

# **5 Simple Strategies to Improve Your EEO Programs**

Presented by:

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General Services Administration (GSA)

# GOALS & OBJECTIVES



- Discuss 5 simple strategies for utilizing Social Media at your organization
- Develop a Social Media strategy that you can implement at your organization

GSA is a mid-size federal agency

- Approximately 12,000 employees

GSA's EEO complaint activity annually

- An average of 130 - 170 informal complaints
- An average of 90 - 110 formal complaints
- An average of 40 - 50 final agency decisions and final orders



# OCR's effective leverage of social media...

While only about 1% of GSA's employees participate in the EEO complaint process, well over 50% actively engage with OCR's IT-leveraged outreach via social media.

An interesting statistic...



In FY13, the average email marketing “open” rate in GSA was 16% but for OCR, it was 36% - that's significant.

**Education and outreach are key in preventing actual and perceived discrimination**



**Social media is an easy and inexpensive way to achieve this**

# Strategy #1:

## Understand and Be Open to Social Media





**What does  
Social Media  
mean to  
you?**



**Social Media is a way to engage a group on a large scale**

Meaningful use of Social Media is not an end in itself, but a strategic means to an end. Social Media is a tool used to deliver information in such a way as to unite a group of people.

# These are some examples of how GSA's Office of Civil Rights (OCR) makes use of Social Media

- The blog, Civil "Writes"
- Webinars
- Podcasts
- Chatter
- Supervisors' Lounge



*Civil "Writes"*





# Change Just Ahead

## Change

I am not a bird watcher myself, but I read with great interest an article about the male Savannah Sparrow. It is a sweet little bird that lives on ...

### FEATURED STORIES



SEPTEMBER 8, 2013

#### Perseverance

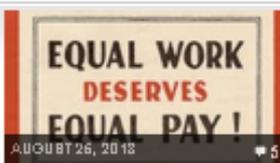
So were you as impressed as I--and the rest of the world was--with Diana Nyad's achievement? I find it truly amazing that a 64-year-old woman was able ...



SEPTEMBER 2, 2013

#### Were you there?

Last week marked the 50th anniversary of the historic March on Washington. I was at the March on Washington in 1963. I had just been born into this world and ...



AUGUST 26, 2013

#### Equal Pay Act of 1963

This week's guest blogger is Dan Taigler III, Administrator of the General Services Administration. Fifty years ago, President John F. Kennedy signed the Equal Pay Act into law. For the first ...



SIGN UP FOR CIVIL WRITES' UPDATES

#### Madeline Callendo



Welcome to 'Civil Writes' and the beginning of our GSA community conversation.

#### Websites and Blogs

- [Environmental Justice](#)
- [InSite](#)
- [Limited English Proficiency \(LEP\) Resources](#)
- [OCR Webinars and Videos](#)

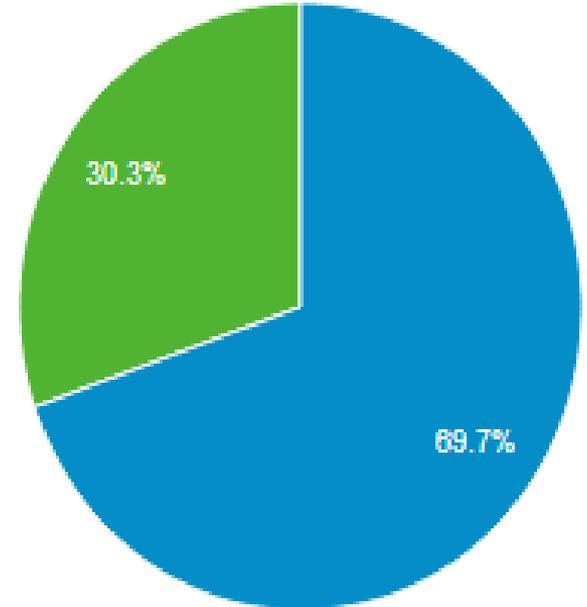
#### Archives

- [September 2013](#) (2)
- [August 2013](#) (4)

# Civil "Writes" has a loyal following

In FY13, Civil 'Writes' had 7,848 visits to the blog. As of May 2014, we had already matched that.

■ New Visitor ■ Returning Visitor





**“What Would You Do?”**  
**May 9, 2014**

**“Greatness Knows No Gender”**

**January 8, 2014**

ASPIRE

to

GREATNESS

**“Equal Pay Act of 1963” - 8/25/13**

**EQUAL WORK  
DESERVES  
EQUAL PAY !**

# “Misunderstandings” - 7/30/13





“Fear of Flying” - 6/12/13

**“Disgruntled”**  
**8/20/12**



# Webinars

Whenever possible we record our webinars and post them online for GSA employees to access

## Podcasts

Whenever possible we record audio “podcasts” of the same webinar for employees to “listen in” while they work



# Topics of some OCR Webinars



**Resolving Differences Through Self-Mediation -**  
7/25/13

223 participants

**Communicating with Individuals Who are Limited  
English Proficient (LEP) - 6/26/13**  
102 participants

**Ask the Mediator - 4/29/13**  
119 participants

**Working Together For Environmental Justice -**  
3/28/13

121 participants

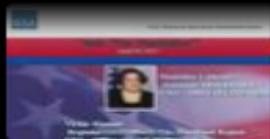
**The Nuts and Bolts of ADR - 2/7/13**  
337 participants

**Harvesting Your Inner Gifts In Negotiation - 12/5/12**  
469 participants

# A snapshot of OCR's internal webinars and video webpage



## Office of Civil Rights: Webinars



**Ask the Mediator** (29:29)  
Webinar with FAQ about Mediation

Ask the Mediator.mp4



**The Nuts and Bolts of ADR (...** (26:23)  
Webinar about the ADR process

2013-02-07 12:59 The Nuts and Bolts of ADR.mp4



**Mediation Works!** (15:53)  
Video of GSA's mediation process (ADR)

GSA\_MediationWorks.flv



**Traditional Counseling vs. A...** (03:34)  
Short video discussing the difference between Traditional EEO counseling and ADR (Alternative Dispute Resolution)



**eFile Training Video** (12:42)  
Training video used to show the eFile process, how to register, and how to file an informal complaint online through eFile.

The image features a background of stylized, overlapping blue and white shapes that resemble clouds or water. The word "chatter" is written in a large, red, bubbly font with a slight shadow effect, centered horizontally across the middle of the image.

chatter

(A snapshot of Madeline Caliendo's Chatter page follows)

Chatter > People > **Madeline Caliendo**

User Detail | Help for this Page ?



Post File Link Poll

Share with Madeline Caliendo and your company

Share

Sort by: Post Date



**Limited English Proficiency (LEP)** — Madeline Caliendo (originally posted by Madeline Caliendo)

What are your thoughts about perseverance? Read of the blog post at Civil Writes and share your thoughts: <https://insite.gsablogs.gsa.gov/civilwrites/2013/09/09/perseverance/>

Comment · Like · Share · Two days ago at 5:23 PM



**Madeline Caliendo**

Join the conversation...

Like · Two days ago at 5:23 PM

Write a comment...



**Year of Negotiation** — Madeline Caliendo (originally posted by Madeline Caliendo)

Following

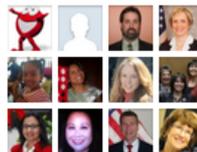
Followers

Show All (131)



Following

Show All (86)



Chatter - Getting Started

Groups

Show All (19)



**High-Five: Recognize a Co...**  
8063 Members



**GSA Central**

Send a message

Contribution



Top Influencer



1036 posts & comments

205 comments received

347 likes received

Contact

# “The Supervisor’s Lounge”



## Strategy #2:



18

days until

End of Year Appraisal and  
New Year

Important Links

- CHRIS
- Employee Expense
- Training for Supervisors (OLU)
- GSA Capital Steps
- Performance Management Library
- FEDback - CFAMS
- ALPHA
- GSA Project Network
- GSA Workforce Engagement & Satisfaction Homepage
- Improve His Site!

Home

Welcome to **The Supervisors Lounge!** As a GSA supervisor, use this site and the [associated Chatbox group](#) to enhance your ability to direct, inspire, and manage your teams to achieve desired business results.

As a Supervisor at GSA, 40% of your critical elements are devoted to your supervisory duties: developing your team, supervising their work, and assuring their success. This site is dedicated to that time and making the very most of it every day. It's a commitment by you to our workforce and GSA.

**Sign up for the Sept Q&A Session**  
*Topic: APPAS*



Date: September 19th  
from 1-2PM ET.

Sign up at <http://goo.gl/GXKbN>

Google Drive

## September Q&A Focus

### APPAS

Getting the most from your APPAS conversations

Join us for a live Q&A on this topic scheduled for  
September 19th from 1-2PM ET.

Sign up for this session located at <http://goo.gl/GXKbN> where you can take the opportunity to submit your questions in advance to make sure they are addressed.

#### Recently Shared Files & Links

- [Salesforce\) The Secret to Being Successful at Working Remotely](#) - DK - Mar 3, 2019, 11:49 AM by Elizabeth Farrell - ID-C (v)

The Secret to Being Successful at Working Remotely
  - [20 Essential Tips to Teleworking Success](#) - DK - Mar 3, 2019, 9:59 AM by Elizabeth Farrell - ID-C (v)

A great listing for employees new to teleworking and needing to get in the right frame of telecommuting mind.
  - [Top 5 Tips from Government Executive](#) - DK - Mar 3, 2019, 9:50 AM by Elizabeth Farrell - ID-C (v)

Here are the top five tips that can take the tension out of teleworking," from Government Executive.
  - [Tips on Maintaining a Productive Telework Environment](#) - DK - Mar 3, 2019, 9:52 AM by Elizabeth Farrell - ID-C (v)

Here are a few recommendations for maintaining a productive telework environment from CISC0.
  - [HR - New Research on Managing Teams with Teleworkers](#) - DK - Feb 28, 2019, 9:18 PM by Elizabeth Farrell - ID-C (v)

Check out a recent Harvard study that revealed that a manager must manage the teleworker around teleworkers (of non-teleworkers) to ensure great, cohesive, team performance
- Showing 5 files from page [Library, Telework & Mobility](#).

#### If you could be the "Expert" ...

Your username (afred.jackson@gsa.gov) will be recorded when you submit the form. [Not afred.jackson?](#) [Sign out](#)

Which topics would you like to have discussed by GSA experts in the near future?

- Managing to Better Performance
- Hobby Topics: Approving Leave, Telework
- Delivery Feedback, Tools & Tactics
- Union Topics: Collective Bargaining, Representation Services, Good Policy to Know
- Other:

Send me a copy of my response.

Never submit passwords through Google Forms.

Powered by Google Docs

#### Events to Keep You & Your Staff in the Know

**Supervisor's Lounge**

[Events](#) [Calendar](#) [Thursday](#), September 12

**Friday, September 27**

**12:00pm Virtual TEI Training (5 part-Theodore Roosevelt, CEO:7 Principles to Guide and Insp**

**Friday, October 4**

**12:00pm Virtual TEI Training (5 part-Theodore Roosevelt, CEO:7 Principles to Guide and Insp**

Showing events until 9/16. [Look for more](#)



GSA

# The Supervisors Lounge

Search this site

Home

On Chatter!

Telework & Mobility

Performance Management

Coaching & Mentoring

Supervisors 101

Hiring & Staffing

Time & Attendance

Board, HROs & Experts

Improve this Site!

- The Supervisors Lounge is a chat tool that Managers and Supervisors can access for information on assorted topics.
- Among other things, it promotes interactive communication in real time for Managers and Supervisors to educate and train one another.



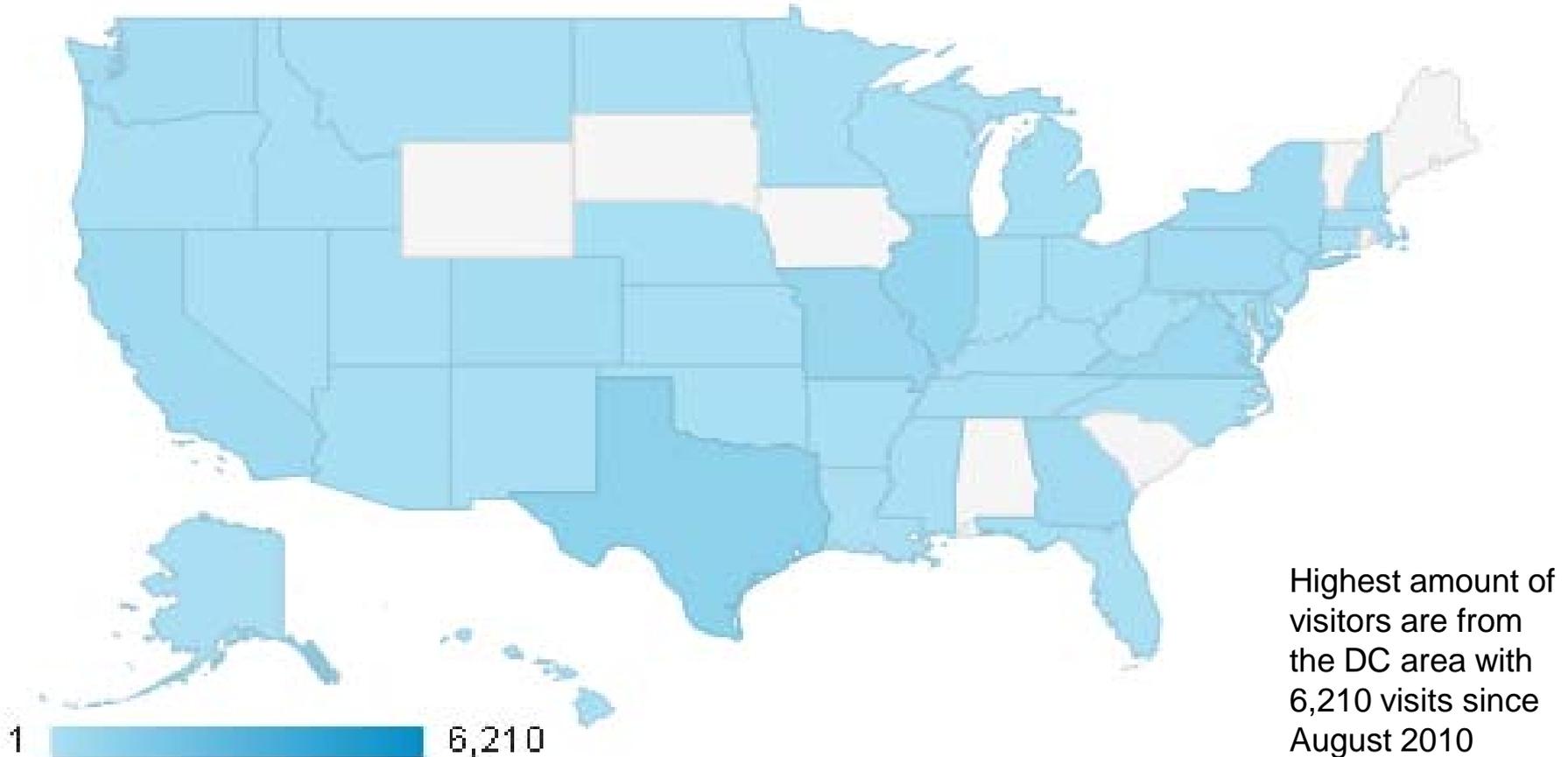
Who would be the audience for Social Media at your agency?

# Keywords and Phrases can indicate areas of interest

ADR  
Conflict Resolution  
EEO process



# Civil “Writes” visitors by state



At GSA we use Social Media to reach:

- Managers and supervisors
- All employees
- Targeted audiences



## Strategy #3:

**Use the tools that you have. Be open to try more!**



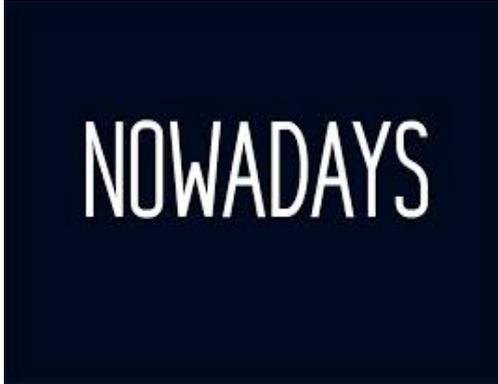
# In “the old days” GSA used....

- “e-Quality Highlights” newsletter
- Building posters
- Word-of-mouth
- Table posters/Table tents
- Flyers
- Mass emails
- Brochures
- New employee emails



# Now GSA uses...

- Civil “Writes” blog
- Electronic Bulletin boards
- Word-of-mouth
- All employees - GSA Info (GovDelivery)
- Chatter (to include Chatter groups)
- OCR Panels on GSA’s InSite home page
- Webinars/GSA Online University Training
- Mass emails
- New employee emails

The logo consists of the word "NOWADAYS" in a white, bold, sans-serif font, centered within a dark blue rectangular background.

NOWADAYS

## 20 Minute Exercise

In groups:

- Brainstorm the “key words/phrases” you think will interest employees in YOUR agency
- Come up with a list of the “Top 5” words/phrases that resonate within the group



## Strategy #4:

**Don't be afraid to try  
something new**



THINK  
OUTSIDE  
THE  
BOX



## Office of Public Health Preparedness and Response

- Office of Public Health Preparedness and Response
- About Our Organization
- Are We Prepared
- Healthcare Preparedness
- **Zombie Preparedness**
  - Zombie Novella
- Blog: Public Health Matters
- Emergency Operations Center
- Funding, Guidance, and Technical Assistance to States, Localities, and Territories
- Partnerships
- Public Health in Action
- Public Health Threats
- Regulation of Select Agents and Toxins
- Science and Public Health Practice
- Publications & Resources
- Strategic National Stockpile
- What is CDC's Role?
- Training
- Video Library

Office of Public Health Preparedness and Response > [Are We Prepared](#)

[Recommend](#) [Tweet](#) [Share](#)

### Zombie Preparedness



Wonder why Zombies, Zombie Apocalypse, and Zombie Preparedness continue to live or walk dead on a CDC web site? As it turns out what first began as a tongue in cheek campaign to engage new audiences with preparedness messages has proven to be a very effective platform. We continue to reach and engage a wide variety of audiences on all hazards preparedness via Zombie Preparedness, and as our own director, [Dr. Ali Khan](#), notes, "If you are generally well equipped to deal with a zombie apocalypse you will be prepared for a hurricane, pandemic, earthquake, or terrorist attack." So please log on, get a kit, make a plan, and be prepared!

#### Zombie Products

##### Zombie Blog



There are all kinds of emergencies out there that we can prepare for. Take a zombie apocalypse for example.

##### Educators Website



Looking to teach preparedness in the classroom? We've got full lesson plans and activities for you to use or adapt with your students.

##### Preparedness 101 - Zombie Posters



It can be tough to get people thinking about emergency preparedness before disaster strikes. We've created these zombie posters to spark some attention and get people involved before it's too late. Download the pdf to print copies for your office or home.

##### Social Media/Online



Check out our Zombie Social Media page where you can find badges and widgets for your own site, links to our blog, content syndication, and zombie e-cards.

- Email page link
- Print page
- Get email updates
- Subscribe to RSS
- Listen to audio/Podcast

#### Contact Us:

- Centers for Disease Control and Prevention  
1600 Clifton Rd  
Atlanta, GA 30333
- 800-CDC-INFO (800-232-6636)  
TTY: (888) 232-6348  
24 Hours/Every Day
- [Contact CDC-INFO](#)

Follow @CDCemergency



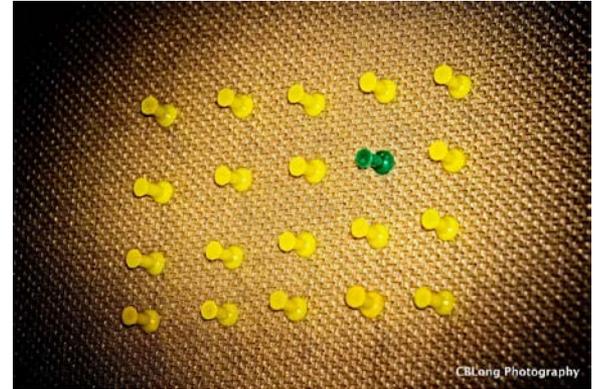
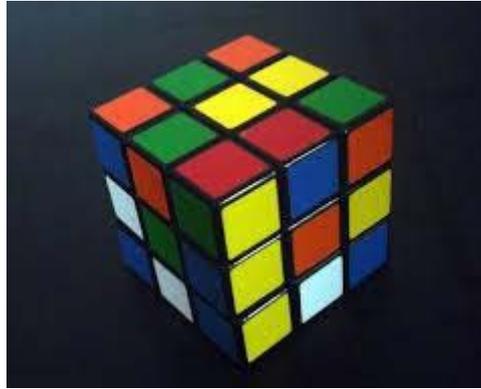
#### File Formats Help:

How do I view different file formats (PDF, DOC, PPT, MPEG) on this site?

- Email
- Print
- Updates

Page last reviewed: February 11, 2014  
Page last updated: February 11, 2014  
Content source: Centers for Disease Control and Prevention

# The Color Series - February 2014



- **In the space of one week we created three blog posts discussing the issue of “Color”**
  - 432 visits to the blog
  - 228 unique visitors to the blog



**Tell  
Us Your  
Story**

## **Strategy #5**

**Obtain buy-in from  
leadership**



# OCR's "pitch" to the Agency head for senior level guest bloggers for Civil "Writes"

The goal of the guest blogger series:

1. Demonstrate senior leadership's support of civil rights
2. Show how civil rights is woven into the everyday fabric of the agency



# OCR's use of a GSA-wide customer service survey and focus groups



OCR used these to help determine the need for:

- A way to “demystify” the EEO Process
- Provide a way for the employees to track and file their complaints



# Office of Civil Rights' eFile Module

## Office of Civil Rights' eFile Module

*WELCOME TO The Office of Civil Rights' eFile Module.*

*Here, you can initiate the equal employment opportunity (EEO) traditional counseling process or the alternative dispute resolution (ADR) process to resolve your claim of employment discrimination.*

*If you believe that you have been the victim of discrimination where you work or where you applied for a job, you have 45 calendar days from the day the discrimination occurred to initiate an informal claim through this e-file process. If the discrimination involved a personnel action (for example, a demotion or firing), you have 45 calendar days from the day the personnel action takes effect.*

[Login](#)

# eFile

- Although eFile is not a Social Media tool, it is another tool that GSA's OCR has implemented to leverage technology
- This tool has allowed OCR to go "paperless"
- eFile gives complainants the opportunity to file informal complaints online and track the status of their complaint at their convenience



## Final Group exercise (15 minutes)

- Given all that we've talked about, come up with 1 or 2 NEW Social Media strategies you think would work at your agency
- Develop a pitch that you can use to “sell” the idea to your agency's senior leadership



# RECAP

- 1 - Understand and be open to Social Media
- 2 - Know your audience
- 3 - Use the tools that you have - try even more!
- 4 - Don't be afraid to try something new
- 5 - Obtain buy-in from leadership

# Want to Discuss Further?

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