

June 2012

For information regarding [ANR Affirmative Action](#) visit our webpage!

Outreach Success Story Number 1

Donald Hodel, environmental horticulture advisor headquartered in L.A. County, answered the call for outreach success stories that went out with the last issue of AffirmativeAction Here & Now. His is an excellent example of seeing a need and meeting it. Through Don's efforts, his marshaling the cooperation of outside groups and agencies, a Cooperative Extension program was created that helped save lives and aided a historically underserved group. I'll use Don's own words to describe his program:

"It is called Trabajando con Palmas con Seguridad (Working Safely with Palms), and is presented entirely in Spanish. Palm trees are an important and conspicuous component of urban landscapes in California and the Desert Southwest. They are the iconic or signature trees of the region. Routine, periodic pruning of leaves and flower- and fruitstalks is critical to maintain palms in a safe and esthetically pleasing functional state. Such work, typically performed high in the palm canopies, is extremely dangerous and poses numerous safety issues not encountered in other trees. Indeed, the death and accident rate in palms is higher than in other kinds of trees. Nearly all workers in the tree and landscape industries who prune palms are of Hispanic ancestry and many speak primarily Spanish and have limited if any understanding of English. Thus, a curriculum and series of workshops conducted entirely in Spanish were developed and implemented to extend information about palm biology, pruning, and safety to Spanish-speaking tree workers. The workshops extended new, innovative technologies and methods for safely working in palms. Initiated in 2010, over 200 workers have attended the on-going series of workshops in southern California and Arizona. Audience surveys indicate that clientele have adapted the information and data show that accidents and deaths while pruning palms have declined.

"The factors that contributed to the continuing success of this story are my partnership with Spanish-speaking clientele who helped to present the workshops; my own fluency in Spanish, which was critical because I was a co-presenter; and the use of existing professional trade groups, in this case the Western Chapter of the International Society of Arboriculture and the Arizona

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A Resource is Stirring

Yes, the Affirmative Action Resource Library is stirring back to life! We have a few books available now. See them at

http://ucanr.org/sites/anrstaff/Diversity/Affirmative_Action/Resources/.

One book that I can recommend is "When Affirmative Action Was White" by Ira Katznelson. Written in 2005 this book is an unblinking look at the first stirrings of modern governmental social programs that would one day grow to include what we now call Affirmative Action. But these early social programs didn't have their start in the 1960's . . . they actually can be traced back to pre-World War II-era America. And the main beneficiaries of these early programs? Not African-Americans or other minorities. "When Affirmative Action Was White" is a revelatory look at the history of affirmative action from the New Deal to Lyndon Johnson's Great Society and beyond. Highly recommended.

DVDs Coming

We will also be gradually adding DVDs -- many of which will be dealing with topics in cultural sensitivity and awareness: great for staff trainings in diversity!

Stayed tuned as AffirmativeAction Here & Now will be alerting you to these new additions as they become available! In fact, two DVDs are reviewed on the next page!

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Outreach Success Story (cont.)

Community Tree Council, to promote and publicize the workshops and handle registration, logistics, and other workshop-related tasks.

My cooperator and I translated my PowerPoint presentations into Spanish. I printed these out and distributed them at the meeting. I also included a few other short publications that the industry here had already translated into Spanish.”

Thanks, Don. Have any of you other advisors or program managers out there been successful in increasing minority participation in your program? Please send me your story!

(dewwhite@ucanr.edu)

David White
Principal Analyst
ANR AA Office



New & Improved

UC-ANR will be implementing a new web-based exit survey. Retiring and other separating employees will soon be receiving an email with a link to a confidential, on-line exit survey. ANR is taking part in this UCOP program with several other UC campuses to pilot this process which is being provided by CLC (Corporate Leadership Council), a third-party vendor.

Academic and staff leaving ANR employment will be asked to take the survey before they actually leave ANR. Completing this survey from CLC is still optional, but hearing from ANR employees about why they are leaving ANR and their feelings about their experience while at ANR can be a valuable tool to ANR leadership. If you have any questions about the exit surveys contact David White at dewwhite@ucanr.edu .

David White
Principal Analyst
ANR AA Office



A Resource is Stirring (cont.)

New DVDs

White Face directed by Brian McDonald, copyright 2000. A “serious comedy” that will stimulate discussion about race and bigotry. Very well acted and produced. Approximately 14 minutes in length. (Due to instances of strong language may not be suitable for children.)

Freedom Riders directed by Stanley Nelson, copyright 2011. Shown on PBS. A documentary detailing how groups of college students in 1961 decided, en masse, to risk everything to challenge racial segregation that was institutionalized in the South at the time. Riveting. 120 minutes; but can be shown in segments.

You'll Need to Fill Out and Send In a Loan Form

Resource Library Loan form is available at <http://ucanr.org/sites/anrstaff/files/144764.pdf>