

Hispanic Customer Partnership Group Recommendations for Chelan County PUD

Whereas the Chelan County PUD (hereinafter referred to as the— PUD) is one of only a few major employers in the area with excellent jobs with benefits, ongoing training and upward mobility for employees; and

Whereas minorities are under represented, specifically people of Hispanic/Latino heritage represent approximately 21.1 %¹ of Chelan County Population (2004) but are significantly under-represented in the PUD's workforce with only about 20 (2.5%) out of 780 employees in 2006²; and

Whereas there is a lack of effective information and access to pre-career pathways with the PUD—a shortfall that adversely affects the potential of Hispanics/Latinos to envision their opportunities for success and prepare long in advance to be competitive in the hiring process; and

Whereas the Partnership agrees that the *status quo* on this workforce disparity constitutes lost opportunities for the PUD and its customers on many levels and must be addressed through purposeful and ongoing action;

Therefore, we urge the drafting and implementation of a strategic **PUD Workforce Diversity Plan** that works collaboratively with the Hispanic Customer Partnership Group to:

- work toward significantly increasing the representation of Hispanic/Latino employees at all levels in order to more closely parallel the PUD's customer base;
- include realistic and measurable performance targets and activities arrived at by consensus of the PUD and the Hispanic Customer Partnership Group and is reviewable on a twice a year basis with the PUD leaders;
- promote collaborative efforts with the PUD, Chelan and Douglas County middle/secondary schools, Wenatchee Valley College, Workforce and English Language Learners (ELL) programs, workforce development agencies, Hispanic Customer Partnership Group and related community advocacy groups;
- address the need for information disseminated in Spanish and English regarding employment opportunities in the PUD fields designed to be effective in reaching the target population of both adults and young Hispanic/Latinos;
- incorporate a variety of methods to inform and engage potential future Hispanic/Latino employees such as dam tours, career days, job shadowing, internships, mentorships, apprenticeships, on-the-job training, and relevant post-secondary career and technical education programs that facilitate pre-career pathways for expected workforce needs at the PUD and includes job search skills such as applications, resume writing, interviewing, etc.;
- begin implementation of the PUD Workforce Diversity Plan no later than January 15 2007

The Partnership Group submits these recommendations to the PUD Board of Commissioners as a practical framework for achieving more representative diversity in our Public Utility District's workforce and for a more inclusive community.

Sources:

¹ Washington State office of Financial Management 2004 Total Population Estimates by Age, Gender and Race

² Chelan County PUD Human Resources Department 2006