



CITY OF TUCSON

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DIVERSITY NEWS

PROMOTING EQUITY AND INCLUSION HERE AND AROUND THE WORLD



Tucson's City Hall

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4 GENERATIONS IN THE WORKPLACE BY LINDA CARRILLO

So often when we think of diversity we think of it from a very limited perspective, race, ethnicity, and gender. We tend to forget age and its wide spectrum across generations.

Currently, there are 4 generations in the workplace. Each of the generations brings their unique perspective and experiences to the environment. These generations are often referred to as the Mature Generation (Veterans), Baby Boomers, Generation X, and Generation Y (Millennials).

Cross-generational conflict can arise, similar to conflicts associated with race, ethnicity, and gender. It is essential to manage these conflicts just as one would manage any other workplace conflict.

Awareness supported by open and honest communication is the key to understanding these differences.

In this newsletter our contributing writers will offer their insight and perspectives to our shared generational diversity.



Linda Carrillo is a Diversity Team Member and Management Coordinator for TDOT

DIVERSITY CALENDAR

November - American Indian Heritage Month and Veterans Day Recognition

December - End of the Year Celebrations
January - New Year Celebrations

February— Black History Month

March—Women’s History Month

April — Community Teaming Month

May — Asian Pacific Heritage Month

June — GLBT Pride Month

July — Independence Day

August — Multi-Cultural Awareness Month

September — Hispanic Heritage Month

October - Disability Awareness Month



“To some generations much is given. Of other generations much is expected.” — Franklin D. Roosevelt

REMEMBERING THE GENERATION GAP

BY: LINDA CARRILLO

One primary goal or objective of a diversity program is to respect and accept people who are different from you. Sometimes when we think of diversity, we forget that diversity includes cross-generations.

When it comes to generational diversity in the work place, we must make it a point to remember that we work alongside people whose perspectives are different from ours, based upon history, events, and their experiences.

Our workplace includes members of the Mature Generation / Veterans, (those who lived during and survived World War II and the Great Depression – a rule oriented generation); the Boomers, (those who lived during a time of social change and change in the family stability – a self-fulfilling generation); Generation X (a generation of latch-key children who

entered the workforce during the corporate down-sizing era – who work to live); and the Millennial Generation, (the youngest generation to enter the workforce – those who have always lived with technology, the Internet, and diversity).



Recognizing that our city work force is made up of multi-generations, we can do our part to foster improved working

relationships between generations. An easy thing to do is realize that each of us has something to offer our organization. A seasoned worker can offer experience within the system; a newcomer can bring a keen sense of technology.

Sharing knowledge and experiences across generations allows each of us to learn from the other and improves our ability to work collaboratively and more productively. This combination can mean a win-win for the organization, and result in an enriched and stronger organization.

The knowledge and experience of our mature work force combined with the enthusiasm and innovation of our newest members of the workforce can be powerful and advancing to our organization. This combination is definitely a recipe for successfully using our generational diversity to the fullest.

TO LEARN MORE ABOUT GENERATIONAL DIVERSITY

- Age Works: What Corporate America Must Do to Survive the Graying of the Workforce by Beverly Goldberg
- Boomers X-Ers, and Other Strangers by Rick Hicks and Kathy Hicks
- Bridging the Boomer Xer Gap: Creating Authentic Teams for High Performance at Work by Hank Karp, Connie Fuller, and Danilo Sirias
- Generations at Work: Managing the Clash of Veterans, Boomers, Xers, Nexters in Your Workplace by Ron Zemke
- Managing Generation Mix: From Collision to Collaboration by Bruce Tulgan and Carolyn S. Martin
- When Generations Collide: Who They Are, Why They Clash, How to Solve the Generational Puzzle at Work by Lynne Lancaster

[There are a number of interesting web sites that discuss this amazing workplace transformation.](#)

“From the earliest times the old have rubbed it into the young that they are wiser than they, and before the young had discovered what nonsense this was they were old too, and it profited them to carry on the imposture.” - W. Somerset Maugham

GENERATIONAL DIVERSITY IN THE WORKPLACE

BY REBECCA PARTIN—CITY CLERK'S OFFICE

Generational Diversity is the new catchphrase in the workplace. When I was asked to write about this phenomenon, I did a lot of thinking, reading, and reflecting on the issue.

I have worked for the City for eighteen years, in three different departments. An event, which changed my way of working, and how I thought about my co-workers, occurred almost four years ago. It was what I like to call “the Great Retirement of 2003.” My department, the City Clerk’s Office, had 36 employees, and of those, eight were long-term employees with over two hundred years of collective experience. They left the City at almost at the same time creating a huge (over 22%) “corporate drain!” What an incredible change to go through in a short period of time.

We went from no turnover for years, to almost one quarter of our staff being new to our department and/or the City. Being a “Baby Roomer,” myself, I thought I understood diversity, that I was a liberal thinker, and that I respected the views of all my co-workers. I was brought up with such influences as the teachings of Dr. King, women’s liberation, gay rights, and the Americans with Disabilities Act. Now, I am learning and trying to understand the “generational diversity” of the twenty-first century.

GREAT FOOD— GREAT FINDS

We appreciate great food and learning about cultures and customs. Here are some of our great finds.

Vila Thai Cuisine
Main Gate Square
972 E. University Blvd.
Tucson, AZ 85719

Zona 78 (Italian)
78 W. River Rd.
Tucson, AZ 85745

El Cubanito Restaurant
(Cuban)
1150 E. 6th
Tucson, AZ 85719

Shish Kebab House of Tucson
(Middle Eastern)
5855 E. Broadway Blvd
Tucson, AZ 85710

Seven Cups
(Tea House)
2516 E 6th St
Tucson, AZ 85716

Café Poca Cosa
(Southwestern)
100 E. Pennington, #100
Tucson, AZ 85701

The new recruits came to work with different goals, skills, and values. In the past, when new employees joined us, they adjusted to the office and to us. Now, there is a huge shift in the culture of our workplace because of the influences of new employees. The way we train is different. What we thought of as proper and the right way to do things has changed. There is no right or wrong, it’s just different..

I have had to learn to relate effectively to the diversity in my work environment. In the past, all of us had worked together for years, and were all within about a twenty-year age range. We largely thought alike and seemed to know instinctively just how to proceed on projects. Because of our shared experiences, we seemed to bring common approaches, ideas, and values to our decision-making. But for Pete’s sake, I was born in 1950! I’m now working with people born both before that and long after that. Ahh, change is good — if you know how to adapt to it.

In order to be a successful organization, we need to embrace all of our differences.

P. S. When I was typing this article, “Generational” kept coming up on spell-check—another newly created word for us to learn and understand. Hang in there!



If you have a favorite restaurant or cultural experience that you would like to share, send it to diversity@tucsonaz.gov

**OUR SHARED DIVERSITY
BY GLORIA E. ALVILLAR**



Gloria E. Alvillar,
HR Administrator for Education,
Training & Development

For a while we have been asking employees at New Employee Welcome about their ethnic background and have identified 36 different ethnic/ racial backgrounds in the last few months. There is something magical about our diversity.

I always ask if anyone in the group has Irish blood and luckily there is almost always at least one person. I do this to then share with them that it was Hugo O'Connor, an Irish officer in the Spanish army, who selected the original site for Tucson in 1775.

In addition to the 36 ethnic backgrounds you cannot imagine the age diversity of our employees, and add to that educational backgrounds, height, weight, you name it! In our employ there are at least three former bull riders, several fitness trainers, countless military veterans, artists, and some cooks.

It is not just about tolerance. It is about moving from intolerance to an understanding and appreciation of these differences. It is appreciating, for instance, that the music that came from Germany, Poland and Switzerland with Maximilian to Mexico is now enjoyed by everyone who hears Waila music played by a Tohono O'odham band.

At work we come to appreciate diversity as we use group processes to find solutions and as we listen to perspectives so different from our own that we begin to understand that it is our differences that make us stronger.

There is something very magical and powerful about our diversity.



A photo of the Presidio today.
The way Hugo O'Connor and

EMBRACING A TUCSON VALUE

The following are just a few examples of the shared diversity of City of Tucson employees.

- African-American, Albanian, Apache, Mexican, Norwegian, Polish, Portuguese,
- Austrian, Barbadian, Basque, Chinese, Romanian, Russian, Scottish, Sicilian,
- Costa Rican, Cherokee, Danish, Dutch, Sioux, Spanish, Swiss, Tarahumara, Ute,
- Eastern European, English, French, Vietnamese, Welsh, West African, West
- German, Hungarian, Irish, Italian, Indian, Yaqui, Yugoslavian, and Zapotec.
- Japanese, Jewish, Jordanian, Korean,

**One generation plants
the trees under which
another takes its ease.**
- Anonymous

If you are a City employee and would like to share your ethnic / racial background to be included in a future publication please send it to diversity@tucsonaz.gov
Names and/or other identifying information will NOT be published.

EMBRACING OUR DIFFERENCES

There is a web site called www.embracingourdifferences.org that is asking for quotations of 50 words or less that will accompany giant billboards celebrating diversity. Wouldn't it be great if one of next year's quotes came from the City of Tucson?



and the Emmy goes to...

Gene Einfrank, Mitch Riley, and Lety Bazaruto-Mathews are all award winning photographers, videographers, and filmmakers. They represent the best of what we have to offer as city employees and members of the Tucson community. They are passionate about their work, committed to their art form, and are keen observers of the world around them. They all work for the City's Tucson 12 television station.

Tucson 12 has been on the air since 1984. Each year it has grown and captured a greater audience. The programming has something for everyone in this diverse community.

One show in particular is at the heart of what we are all about. That show is 'I Am Tucson', a television campaign that Tucson 12 is producing in conjunction with the City's Diversity Team. The program takes viewers on a journey to meet City workers. By the end of the campaign viewers will meet and learn something about each of the 12 City workers who represent the diversity of our workforce and our community.

Mitch Riley, was recently honored with the coveted Emmy Award for his photographic expertise on 'I Am Tucson'.

"It's a great privilege for me to be a part of the Tucson 12 team," Mitch related." It is the contribution, collaboration and commitment of every member of our team that allows us to excel. In our case, the old adage is true,



Mitch Riley, Lety Bazaruto-Mathews, and Gene Einfrank

the whole is greater than the sum of it's parts."

Lety describes her experience in working in a job that is rewarding and challenging.

"Being in a predominantly male field (production-wise) can be challenging, but it's also a great motivator to push myself to keep up with the talented guys on our production staff." She goes on to say, "As far as winning the Emmy, the bigger award came when I saw the proud look on my husband's face. He was my inspiration and subject of my story."

"It's an honor to be part of a production team that sets high standards for the programs we produce," stated Gene Einfrank, Tucson 12 Producer. "Awards are a great way to recognize quality, but in the purest sense we don't work for awards. On a personal level, I feel that it's a special privilege to work for our audience, the citizens of Tucson. They are the final judges of what we do. If our work pleases them, if what they see engages their interest, that's the best indication that we're achieving our mission."

EMMY-

Historic / Cultural - Program Feature/ Segment or Program/Special:
"The Mission" - Gene Einfrank and Mitch Riley
Photographer Short Form:
"I Am Tucson" - Mitch Riley
Sports - News Single Story/News Series/News Feature:
"Formula for Success" - Lety Bazaruto-Mathews

Tucson 12, received a total of 16 awards from the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences (EMMY) and from the National Association of Telecommunications Officers & Advisors (NATOA).

**Coming Together to Learn,
to share, to include.**

**DIVERSITY IS OUR
GREATEST ASSET!!**



GENERATIONAL DIVERSITY

VETERANS	BABY BOOMERS	GENERATION X	GEN Y (NEXTERS)
Born Between 1922 - 1942	1943 - 1960	1961 - 1980	1981 - 2000
<ul style="list-style-type: none"> ▪ Traditionalist ▪ Patriotism - WWII ▪ Rewards ▪ Get A Job. Keep It! ▪ Work Is Important ▪ Getting an Education is Valued ▪ Gold Watch ▪ Savers (\$ \$) ▪ Huge Spending Capability ▪ Rise of Unions & Political Power ▪ Brought Up On Radio 	<ul style="list-style-type: none"> ▪ Both Parents Work Outside The Home ▪ Seeking Fulfillment ▪ "Don't Trust Anyone Over 30." ▪ Major Political & Economic Influence ▪ Viet Nam ▪ Civil Rights ▪ Women's Liberation ▪ Introduction Of Early Television ▪ The "Pill" ▪ Energy Crisis ▪ Watergate & the Nixon Era 	<ul style="list-style-type: none"> ▪ Latch Key Kids ▪ Fragmented; Segmented - Group Identities ▪ Need For Feedback ▪ Requires Flexibility ▪ Hates "Close" Supervision ▪ They Work To Live - <u>Work Is Just Work</u> ▪ Cable TV ▪ Challenger - Space Program ▪ Wall of the Berlin Wall ▪ AIDS ▪ Desktop Publishing 	<ul style="list-style-type: none"> ▪ Products Of Soccer Moms and Little League Dads ▪ No Connection To The Traditionalist Concepts ▪ New Attitudes Re: Race, Gender, Sexual Orientation. ▪ Internet ▪ School Violence ▪ Extreme - Reality TV ▪ Fast Food - Take Out ▪ "On Time" has Little /Different Meaning ▪ Values "Free Time" ▪ Credit / Debit Cards ▪ Spenders (\$ \$) - Instant Gratification
Most Have Left the Workforce	Many Are Now Leaving the Workforce - Retiring	They Have Grown Up with Early Electronics: Computers; Mobile Phones; Pong; Pac-Man.	Brought Up Entirely On Electronics: Personal Computers, PDAs, Nintendo, PS, Xbox, Cell Phones, and Electronic Gadgets.



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