

21st Century Challenges to Diversity

Leo F. Estrada
UCLA School of Public Affairs
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When Did Diversity First Become a National Issue in the US?

- 1880s -- Civil War?
- 1950s -- McCarthy Era?
- 1960s -- Civil Rights Movement?
- 1970s -- Busing for Desegregation?
- 1970s -- Affirmative Action Rulings?

The Decennial Census: A Brief History

- Constitutional Convention in 1787
 - **Republic:** Presidency; Judicial; Congress
 - Consensus on a weakened Presidency and independent Judiciary
 - Congress:
 - Consensus on the Senate
 - Controversy regarding the House of Representatives—population based
 - Whether to count slaves at all
 - Great Compromise – 2/3rd weight to slaves
- First nation to require a census in its Constitution
- First Census of 1790 – classified the resident population by White, Slave, Indian
- Our nation was created on the basis of racial and ethnic distinctions

Census: Our National Portrait

- How we learn where we live and work
- How we know about our changing families
- How we are know about our economic wellbeing
- How we learn about our ancestries
- How we know if some groups are not advancing as much as others
- etc

Trends to Watch in the 2010 Decade

- The US divides into high growth and low growth areas
- A Graying of America
- Diversity
 - Consumer Base
 - Labor Force
 - Business Formation
 - Voting Power
 - Ethnic Media

16 States Will Account for 90% of All Future Growth in the U.S.

| State | Population Change (%) | White Change (%) | Non-White Change (%) |
|----------------|-----------------------|------------------|----------------------|
| Arizona | 26.69 | 24.44 | 48.49 |
| California | 8.52 | 6.85 | 19.33 |
| Colorado | 14.82 | 13.54 | 32.66 |
| Florida | 14.68 | 12.20 | 34.05 |
| Georgia | 18.31 | 14.42 | 33.79 |
| Michigan | 0.65 | -0.20 | 8.06 |
| Minnesota | 6.12 | 3.89 | 33.98 |
| Nevada | 30.12 | 25.01 | 64.21 |
| North Carolina | 14.61 | 13.67 | 27.27 |
| Oregon | 10.77 | 9.24 | 38.69 |
| South Carolina | 11.67 | 12.45 | 15.77 |
| Tennessee | 9.24 | 7.97 | 22.29 |
| Texas | 16.67 | 14.86 | 30.62 |
| Utah | 22.53 | 21.06 | 56.32 |
| Virginia | 9.75 | 7.52 | 23.24 |
| Washington | 11.11 | 8.63 | 33.39 |

Source: U.S. Census Statistical Abstract (2000 & 2008)

The Graying of America

Fact:

- By 2012 the youngest boomers (born ~1947) will be 50+; older boomers (born ~1962) will be 65+.
- 86.7 million - Projected number of people who will be 65 or older in the year 2050. (Source: US Census)

What does this mean?

A graying America has implications for entitlement costs, care taking and to the economy.

Will competition emerge between support for the older mostly White generation and the needs to train and develop the next diverse generation?

A New Terrain of Diversity: Consumer Base

Fact:

- From 1990-2011, purchasing power has changed as follows: (Source: Diversity, Inc. Magazine):
 - Latinos have increased by 457%.
 - Asians have increased by 267%.
 - Native Americans have increased by 173%.
 - Blacks have increased by 151%.
 - Whites have increased by 114%.

What does this mean?

The ethnic market is becoming the general market.

How must marketing change to align with these consumer markets?

The New Terrain of Diversity: Labor Force

Fact:

- The U.S. foreign-born work force grew by more than 96% from 1990 to 2005 – nearly **9x** the rate of growth of the native-born work force. (Migration Policy Institute, 2005 ACS)
- **4.6 million** people age 65 and over are still employed to maintain their health benefits. (Source: AARP)
- From 2008 – 2018, labor force participation growth rate will slow down to 0.8% and will undergo the following changes: youth group (16-24) decrease by 0.4%, prime age group (25-55) will increase by 0.1% and older age group (55 and older) will increase by 3.6%. (Source: US Bureau of Labor Statistics)

What does this mean?

Diversification is common in the workforce but primarily at lower ranks. More businesses are creating diversity boards to oversee this process. (Source: USA Today & Diversity Inc Magazine)

Is the workplace and corporate culture adapting to diverse workers?

The New Terrain of Diversity: Business Formation

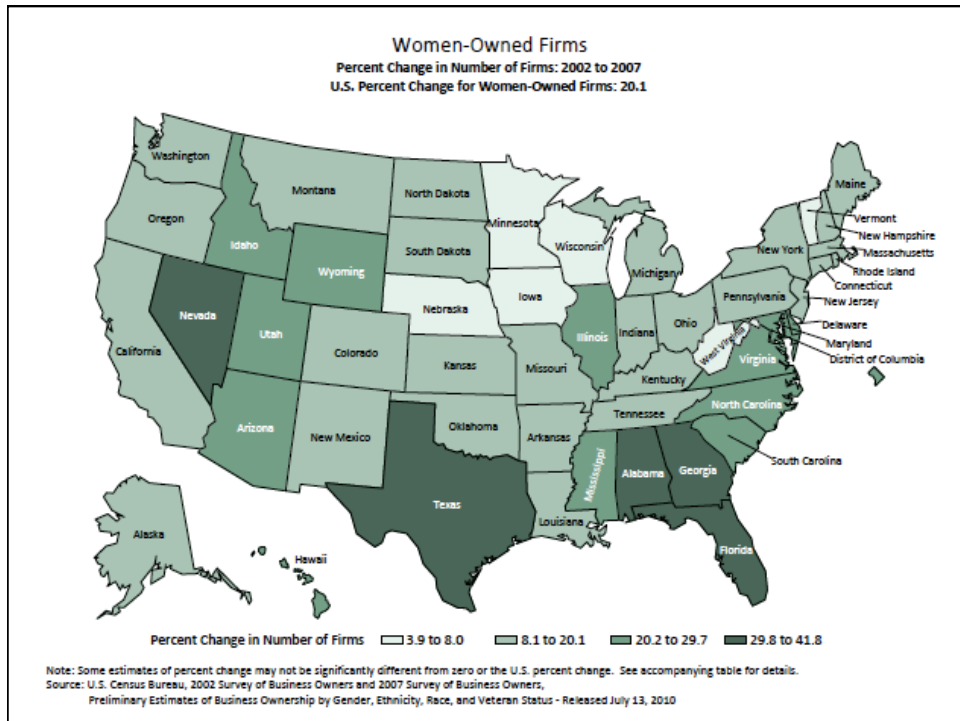
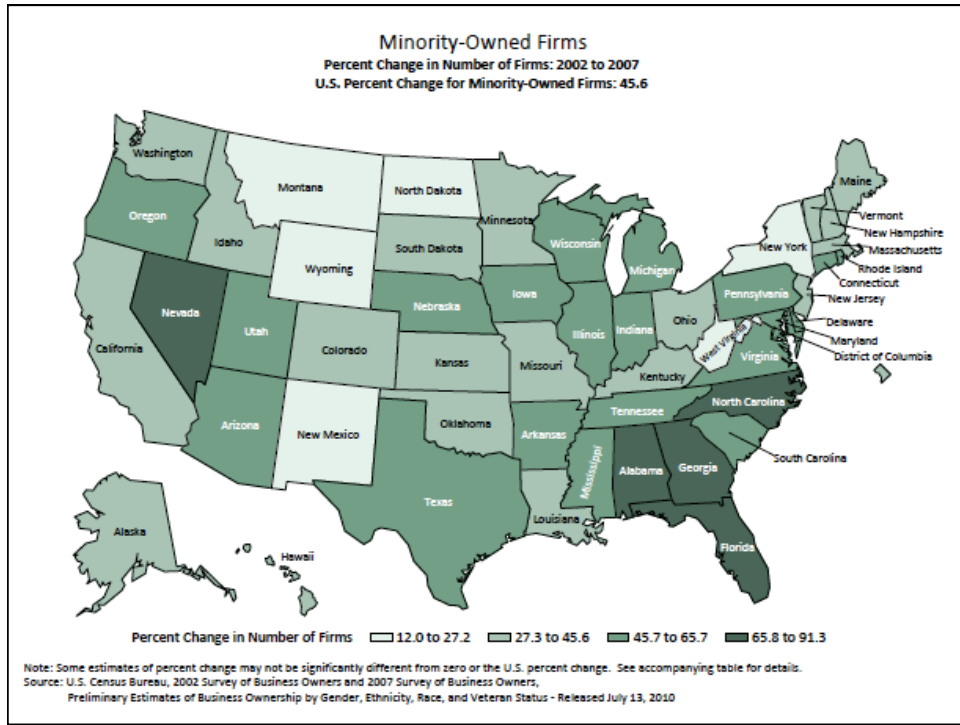
Fact:

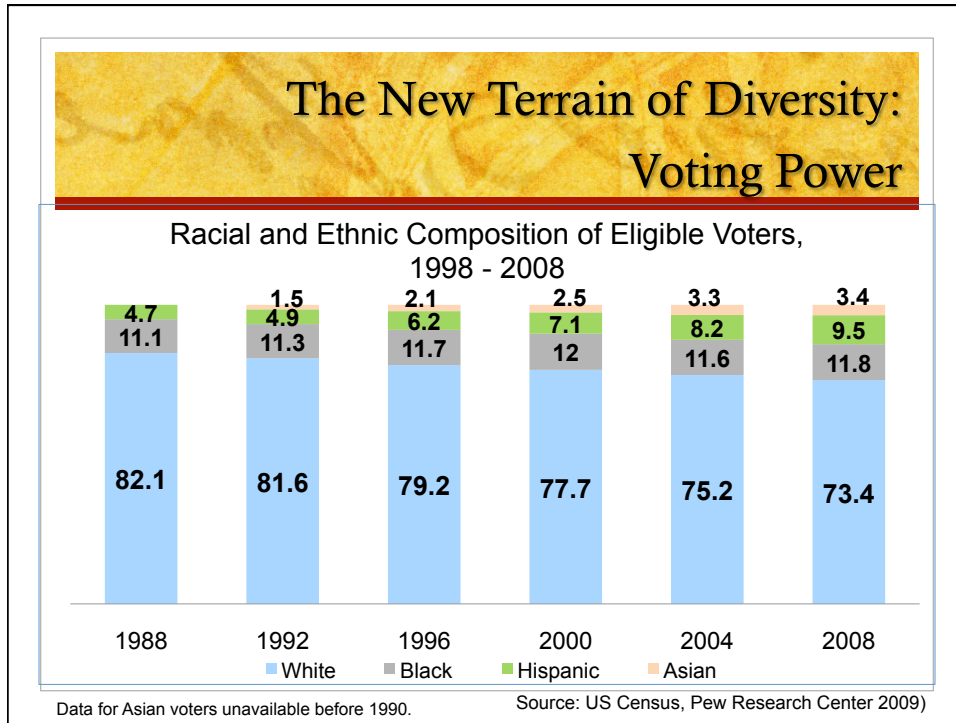
- From 2002 – 2007, the number of minority owned businesses increased to 5.8 million, accounting for \$164.4 billion (business without employees) and \$864.2 billion (businesses with employees). (Source: US Census 2007)
- The number of women-owned businesses reached 7.8 million by 2007, a 20.1% increase from 2002 (Source: US Census, 2007).

What does it mean?

Profits from minority and women owned firms are contributing a significant amount to the U.S. economy and the trend looks like it will continue to grow.

As the trend continues, how will the economy and consumers respond to a diversifying market?





The New Terrain of Diversity: Ethnic Media

Fact:

- The number of adults reached by ethnic media has increased by 16% from 2005 to 2009.
- Asian-oriented media has increased **30%** from 2005 to 2009. Most Asian Americans polled stated that home country coverage was a determining factor in viewing these channels.
- Univision and Telemundo has also grown from 2005 and is almost **universal** now. Spanish radio stations have grown and expanded to non-traditional areas where immigrants are now settling, i.e. NC, GA, MI, IN, WA, and NH.
- Black viewers are found to watch BET or other ethnic media on a regular basis despite a limited number of media choices.

What does this mean?

- Ethnic media is here to stay and will only continue to grow as our population continues to diversify.

How can we increase access to these users and provide for all of their ethnic media needs?

Source: New America Media, 2009

Trends are about Change

- Whether by chance or design change results in ambivalence, ambiguity and even resistance
- Desire to be optimistic about change is often overwhelmed by uncertainty and fears—whether real or imagined

Issues that Challenge Diversity: Segregation of Metropolitan Areas

Fact:

- Moderate to high levels of black/white racial segregation, and somewhat lower but still substantial Hispanic/white segregation, are the norm for major U.S. metropolitan regions.
- Moderately to highly segregated black and Hispanic neighborhoods are almost always markedly poor, and poorer than most of the overwhelmingly white neighborhoods in their metro region. (Massey and Denton, American Apartheid)
- US schools are more segregated today than in the 1950s (The Civil Rights Project, UCLA, January 2009)

What does it mean?

- Millions of non-white students are locked into “dropout factory” high schools, where huge percentages do not graduate, and few are well prepared for college or a future in the US economy

Can we afford to grow up not knowing and being with other groups?

Issues that Challenge Diversity: Immigrant Integration

Fact:

- 49% believe economic conditions are worse than 2 years ago; 18% say its better now but will worsen soon; 32% say it is better and will remain so (CNN 9/2/2010)
- 20 Governor candidates have a restrictionist platform
- 8 in 10 are concerned that immigrants are a burden to schools, hospitals and other government services (USA Today, 5/2010)
- 56% of Americans back Arizona's SB 1050; 48% want an immigration law like Arizona's in their State (Quinnipiac University Poll, 6/1/2010)

What does it mean?

Policies concerning immigration will continue to grow as our population diversifies.

Is the acculturation process broken or just slower?

Issues that Challenge Diversity: Emotions related to Language

Fact:

- 84% of all voters think English should be the nation's official language. Just 13% disagree.
- 58% of Likely Voters favor English-only ballots (Rasmussen Reports 8/2010)

What does it mean?

A narrow view in an increasing globalized world

Why is non-English language use seen as separatist and unappreciated?

Issues that Challenge Diversity: Low Educational Attainment

Fact:

- Overall 22.4% of Hispanic students drop out of school. This includes 38.6% of immigrant children; 13.9% of first generation children and 11.4% of second generation children (National Center for Educational Statistics, 2009)
- The overall 2007-2008 graduation rate for black males in the U.S. was only 47 percent, and half of the states have graduation rates for black male students below the national average (According to "Yes We Can: The 2010 Schott 50 State Report on Black Males in Public Education,")

What does it mean?

How will the next generation be trained to participate in the global economy?

Is it a national crisis? Remember: "Children are 28% of the population but 100% of the future"

Issues that Challenge Diversity: African American Males in Prison

Fact

- African Americans represent 12.7% of the US population, 36.8% of those arrested for a drug-related crime, 48.2% of American adults in state, and federal prisons and local jails and 42.5% of prisoners under sentence of death. (*Statistical Abstract of the United States (1999)*, *Sourcebook of Criminal Justice Statistics, (1998)*)
- Due to felony convictions, 1.46 million African American men out of a total voting population of 10.4 million have lost their right to vote. *The Washington Post (1/30/1997)*
- African American children (7.0%) were nearly nine times more likely to have an incarcerated parent in prison than white children (0.8%) (*Bureau of Justice Statistics*)

What does it mean?

Too many African American males have the stigma of incarceration.

How can ex-offenders be re-integrated into the mainstream?

Issues that Challenge Diversity: Widening Generational Differences

Fact:

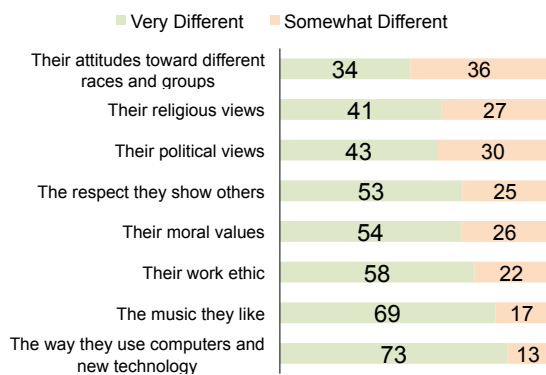
- 79% of people surveyed by the Pew Research Center (2009) stated that there was an apparent 'generational gap.'
- 41% of baby boomers who have a living parent are providing care for them (USA/ABC/Gallup; 6/24/2007)

Can the gap be narrowed between the savvy more progressive thinking younger generation and their more traditional parents?

Source: Pew Research Center

Note: Responses surveyed as 'very similar,' 'somewhat similar' or 'don't know' were excluded.

The Generation Gap, Circa 2009 % saying that young and older people are different in...



Panel Discussion

- What can the media do to help resolve these seemingly intractable issues?
- Are there cross-ethnic solutions to these concerns?

