defined by
 - Internal/external anatomy not the same
 - Genital appearance
 - Secondary sex characteristics
 - Genetics
- When do you know?



Biological/Assigned Sex

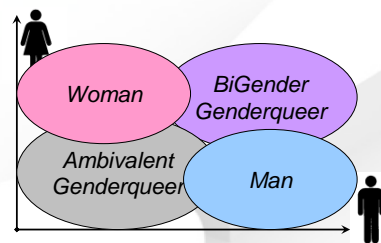


Gender Identity

- Man/Woman/Transgender/BiGender/Ambivalent/Genderqueer
- Defined by the psychological sense of being
 - A Man
 - A Woman
 - Any other gender
- When do you know?



Gender Identity

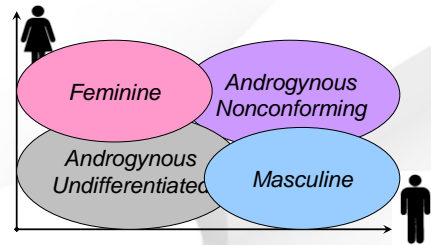


Gender Expression

- Feminine/Masculine/Cross dressing/BiGender/Dual Gender/Gender Queer/Drag Performer (King/Queen)
- Defined by how a person represents/expresses their gender to others through a combination of
 - Behavior
 - Dress
 - Hairstyles
 - Voice or body characteristics
- When do you know?



Gender Expression

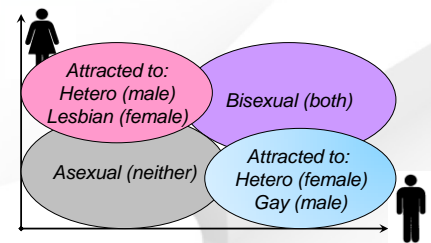


Sexual Orientation

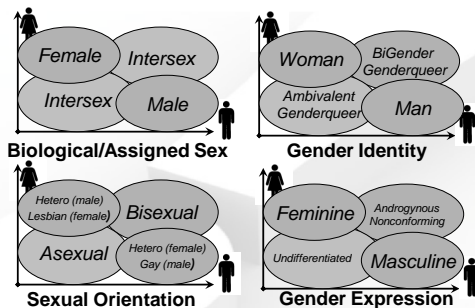
- Heterosexual/Homosexual/Gay/Lesbian/Bisexual/Omni sexual/ Asexual/ Questioning/Queer
- Defined by the internal experience of being attracted physically and emotionally attracted to others
 - Opposite Sex (Heterosexual/Straight)
 - Same Sex (Homosexual/Gay/Lesbian)
 - Either Sex (Bisexual/Omni sexual)
 - Neither Sex (Asexual)
- When do you know?



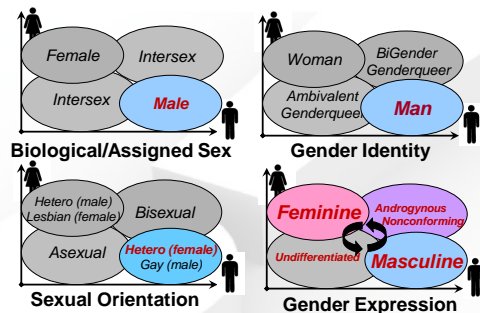
Sexual Orientation



Concept Review



Straight Males



Straight Males: Gender Expression



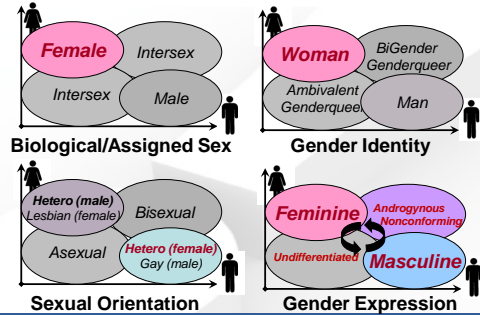
John Wayne



Eddie Izzard



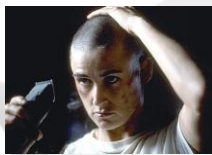
Straight Females



Straight Females: Gender Expression

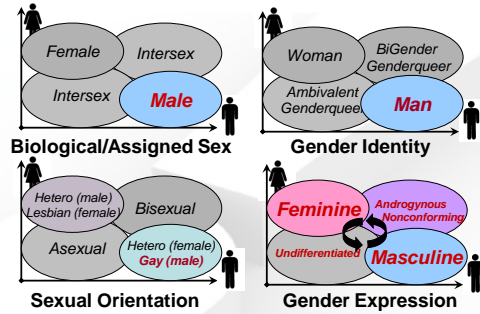


Princess Diana



Demi Moore in
GI Jane

Gay Males



Gay Males: Gender Expression



Carson Kressley

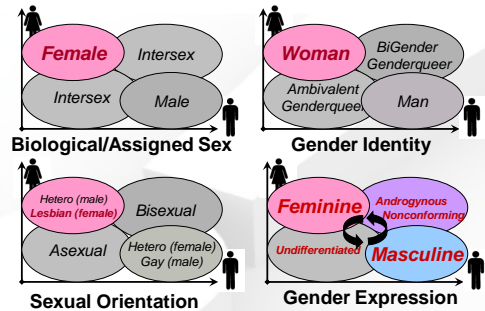


Harvey Milk



Billy Bean

Lesbian Females



Lesbian Females: Gender Expression



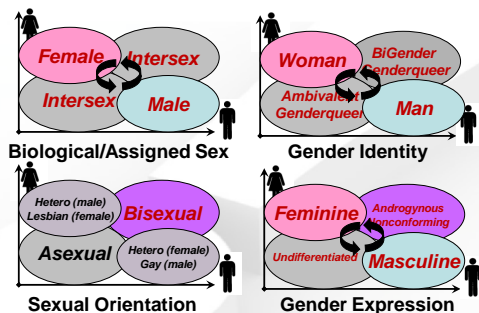
Sheryl Swoopes Wanda Sykes Portia de Rossi

What's said about bisexuals....

- Just a transitional phase on the way to being gay or lesbian.
- Bisexuals are promiscuous.
- Bisexuality doesn't exist.
- Bisexuals will never be happy with just one person.
- Women just say they are bisexual because it is trendy
- Men just say they are bisexual because they don't want to admit they are gay



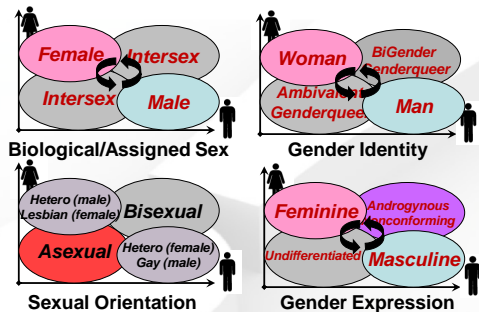
Bisexuals



Bisexual : Gender Expression



Asexual



Asexual : Gender Expression

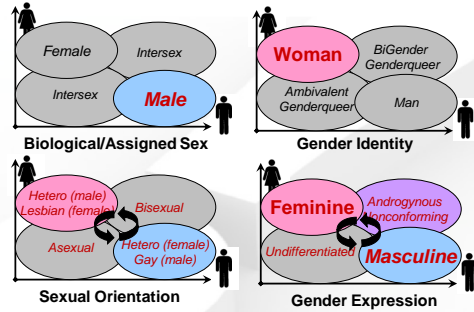


Changing Gender Identity

- **Legal Documents**
 - Birth Certificate (Assigned Sex)
 - Legal Name
 - Drivers License and Passport
 - Social Security Card
- **Life Issues**
 - Marriage, Parenthood/Custody
 - Health Insurance/Medicare
 - Employment Records/Education Records (Degree)
 - IRS/Tax Records and Credit Bureau
 - Contracts/documents



Transgender Females (MTF)



Transgender Females: Gender Expression



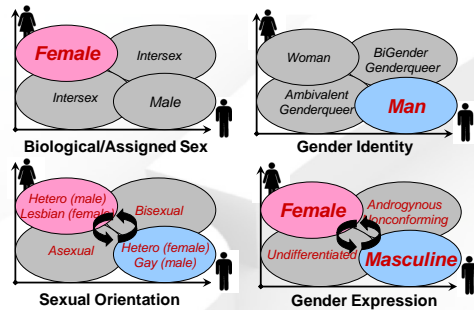
Christine Jorgenson

Renee Richards

Candis Cayne

Hiiras (India)

Transgender Male (FTM)



Transgender Males: Gender Expression



Brandon Teena

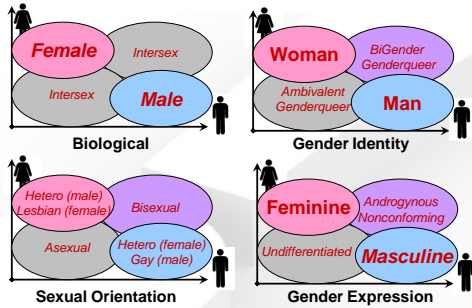
Billy Tipton

Jamison Green

Another look at being transgender & thinking about sexual orientation...

- ! What is their current gender identity?
- ! The gender identity of the person of their affection?
- ! Sexual Orientation To Men ← - - - - - → To Women

Summary



Myths & Stereotypes



- A **myth** is a false belief or a set of ideas and stories surrounding a particular phenomenon, concept, or group
- A **stereotype** is a simplified and/or standardized conception or image with specific meaning, often held in common by people about another group

Myths & Stereotypes

Gay	Lesbian	Bisexual	Transgender	Corporate Workers
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I Don't Tell People I'm Straight..



Questions & Answers

LGBT Employees in the Workplace

Who is LGBT?

According to the U.S. 2000 Census.....

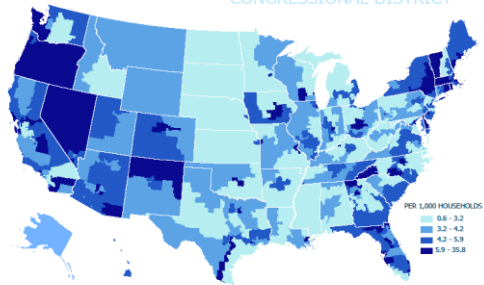
Census Item	Same Sex	Married
Racially & ethnically diverse	28%	21%
Both Employed	70%	62%
Raising Children	17%	43%
Veterans	15%	19%
Partner who is disabled	21%	19%
Partner over 65	7%	13%

FACT: 94% of 590 CEI reporting companies offer Domestic Partner benefits – 2010 CEI Report

Source: The Williams Institute

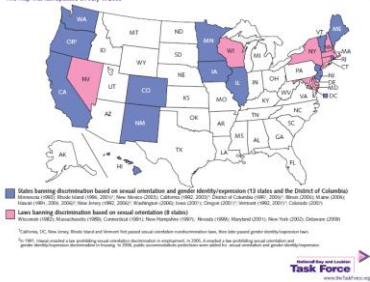
SAME-SEX COUPLES 2008

BY CONGRESSIONAL DISTRICT



Can you be fired for being LGBT?

State Nondiscrimination Laws in the U.S. This map was last updated on July 9, 2009.



FACT: 61% heterosexual & 29% LGBT not aware that there are no federal protections protecting LGBT employment – 2008 Out & Equal Workplace Survey

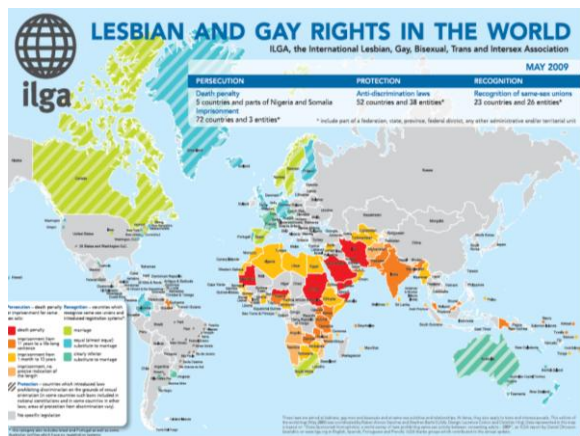
Key Federal LGBT Bills

- Federal Local Law Enforcement Hate Crimes Prevention Act of 2009 (Matthew Shepard Bill), HR 1913 – passed and signed into law in 2009
- Domestic Partnership Benefits & Obligations Act (DPBO), HR 2517 – benefit equality
- Uniting American Families Act of 2009, S 424/HR 1024 – amending immigration and nationality act
- Employment Non-Discrimination Act (ENDA), S 1584/HR 3017 – employment protections for sexual orientation and gender identity
- Military Readiness Enhancement Act of 2010, H.R. 1283, S. 3065 - Repeal of Don't Ask, Don't Tell



Current Federal Changes

- Grant some benefits to same-sex partners of federal employees
- National resource center on LGBT aging
- Lift HIV travel ban
- Change the definition of HUD to include LGBT families
- Include gender identity in OPM EEO policy
- Provide foreign service benefits for same-sex partners
- Change passport rules for change of name for same-sex couples
- Change requirements for transgender applications



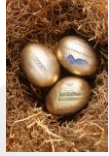
Global Inclusion

- Beyond the US
 - Many countries already offer job protections and benefits
- Federal Government impact
 - Assignments all over the world – same or different policies?
- Benefits globally
 - Hard to compare countries
- Immigration and partner issues
- Legal issues
- Come out or stay in the closet?



In the US, besides being fired...

- Impact on same sex couples:
 - May not have access to health care benefits for partner/partner's children
 - No COBRA health care coverage for partner
 - No Social Security, pension, 401k benefits
 - No surviving spouse, parent, child benefits
 - Federal programs are not available



FACT: 79% heterosexual adults agree how you do job is standard, not sexual orientation – 2008 Out & Equal Workplace Survey

Domestic Partnership

- Domestic Partnership Laws and Policies
 - Committed relationships
 - Provides access to some rights and benefits
- Domestic Partner benefits may include:
 - Health insurance, family leave, pension plans
- Who should get employee benefits – same sex/opposite sex?
- Need for DP benefits globally?



FACT: Of the 268 of the Fortune 500 companies rated in the CEI, 123 had 100% ratings! 2010 CEI Report findings

Fiscal Impact: Is Equal Really Equal?

	Steve (Married)	Jim (DP)
Earned	\$32,000	\$32,000
Employee Health Payment (before taxes)	\$1069	\$0
Taxable Income	\$30,931	\$32,000
Taxes	\$3155	\$4710
Employee Health Payment (after taxes – best case)	\$0	\$1069
Added costs for Health Care for Partner (more if you have kids)	\$1069	\$2624 (+\$1555)

Is equal really equal?

Family Impact

- Family Leave (FMLA) - 12 weeks of unpaid, protected job leave
- Sick or Bereavement Leave to take care of partner or partner's children (informal)
- Time off for Adoption/Child Birth
- Domestic partner program "residency" requirements
- Relocation support for partner



FACT: 75% heterosexual adults feel same sex partners should receive leave when they lose a partner. 2008 Out & Equal Workplace Survey

Health Impact: Is equal really equal?

- Benefits for Transgender Employees
 - Basic health Insurance
 - Transition
 - First step - hormone therapy, required psychotherapy, voice training, electrolysis etc.
 - Second step - sex reassignment surgery, leave
- Cost to insurer pool for coverage?
 - Coverage in San Francisco after 4 years shows no additional costs to insurers



FACT: Only 8% of companies reporting on the CEI have surgical coverage for transgender employees. 2010 CEI Report

When they hear...

HOW LGBT EMPLOYEES DEAL WITH ANTI-LGBT COMMENTS AT WORK
 When you hear someone make an anti-LGBT comment at work, how do you typically deal with it?



Closer to Home California LGBT Laws

- **Marriage**
2000 – Anti-same-sex marriage statute banned marriage for same-sex couples
- **Domestic Violence**
Has domestic violence laws that are gender neutral and include household members and dating partners
- **Second-Parent Adoption**
Second-parent adoption is authorized by statute
Appellate courts have ruled that the state adoption law permits second-parent adoption
- **Hate Crimes**
Has hate crime laws that include crimes based on sexual orientation and gender identity
- **State Nondiscrimination Laws**
2003 - Laws banning discrimination based on sexual orientation and gender identity
- **Litigation**
Same-sex marriage case is pending

Local Resources

- **Out & Equal Southern California Regional Affiliate** - <http://www.outandequal.org/southern-california>
- **Statewide LGBT Organizations**
 - Equality California <http://www.eqca.org>
 - California Communities United Institute <http://www.calcomui.org>
- **Community Centers & Local LGBT Organizations**
 - Los Angeles Gay & Lesbian Center <http://www.lagaycenter.org>
- Check the link for more information about programs on anti-violence, bisexuals, campus resources, LGBT youth, People of Color, religious organizations, transgender

The Business Case for LGBT Equality

So What?

- LGBT Equality in your organization matters for:
 - Recruiting
 - Retention & Performance
 - Diversity of Ideas & Talents
 - Customer Service
 - Social Responsibility & Agency Reputation



Recruiting

- Recruiting the best
- Corporate Social Responsibility - benchmark
- Criteria for LGBT Employees
 - Reputation
 - Corporate Equality Index (CEI)
 - Benefit Package
 - DP benefits
 - Transgender Health benefits



FACT: 85% Of Fortune 500 companies offer DP benefits; **61%** of Fortune 100 offer transgender benefits.
 HRC State of the Workplace (2007-2008)

Retention & Performance

- Leaving a job
 - #1 Reason to Leave – negative relationship
 - Replace employee costs 150% of annual salary
- Successful Performers:
 - Are in the right job – right skills, talents & interests
 - Understand the organization's mission/values
 - Are valued their unique contributions and are part of the team
 - Bring their whole selves to work every day
 - Focused on their job, not workplace distractions
- Goal is 100% engaged at work



FACT: 68% of gays and lesbians have faced discrimination at work. *2008 Out & Equal Workplace Survey*

Dyad Exercise



When you can't just tell the story

Pronouns:

He/She

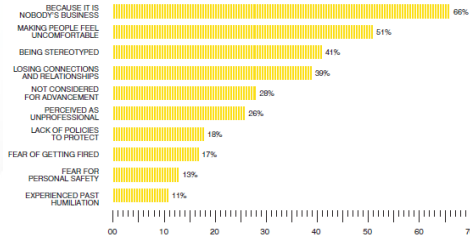
Him/Her

His/Hers

Why not come "out"?

REASONS EMPLOYEES ARE NOT OPEN TO EVERYONE AT WORK

Are any of the following reasons why you personally are not out to anyone at work?



Diversity of Ideas & Talents/ Product Development

- The most successful organizations are:
 - Diverse
 - Inclusive
 - Team Oriented
 - Goal Focused
- Diversity brings
 - More new ideas for products and services & solutions
 - Awareness of LGBT consumer needs
 - Higher productivity when 100% engaged



FACT: 37% of companies on the CEI have LGBT engagement survey questions. *2010 CEI Report*

Marketing & Sales

- LGBT Consumers - a target market
 - Checking companies out
 - Evaluate vendors prior to purchasing
 - Looking for visible presence in ads/online
 - Use "Buying for Equality 2010 Guide"
 - Potential customers
 - Potential higher per-capita disposable Income
 - Sensitive to customer service response
 - Support LGBT visible brands



LGBT Customers...

- Are an invisible minority
- Are aware of other's biases
- Are concerned about other's judgment
- Often hide who they are due to fear



FACT: 51% of gays and lesbians remain "closeted" at work. *Degrees of Equality Report*

Common Misperception...

"I can leave my bias at the door"



Willing, Salvador & Kano (2006)

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Competing in Diverse Markets

- 15 million LGBT (estimated 6% of US adults over 18)
 - Variation based on data source – census data (couples only)
 - Willingness to reveal sexual orientation/gender identity
- Minority Buying Power/Discretionary Income (hot money)

	Population Estimate	Buying Power
African-American	36 Million	\$688 Billion
Hispanic	41 Million	\$653 Billion
LGBT	15 Million	\$660 Billion
Asian-American	12 Million	\$344 Billion



Sources: Witeck-Combs Market Research/Harris Interactive, Selig Center for Economic Growth (2006 data)

Brand Loyalty (USA Data Only)

- Loyal to companies who are LGBT friendly
 - 50% will research before they buy
 - 70% purchase from companies that advertises in LGBT community or has LGBT friendly practices.
 - Avoid companies that aren't supportive of their LGBT employees or the community.



2007 Harris Interactive/Witeck-Combs Communications

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Social Responsibility & Agency Reputation

- More than your services
- Where do you stand on
 - Environment
 - Global economics
 - Supporting emerging groups
 - Ethics & fair policies
- Opportunity to impact in a positive way for change
- Trying to find best practices to get involved in LGBT equality



FACT: 83% of CEI reporting companies have some form of external engagement with LGBT community. 2010 CEI Report



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The Power of Equality

- **Increased effectiveness in use of internal resources**
 - Larger pool of new employees
 - Reduce urge to look for another job
 - Move closer to 100% engaged
 - Better use of internal resources
- **Increased effectiveness in reaching customer base**
 - Improved agency image
 - Partnering with community resources for professional growth
 - Improved effectiveness of community access and community resources for LGBT customers



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Action Planning



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What could it look like...

- Having peer networks for LGBT employees
- Celebrating the contributions of LGBT employees
- Providing continuing education to all employees
- Outreach to the LGBT with services
- Promoting social justice on behalf of LGBT people
- Supporting research with an emphasis on LGBT cultural competency

What does an ally do...

- Be a friend
- Be a listener
- Be open minded
- Express supportive opinions
- Be willing to talk
- Maintain a commitment to personal growth
- Recognize your own prejudices
- Join with others with a common purpose

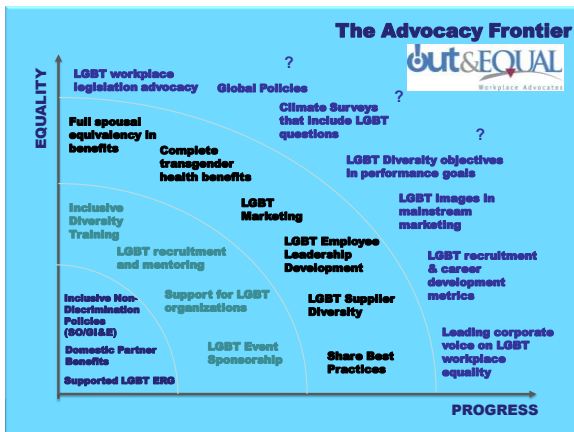
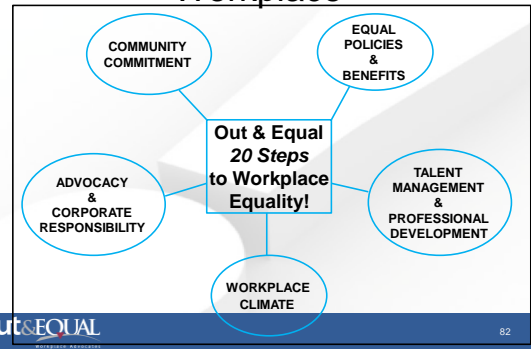
CHANGE ATTITUDES.
CHANGE BEHAVIORS.
CHANGE DIRECTIONS.
CHANGE LIVES.
CHANGE POLICIES.
CHANGE VOICES.
BE AN ALLY.
BE THE CHANGE.

FACT: 78% of CEI reporting companies have Employee Resource Groups that include LGBT issues. 2010 CEI Report

We all come out...



20 Steps to an Out & Equal Workplace



How do we rate?

- What's working here and what are some opportunities we can address?
 - Policies, Benefits
 - ERG/Diversity Groups
 - Recruiting, Retention, Outreach
 - Advocacy
 - Training
 - Metrics
 - Climate
- Action Plan (use handout sheet to create action plans)
 - What can I do, personally, to address the opportunities?
 - What can my workgroup/company do, to address these opportunities?
 - Develop accountability & follow up plans
- Reporting Out

Resources

- Out & Equal Workplace Advocates – www.outandequal.org
- Where are our LGBT Employees? Voluntary LGBT Self ID Best Practices - <http://outandequal.org/documents/LGBTSelfIdentificationReport.pdf>
- Degrees of Equality Report – workplace climate findings - http://www.hrc.org/about_us/13575.htm
- Williams Institute – research on LGBT issues - <http://www.law.ucla.edu/williamsinstitute/home.html>
- Transgender Equality and the Federal Government - http://www.nctequality.org/Resources/NCTE_Federal_Government_web.pdf
- 2010 Corporate Equality Index – company ratings - http://www.hrc.org/about_us/13523.htm
- Witeck-Combs Communication/Harris Interactive – market and LGBT research - http://witeckcombs.com/research_insights/harris_interactive.html

Summary

Questions & Answers

"If we cannot end our differences, at least we can help make the world safe for diversity."

John F. Kennedy

Additional training on Lesbian, Gay, Bisexual & Transgender Issues in the Workplace is available through
Out & Equal Workplace Advocates
An Out & Equal™ Diversity Program

Contact Associate Director of Training – Pat Baillie
pbaille@outandequal.org – 415-694-6521
www.outandequal.org