Career Advancement Subcommittee Recommendation to the
Federal Communications Commission's
Federal Advisory Committee on Diversity for Communications in the Digital Age

November 16, 2004

<u>Recommendation for an Online Diversity Resource Directory</u>

Be it resolved that the Federal Advisory Committee on Diversity for Communications in the Digital Age ("Diversity Committee"), consistent with its mission to develop proposals and tools that will help foster diversity in the telecommunications industry, recommends that the Federal Communications Commission consider the development of, in partnership with the FCC, an online directory that is designed to help telecommunications companies enhance recruitment, career advancement, and diversity efforts. It is the Diversity Committee's desire that this valuable online resource will be hosted on the FCC's website. The directory is tentatively called the "*FCC Diversity Resource Directory.*"

Timeline: Launch, February 2005

Objective: The *FCC Diversity Resource Directory* is a one-stop resource for industry executives, human resources personnel, and/or employees to go to for assistance in recruitment efforts, or in development of a program that will enhance development of a company's human capital. The *Directory* would contain detailed information on the diversity efforts implemented at various organizations, diversity studies performed, employment research, trade association and foundation programs, etc. The information contained in the *FCC Diversity Resource Directory* would be tools that companies can use to implement their EEO programs and other regulatory requirements pertaining to employment and supplier diversity, as well as career advancement for all personnel.

By its inclusion on the FCC's webpage or links in strategic places on the FCC's website, the *FCC Diversity Resource Directory* will have more visibility, will encourage use by telecommunications companies, and will also demonstrate the FCC's commitment to helping its regulatees foster diversity. The *Directory* also has the potential to put valuable resources regarding FCC EEO regulations and diversity policies in one place for the first time.

Structure: The *FCC Diversity Resource Directory* will commence under the management of FCC staff for a trial run period of four (4) months.   To facilitate efficient web posting and maintenance, and conserve FCC staff resources, submissions for the *Directory* will be received by the FCC within the first five (5) working days of each month. Proposed submissions regarding trade associations, public interest organizations, educational institutions, or corporations with pertinent information are to be submitted first to the Career Advancement Subcommittee. The Subcommittee has final approval of

all materials suggested for web posting and will submit approved materials to the FCC. The FCC's Designated Federal Official ("DFO") for the Diversity Committee has final approval for web posting of all submissions forwarded by the Subcommittee.

The *FCC Diversity Resource Directory* would contain the following material:

- A list of various industry trade association websites, listed by alphabetical order and by industry segment and hyperlinked to the respective organization's website.

- A list of various industry-related foundation websites, listed by alphabetical order and by industry segment and hyperlinked to the respective organization's website.

- A list of industry-related training programs with criteria and contact information, such as the National Association of Broadcaster's Educational Foundation's Broadcast Leadership Training Program and the Emma L. Bowen Foundation for Minority Interests in the Media's internship program, just two of various successful programs. (Hyperlinks to each program, or program sponsor will be included.)

- A chronological list of research studies, survey results, white papers, and reports, including the Career Advancement Subcommittee's "Best Practices Report" and forthcoming "Best of the Best" practices report. (Hyperlinks to each item, or source will be included.)

- A list of pertinent news articles, features, and other diversity-focused resources. (Hyperlinks to each item, or source will be included.)

    Development and Maintenance: The *FCC Diversity Resource Directory* will be developed as an internal FCC webpage, hosted and administered by FCC staff in partnership with the Career Advancement Subcommittee. Links to the *Directory* may be featured on the FCC's homepage, on the Diversity Committee's webpage, and on the FCC's Media Bureau EEO webpage. For maximum visibility to the public and telecommunications companies, we propose that the *Directory* be accessible from all three locations.

The FCC's Office of Strategic Planning and Policy Analysis ("OSP") and Office of Communications Business Opportunities ("OCBO") would also assist in the webpage. Both OSPP and OCBO have expressed support of the concept of the *Directory*.

The Diversity Committee anticipates that once the *FCC Diversity Resource Directory* is set up, maintenance is a matter of occasional updates. The respective organizations featured on the site would notify the Subcommittee of changes or updates to their respective programs or information and when new material becomes available. For example, the National Association of Broadcasters Educational Foundation ("NABEF")

sponsors several training and diversity-oriented programs which have been established for many years. It would be the responsibility of the NABEF to notify the FCC or the Subcommittee when a new training or diversity program is added or an old program is deleted. A similar approach would be taken with the research materials, which would be listed chronologically, similar to the treatment of the FCC's "Headlines" on its home page and therefore, would incorporate an archive for historical reference. A link to each organization's website also keeps maintenance low as most major changes and updates are self-implemented by the organization itself.

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