



**Hispanic Council on Federal Employment
Twenty-Third Public Meeting
July 23, 2015**

On July 23, 2015, the Hispanic Council on Federal Employment (HCFE) held its twenty-third public meeting at the U.S. Office of Personnel Management (OPM) in Washington, D.C.

Participants included:

Name	Title and Organization
Michelle Arias	Deputy Office Director of Recruitment, Examination and Employment, Department of State (State)
Josue Barrera	Hispanic Employee Council of Foreign Affairs Agencies (HECFAA)
Cristina Bartolomei (alternate for Kimberly Castillo)	Vice Chair, National Council of Hispanic Employment Program Managers (NCHEPM)
Carlos Becerra	Director of Federal Relations, Florida International University (FIU)
Kimberly Castillo via teleconference	Chairperson, NCHEPM
Sara Clemente (alternate for Brent Wilkes)	Director of Federal Affairs, League of United Latin American Citizens (LULAC)
Georgia Coffey	Deputy Assistant Secretary for Diversity and Inclusion, Department of Veterans Affairs (VA)
David Dominguez	National President, National Hispanic Coalition of Federal Aviation Employees (NHCFAE)
Iliana Estevez	Federal Programs Director, Hispanic Scholarship Fund Institute (HSF)
Stacie Freasier	Director of Government Relations, Society of Hispanic Professional Engineers (SHPE)
Al Gallegos	President, National Association of Hispanic Federal Executives (NAHFE)
JuanCarlos Hunt	Director, Office of Civil Rights and Diversity, U.S. Agency for International Development (USAID)
Frank Lopez	Senior Vice President of Corporate Development, Association of Latino Professionals For America (ALPFA)
Jimmy Ortiz	Vice President, Government Relations, National Society of Hispanic MBAs (NSHMBA)

Name	Title and Organization
Jacqueline Padron (Zina Sutch, Ph.D.) via teleconference	Diversity and Inclusion Program Manager, Office of Human Resources Management, Department of Agriculture (USDA)
Nimesh Patel	Executive Director, Diversity and Inclusion, Department of Homeland Security (DHS)
Roger Rivera	President, National Hispanic Environmental Council (NHEC)
Hector Sanchez	Chair, National Hispanic Leadership Agenda (NHLA) and HCFE Co-Chair
Dan Solis	Chief Executive Officer (CEO), President, National Organization for Mexican American Rights, Inc. (NOMAR)
Brent Wilkes	National Executive Director, LULAC

The following OPM employees participated in the meeting: Cheryl Abram, Program Manager, Senior Executive Services and Performance Management, Employee Services (ES); Beth Cobert, Acting OPM Director; Mark Anthony Dingbaum, Deputy Director for Communications and Digital Director; Sergio Gonzales, Deputy Chief of Staff; Kim Holden, Deputy Associate Director, Recruitment and Hiring, Employee Services (ES); Mark Reinhold, Associate Director, ES and Chief Human Capital Officer (CHCO); Luis Vasquez, Assistant Director of Public Engagement; Veronica Villalobos, Principal Deputy Associate Director, ES and Executive Director, HCFE.

Approximately five members of the public participated in the meeting.

Introductions, Welcomes, and Opening Remarks (start time: 3:00 PM)

Beth Cobert, Acting OPM Director and Co-Chair, HCFE

Hector Sanchez, Chair, National Hispanic Leadership Agenda and Co-Chair, HCFE

- Mr. Sanchez welcomed Ms. Beth Cobert, as the new Acting OPM Director and the HCFE Co-Chair.
- Acting OPM Director Beth Cobert thanked Mr. Sanchez and attendees for their current and future work. The Director said since her appointment in her acting capacity, the majority of her time has been devoted to working with the OPM team on the cyber security challenges. OPM is working hard to restore the trust amongst the federal employees and reassure them OPM will provide quality service to the affected individuals. She also mentioned OPM’s other mission work needs to continue during this challenging cyber security breach. In her former role as the Office of Management and Budget (OMB) Deputy Director for Management, Acting Director Cobert shared she worked closely with OPM and the former OPM Director Katherine Archuleta. Acting Director Cobert said the core elements of her agenda are related to the President’s Management Agenda and its People and Culture Pillar, as well as unlocking and leveraging the federal talent. She indicated her agenda is aligned with Former OPM Director Archuleta’s initiative on the Recruitment Engagement Diversity Inclusion (REDI) which involves capturing and utilizing data and partnership to drive recruitment. Acting Director Cobert said she is interested in sharing best practices and building a community of practice committed to this initiative. She also informed the

members she will Co-Chair the Diversity and Inclusion in Government Council with Deputy Secretary Chris Lu of the U.S. Department of Labor.

- Acting Director Cobert expressed her commitment to working with the HCFE to improve the under representation of Hispanics in the Federal Government. She also shared with the member's prior to her appointment at OPM, that she was a Senior Leader the consulting firm McKinsey and Company where she worked on diversifying the workforce at all levels. Acting Director Cobert also said she is a longtime proponent of creating an environment where people from different backgrounds are included.
- Acting Director Cobert highlighted certain elements she believes must be present in order to make a difference, such as:
 - A clear commitment by leadership;
 - The practice of systematic efforts must be present (action); and
 - The inclusion of data
- She said when confronting challenging issues, data must be looked at across the board. She shared the concern about the loss of people in the pipeline. Acting Director Cobert said this is a person by person process. Her belief is that each individual an employee mentors in their career will make a difference in the future. She said when an individual is trying to make change the individual must look at many sources in order to make an impact.
- Acting Director Cobert said the HCFE needs to continue to accelerate their work progress to ensure Latinos can share their knowledge and expertise with government. In return, the government can benefit from their overall progress. Acting Director Cobert said there are recruitment, development, and leadership opportunities for people within the government. She also said the most effective meetings are the ones with real dialogue and when real problem solving occurs. Acting Director Cobert told members she is looking forward to continue working with the HCFE through its chartered date of December 2016.
- Mr. Sanchez stated members have been working on the HCFE for a number of years with John Berry and Katherine Archuleta, former OPM Directors and now with Beth Cobert. He said data is the only element that will show if the government is improving the employment and representation of Hispanics. He made it clear that this is about the quality of life for the poor communities and schools. Mr. Sanchez said the HCFE is fully committed to continue collaborating with OPM on the development of effective recruitment programs.
- Mr. Brent Wilkes of LULAC stated that cybersecurity is a government-wide challenge. He said the best place to look for leadership is in the defense and intelligence agencies. He made it clear that it has to be a system-wide response. Mr. Wilkes stated on behalf of LULAC, Katherine Archuleta was a great public servant and her resignation as the Director of OPM is a big loss for the organization. He shared LULAC had one request for President Obama and it was to appoint a Latino or Latina as the Director of OPM. Mr. Wilkes said OPM is responsible for ensuring diversity across the federal agencies and a workforce that looks like America will serve America the best. He asked Acting Director Cobert to fulfill the important agenda of ensuring a workforce that looks like America exists. Acting Director Cobert responded by saying that she shares the belief of having a workforce that represents the diversity and talent of America is important. She also said the government needs talent at all levels. She then stated if the government does not have the diversity it is missing people who can carry out the mission of government well.

- Mr. Frank Lopez of the ALPFA echoed LULAC's words in regard to the admiration that many in the Latino community had when Katherine Archuleta was appointed as the Director of OPM. He stated in regard to diversity, it is an issue for the federal government and for all sectors. Mr. Lopez said it is important for the government to be proactive and aggressive to ensure the improvement of the Hispanic employment statistics. He also believes data has not been tied to the systemic progress of Latinos. He stated a couple of issues for consideration are retention and the connectivity to Latino communities. Mr. Lopez also agreed with LULAC's comment that cybersecurity is a larger issue than OPM. He expressed his hope for Acting Director Acting Director Cobert to play her role in making a measureable impact on what the Administration sets out to do. Acting Director Cobert said she looks forward to doing just that.
- Mr. Sanchez asked the members what is working and what needs more focus to advance the Latino representation in the government.
- Mr. Dominguez, is employed with the U.S. Department of Transportation's Federal Aviation Administration (FAA) as an Air Traffic Controller, said the NHCFAE was instrumental in hiring 7,000 air traffic controllers at the FAA. He stated during their latest effort on outreach and hiring, they worked with Ms. Villalobos and Katherine Archuleta, the former OPM Director. He said they had 800 tentative offers and that 18 percent were Latinos and 10 percent were African Americans. He stated that the FAA's strategy was to conduct outreach to the U.S. Congress to provide an employment plan. Additionally, they reached out to various leadership teams around the country to discuss FAA's employment strategy with the appropriate congressional members. Mr. Dominguez said the intent was to hopefully create strategies/best practices for the HCFE. He said this is a success story of a small agency.
- Acting Director Cobert discussed how OPM uses the Diversity and Inclusion in Government Council to implement practices in the Capital Region and beyond. She said if an individual has to wait for diversity and inclusion to trickle down, it will get lost in translation. She also noted that communities of practice could be used to spread pieces of information laterally. Acting Director Cobert said we need to share ideas and practices and in turn replicate them.
- Mr. Gallegos of NAHFE pointed out that the mission is to encourage Latinos and Latinas to seek public service in the Federal Government. He said there are approximately 7,000 or 8,000 Senior Executive Service (SES) members currently in the government. However, he believes there are not enough Hispanics in the pool. He stated individuals believe it is difficult to become an SES member and believe it is not achievable. Mr. Gallegos stated in most agencies, upper management does not effectively communicate with Hispanics to understand that becoming a SES is achievable. Mr. Gallegos also hopes to see more proactive and strategic action from OPM to ensure the communication and strategies cascade to the rank and file to persuade them that reaching a SES position is attainable. He said the numbers have improved, but not enough. He also stated that the SES application process is challenging and arduous for the Hispanic community and it would be helpful if assistance can be provided them to increase their confidence about the application process.
- Mr. Wilkes of LULAC stated it is good Acting Director Cobert came from OMB over to OPM. He also said something is missing from the strategy which appears to be a commitment of revenue allocated to the effort of improving the number of Hispanics executives. He raised a concern about whether there were ideas or efforts to untap revenue sources to support this effort. Mr. Wilkes expressed that there must be resources committed to the effort of Hispanic inclusion and diversity in the Federal Government. He stated LULAC has not seen a great deal of effort on this emerging issue, up to this point, and

interested in a full scale strategy to close the gap. Acting OPM Director Cobert interjected by saying she was on the management side and realizes people and agencies are living in a challenging budget environment. She said people and management need to get out of the pattern of sequester that does not allow them to make the investments they need for the federal workforce. Acting Director Cobert understands agencies need to have a budget that enables them to make investments in America. She also understands agencies need that for the prosperity and national security of all Americans and cannot do that in the world of sequester. She said from a management side, there is enormous opportunity. Mr. Wilkes said Katherine Archuleta, former OPM Director, and Acting OPM Director Cobert, helped to leverage OMB's influence over agency behavior. He also shared as the President's Management Agenda and the People and Culture Pillar were crafted and led by Ms. Archuleta, and how they utilized both and worked with OMB on how to leverage forums for senior management to review their respective score cards. Acting Director Cobert mentioned that they used those types of mechanisms to determine the significance of administrative priorities and it was a key part to try to make this effort a core part of their collective agendas. She also indicated, when alignment is pursued by OMB, it causes pressure for agencies to perform.

Recruitment Engagement Diversity Inclusion (REDI) Roadmap Progress

During this portion of the meeting, Council members received updates from subject matter experts (SME) on the implementation of the **Recruitment Engagement Diversity Inclusion (REDI) Roadmap**. In addition, members asked questions and generated ideas to address the shared needs of the Latino community on the following topics: (1) data driven decision making; (2) social media and (3) strategic partnerships, and engagement for Latino employees through career enhancement opportunities and the SES.

Data Driven Decision Making

Veronica Villalobos, Principal Deputy Associate Director, ES, OPM

Kim Holden, Deputy Associate Director, Recruitment and Hiring, ES, OPM

- Ms. Villalobos discussed data OPM made publicly available. She acknowledged the HCFE has been a key advocate to publicly releasing data. Ms. Villalobos also presented information about understanding OPM's workforce data. She highlighted a sample applicant flow data for the 0201 series for Human Resources (HR) Management and the 2210 series on Information Technology (IT) Management by gender, race, and national origin. In her presentation, Ms. Villalobos illustrated the pool of applicants and those who were qualified and the percentage of the qualified applicants referred in the application process. She shared OPM is working with other agencies to give canned reports. Ms. Villalobos also shared OPM is also working on operational guidance for agencies to be aware of the next steps on their respective outreach and recruitment plans.
- Her presentation also included information on the HR Management series and pointed out that three out of five veterans were referred, but there was no difference in terms of men and women. In the IT series, Ms. Villalobos revealed females had one in five opportunities to be referred. She said these are the types of statistics agencies can use to develop strategies.
- Ms. Villalobos also presented on the Diversity and Inclusion Dashboard/Federal Workforce At-A-Glance, which is on the OPM website under the Diversity and Inclusion link. She said OPM intends to update the dashboard with Fiscal Year 2014 numbers by the end of July

which will include inclusion scores. All of the same demographic numbers are available by agency. Ms. Villalobos also said there are gender distribution numbers across the grade levels for each group, i.e., Hispanics. There is also information about new hires and separation numbers by agency, SES participation, and overall GS numbers without respect to sex at the agency and component levels. Regarding the New Inclusion Quotient (IQ), all of those scores are also on the OPM.gov website, as well as on UnlockTalent.gov. It is on the OPM website under policy and diversity and inclusion, on the left side. Ms. Villalobos said OPM would share the slides after the meeting.

- Ms. Holden's presentation highlighted the Presidential Management Fellows (PMF) Program. Her presentation included Fiscal Year 2014 and Fiscal Year 2015 PMF demographics. Ms. Holden provided an example and explanation of how OPM utilizes data to support and drive hiring decisions. She provided members an overview of the program and indicated OPM has been managing the PMF program since President Carter established it in 1977. Ms. Holden shared with the members that the program was revamped in 2012 under an executive order. She said the requirement for every school to nominate a student for participation was eliminated due to the lack of diversity of applicants. Ms. Holden shared with the members that when she joined OPM in 2012, 75 to 80 percent of PMF selectees were non-minority males. She said, when that nomination requirement was eliminated, OPM worked on more aggressive outreach efforts to inform students the program was a leadership development program open to everyone; why it was important; why OPM needed them to focus on the program; and where it could lead individuals in their careers. As part of OPM's outreach efforts the staff began to meet with colleges and universities with Master's and Ph.D. programs. She said OPM wants to ensure the representation of Hispanics in the program meets the goal of being as high as the Hispanic graduate representation levels. Ms. Holden said through college onsite meetings, OPM worked with the University of California, University of Texas, Florida International University, LULAC, Hispanic Association of Colleges and Universities, and the White House Initiative on Educational Excellence for Hispanics. She also mentioned the PMF class of 2015 had the greatest increase in Hispanics representation, in comparison to a greater increase than representation in upper level schools. She also indicated that 55 percent of the class was comprised of women and 45 percent of men. She also shared with the members that the diversity of science, technology, engineering, and math (STEM) candidates was really high. Ms. Holden highlighted the STEM finalists, 9.4 percent were Hispanic out of a class of 600 finalists and OPM also used data to inform how it conducted the assessment process. She said in 2012, OPM was concerned as to whether or not the assessment process had an impact. She said OPM worked with an Industrial/Organizational Psychologist in 2015 and the data revealed that 9.5 percent of Hispanics were selected as semi-finalists. She stressed OPM works with agencies to find out what their needs are and indicated using the data OPM had available at the time changed the overall diversity of the PMF program.
- Mr. Dominguez of the NHCFAE said it is discouraging that bureaus are not disclosing the list of finalists. Ms. Holden said OPM is preparing to conduct a job fair in August. A VA representative asked if OPM has placements by RNO. Ms. Holden said she will provide the HCFE with the PMF placement rate numbers as a follow up after the meeting. She shared with the members that OPM recently completed a PMF report. Mr. Rivera of NHEC heard anecdotally that the PMF process was challenging last year in terms of final hires and Latinos being hired. He also said NHEC hopes to get those numbers and compare excellent outreach to actual results. Mr. Lopez of the ALPFA said that with these reports, it is important to be

clear about measures of success and not just to look at success related to outreach. His belief is that the final assessment is about how many candidates were hired. Mr. Lopez stressed that if that data is currently not available then perhaps it needs to be available. He also said it is important to ensure OPM collects and shares the data. He went on to state if individuals apply for the PMF program it is great but they do not get hired, then perhaps there may be a question of integrity. He said the outcome, in terms of success, is important and must be related to how many hires proportionally are Latinos or Latinas. Ms. Villalobos ensured the members that OPM will have the data available to share with them. She said once an individual is hired, the data is the agencies' responsibility. However, OPM will look for the data, obtain it, and share it before the next meeting. Ms. Holden said a challenge for agencies is that people do not self report when they are hired by an agency. Ms. Villalobos stated that there is clear research on the community's failure to report their ethnicity and most research indicates that about 25 percent of Latinos do not self-identify. She said OPM will report what data it has on how people have self-identified.

- A public member (EPA employee), asked what OPM plans to do to expand STEM outreach within the Hispanic community. Ms. Holden said OPM will work closely on a STEM community of practice co-chaired by the White House Office of Science and Technology Policy to identify areas where they would like to conduct recruitment. Ms. Holden said OPM works with agencies to find out what types of hires they need to come in, i.e., what majors are needed. Once that information is shared, then OPM identifies the areas to recruit. She also shared technology plays a role in the outreach efforts. For example, if agencies are unable to travel, then they utilize the technology available to reach out virtually. This method of outreach appears to be cost-effective for both the agencies and the students.
- Mr. Dominguez of the NHCFAE expressed concern on the methods OPM uses to hold agencies accountable when they do not implement OPM policy. Mr. Dominguez NHCFAE asked when OPM does its trend analysis if it creates a barrier analysis plan for X agency and was interested on how OPM funds it.
- Ms. Villalobos referenced the new Diversity and Inclusion in Government Council to the members. She said all CHCO agencies are represented on the Council and that it is comprised of very senior management with Deputy Secretaries, Chiefs of Staff, and Diversity and Inclusion Directors. She indicated the next DIG Council meeting was schedule on Monday, July 27. As part of the meeting, members will identify and benchmark those efforts. Ms. Villalobos also shared that at every meeting, they will hear reports on the status of efforts. Looking at USDA, they know much of their success had to do with the constant communication between the Secretary and component heads; they met monthly. OPM will replicate that with agencies. Regarding the barrier analysis, OPM is working with the Equal Employment Opportunity Commission. The work around data is about helping agencies replicate successful practices, as well as analyze the data related to nuances.
- Ms. Coffey of the VA is curious about drilling down on Hispanic representation at various levels of applicant flow and perhaps shift dollars from outreach to internal efforts. She said that the VA loves applicant flow updates, but recommended that maybe OPM ODI could make it a regular part of the HCFE meetings. They believed it would be helpful to devote five minutes of future meetings to discuss Hispanic representation within in the applicant flow data. Acting OPM Director Cobert said the objective is not people in the pipeline, but the successful completion of people in the pipeline. The Director said the PMF program is a great source of future leadership which most agency leadership gravitates to the PMF for future leadership. Acting Director Cobert referenced the stages of getting a federal job. For

example, stage one, relates to whether people get a job; phase relates to how are they are doing with Latinos in the class of 2015 in terms of advancement and retention. She said over time the real the success is getting Latinos into the SES. Acting OPM Director Cobert also stated that there is no one who likes data more than Ms. Holden, except herself. She said OPM is currently pursuing outreach efforts and they will not move completely away from that, but raised a question about where is the next place to focus and pay attention to getting people in jobs and having them grow in the jobs. Ms. Villalobos said OPM would like to have a discussion with the HCFE about the next step. She invited anyone who is interested in participating in a discussion with OPM to let her know. Ms. Villalobos said an easy place to start is with the PMF. Ms. Coffey from the VA said at the recent Diversity and Inclusion Council meeting, there was an area of robust discussion about the Pathways Program and the overall end result. To know if it is effective from a diversity and inclusion perspective, they must know the end game and there are concerns about its impact.

- Mr. Patel of the DHS said they have access to applicant flow data, but it is cumbersome. He said having canned reports is a great place to start. He also shared that DHS crunched their Pathways numbers and they look great.
- Mr. Gallegos of the NAHFE said that the problem is that by the time they bring those in, all of those positions will be gone and there will be none left for Hispanics. Ms. Villalobos said OPM was showing them robust applicant flow data and working all of this in parallel. It will show broader efforts for employees and the SES.
- Mr. Gonzales of OPM said a challenge they face is obtaining the applicant flow data. Ms. Villalobos said OPM is looking at how to help agencies pull data and provide them guidance and education to enable people who are not data experts to utilize the data in productive ways for their diversity efforts.

Social Media and Strategic Partnerships

Luis Vasquez, Assistant Director for Public Engagement, OPM

Mark Anthony Dingbaum, Deputy Director for Communications and Digital Director, OPM

- Mr. Vasquez presented his second presentation before the HCFE today. He said OPM is working to do more to expand its relationship with the Hispanic Serving Institutions (HSIs) and trade associations. He also mentioned OPM is thinking about systematically ensuring visibility across agencies. His presentation focused on the current and next versions of resume mining. He said the process starts when an applicant flags their resume as searchable. On the back end of the process, agencies mine the data.
- He stated that a hiring manager could create a project that can be linked to a job opportunity announcement (JOA). However, it is not mandatory that it be linked to a project. He further explained that a hiring manager can go to the link to explore resumes. After a project is created, HR can search by degree, education, and career level. Mr. Vasquez also said an option is available that allows HR to search by veterans and Schedule A status. He said the process assists hiring managers with direct hiring authority. His hope for the future is that OPM provides options to search for SES and Pathways graduates. He said after hiring manager's conduct a search they can search resumes and the last step is to send an e-mail inviting potential applicants to apply. The e-mail has a post-action ID that allows agencies to track the success of this tool. This tool provides the "who" and "how many" of the mined resumes lead to applications and job offers. Mr. Vasquez said resume mining connects hiring managers to the applicants. He told the Council in the next iteration, OPM will connect

potential applicants to third party groups, i.e., affinity groups, career counselors, and job centers. Mr. Vasquez said this is currently a pilot program and OPM has about 200 users.

- Mr. Gonzales of OPM said OPM has spent a lot of time expanding relationships with HSI partners such as finding people who can link OPM to talent in mission critical occupations. He said it would be helpful for OPM to provide that type of information to agencies in order to leverage those partnerships at their levels. He was interested in knowing if there is a way to develop that information and share it on USAJOBS.
- Mr. Wilkes of LULAC said that relationship building works with colleges and universities when it hosts events by inviting them. Mr. Wilkes said this works for LULAC. However, it has to conduct research to find out what folks it needs to reach, for example, career counselors.
- Ms. Arias of the State Department raised a question on what OPM is currently doing to educate people to ensure they check the box on USAJOBS to indicate that their resumes are searchable. Ms. Arias also asked if there will be an education campaign for USAJOBS users in the near future. Ms. Villalobos said OPM is making USAJOBS more user friendly, and improving the search ability on the back-end. She also said OPM will be creating more easy-to-use, intuitive modules in USAJOBS for applicants to interact with the video modules and learn how the information is being utilized. Ms. Villalobos stated at the next meeting scheduled in October, OPM will have its program manager who is doing these of updates. She said they developed 11 pillars based on feedback from HCFE members and others from across the country. Ms. Villalobos made it clear that OPM is making improvements. Ms. Arias from the State Department recommended helping people understand how their information will be protected is important. Acting OPM Director Cobert said there are many ways that prospective and current applicants can interact with the government. She said OPM is trying to find the balance between reassuring people and not creating worry. She also stated OPM will work with focus groups before they get to the right balance.
- Mr. Becerra of the Florida International University said that the individual college professors and counselors are in the trenches.
- Mr. Dingbaum presented on REDI social media priorities. He said data-driven strategies and digital tools are drivers of REDI.
- He shared with the members that the first work group was on digital recruitment. He said OPM is currently building a digital recruitment toolkit. He said a survey was recently completed with 65 percent of respondents indicating that agencies are using social media and 75 percent indicated they lack formal digital recruitment programs. He informed the members OPM hopes to have the toolkit ready for agencies by the end of the year to help agencies track progress or use of data.
- Mr. Dingbaum also informed the members that there will also be a workgroup on digital recognition of the great work of Federal employees. He said OPM conducted the #HonorTheOath campaign, comprised of short videos on ways people honor the oath of office through the important work they do as a public servant. Mr. Dingbaum said the diversity of the submissions was surprising and exciting. He went on to say this is an example of the work that the workgroup is looking into and great way to showcase the work done by government employees.
- Mr. Dingbaum also said OPM is looking into developing a customer service tool on Twitter such as @AskOPM to enable the public to connect with program experts. Additionally, OPM is working on an Ask OPM handbook with information on how to utilize this tool. Mr. Dingbaum said this is a tool OPM will have ready by the end of the year.

- He said OPM has a presence on LinkedIn and has interest in a tool called LinkedIn Pulse. He mentioned OPM blogs focuses on diversity, inclusion, and hiring. Mr. Dingbaum shared OPM is positioning itself as a thought leader in the space. When LinkedIn Pulse notices these, it can reach large and diverse audiences.
- Ms. Villalobos stated that OPM has worked hard to get this information out on LinkedIn and blogs. She also said OPM would appreciate feedback from HCFE members on how to get this information distributed more broadly.
- Ms. Arias from the State Department asked if there are links to frequently asked questions that direct potential applicants to check out OPM's LinkedIn profile page and Twitter account.
- Ms. Villalobos asked if OPM sent this information to the HCFE members would they OPM distribute it accordingly, and HCFE members agreed to help out. It was also mentioned in the meeting that although social media is available, each social media has a different ways to connect with people. With LinkedIn, people connect virtually rather than in person. Mr. Dingbaum said that LinkedIn prides itself in being a place for passive job seekers. It is a great place to entice people into new jobs and new venues.
- Mr. Lopez of the ALPFA raised the question on how OPM would require agencies to use social media. He was also interested on how OPM would integrate USAJOBS through social media and other current available tools. He said it still takes a process to get agencies recruiting and hiring officials to engage and use these types of channels. Mr. Dingbaum said people are at a difficult crossroads, e.g., regarding ethics and guidance on social media. He also stated there is unnecessary fear around the use of social media. Mr. Dingbaum said it can play as a bridge for OPM. He also said that it is able to use social media in distinct ways that the Federal Government has not gotten to use and create greater volume for the pipeline.
- Mr. Dominquez of the NHCFAE said that a best practice related to HR officials is the creation of a virtual strategy. He stated they have also asked employee resource groups to advertise for the virtual career fair. He also shared NHCFAE was granted authorization to talk to Univision and others and the organization received approximately 28,000 applications for air traffic controllers advertised positions. He stated by using social media and real people to promote jobs helped tremendously. Mr. Dingbaum said the work group could benefit on a download on how that was done. Ms. Villalobos said not all agencies are using this platform in the same manner. For example, the National Science Foundation and the Peace Corps are using LinkedIn well. Mr. Dingbaum is setting up communities of practice and meeting with current PMFs and collecting several assets as they build a portal for students and recent graduates to sell them on Federal service, which they will begin to build later this year.

Engagement for Latino Employees through Career Enhancement Opportunities and the SES

Cheryl Abram, Program Manager, Senior Executive Services and Performance Management, ES, OPM

- Ms. Abram is in the leadership and executive development office for OPM that regulates training for executives in government. She provided an overview of the office responsibilities and highlighted some of the training products available on HR University that include work-life and leadership, working in a multigenerational workforce; emotional intelligence; and leading change.
- Ms. Abram shared the office provides guidance to agencies relating to best practices for leadership development.
- Ms. Abrams shared with the members the office is currently developing a SES curriculum related to what they need to work on depending on their career direction.
- She also mentioned the office also helps agencies implement senior executive candidate development programs and highlighted that the office is currently focusing on coaching with the support of former OPM Director Archuleta. She noted there are about 30 Federal coaches in a database and its OPM hopes to increase that number.
- Ms. Abrams also mentioned situational mentoring for executives. She said there are 78 mentors and 34 SES mentees. With situational mentoring, if an executive has an issue he or she needs help with, he or she can search for mentors by ECQ competency, city, and state, and topic area. OPM conducted a six month evaluation on the program and they received positive feedback on the value added to executives.
- Ms. Abrams highlighted the President's Management Council Rotation program for GS-13's to GS-15's that consist of six months. This program supports fellows to work at another agency to enhance their ECQ's. She also highlighted the SES onboarding pilot program currently underway. The office enhanced the onboarding SES framework. Ms. Abrams noted the following six agencies currently sponsoring a piloting program: (1) HUD; (2), DHS; (3) DOC; (4) OPM; (5) HHS; and (6) the Peace Corps. She said most of the agencies are in the implementation phase of the program, while some are in the planning phase. She said it is important for agencies to have certain standard operating procedures in place before they implement their programs. Ms. Abrams also said for executive onboarding, OPM is looking at sustainment throughout changes in leadership.
- Ms. Villalobos raised a question about the development of SES members as to whether it includes diversity and inclusion, as well as creating workforces where agencies fully engage and develop employees. She also mentioned government-wide trainings and programs that Latinos should be tapping into to further develop their careers. She said Latino employees can learn new skills by taking higher level detail developmental assignments and consider coaching.
- Ms. Abrams said coaching ensures that no one is limited to what is in that agency and that also goes for the mentoring hub where people can establish contacts across the government. She went to say if individuals do not have robust networks, hiring managers reach out to the people they already know.
- Ms. Abram said they do a lot of foot work to get the word out. She said her office makes presentations at several conferences such as LULAC, Federally Employed Women and Blacks in Government.

- Mr. Gonzales of OPM said that LULAC has been a model for partnering with OPM on leadership development programs. He was interested in knowing how OPM can work with the HCFE on such programs. He said that the new coaching network and expanding the mentoring hub are great opportunities to get SES members into the pipeline.
- Ms. Clemente of LULAC said they are receiving a lot of calls from Federal employees asking for assistance. She asked Ms. Abrams if she would work with LULAC at their upcoming conference on September 22-24, 2015 on the SES development track. She informed the members LULAC would be hosting the Federal Training Institute (FTI) partnership again this year in Rockville, MD. The plan is to showcase the ECQs and competencies in preparation to advance in their federal careers. Ms. Clemente said LULAC wants to offer itself to serve as a platform during the FTI and they will need the support of all agencies to allow employees to attend. The FTI is available to all employees at no cost.
- Mr. Sanchez was interested on the impact of SES for Latinos in terms of the different spaces and activities promoted in the government. He was interested in any data currently available on this issue. He also made the point that that the numbers on Hispanics in the SES are not good and asked OPM to elaborate Ms. Villalobos responded by saying that the 2014 numbers are not currently available and will be available by the next meeting. She said OPM is trying to figure out the percentage of hires and is aware of a percentage increase.
- Ms. Clemente of LULAC said providing information to the public about the SES and advancement opportunities has created awareness to individuals to be informed of the measures need to be done to enter into the SES. Ms. Clemente also said educating the public and current federal employees on the requirements of becoming a government executive is important. She also stressed that it is very important for employees to get support from agencies starting from the top on down to ensure employees can participate and advance their careers.
- Ms. Arias of the State Department stated when it comes to mentoring a lot of employees, a concern and fear is the actual process. She asked about the application process and who will provide assistance to the interested applicants as they draft their ECQs and resume. Her belief is that writing the ECQs feels cumbersome to Hispanic applicants. She stressed the application process for the SES is a huge problem for the Latino community. Ms. Arias also shared that putting thoughts and experience on paper is a challenge for a large number of technical specialists in the federal government. Ms. Villalobos said that ODI conducted a pilot with the Asian American Government Executives Network to get to this point, and they had a lot of success. She reported 20 percent of the candidates who participated in the program applied for SES positions and were accepted. Ms. Villalobos also stated OPM is currently looking for partners to develop a similar program the Hispanic community and will have some discussions with NHLA and LULAC.
- Ms. Clemente stated LULAC is working on the Leadership Executive Advanced Program (LEAP) as a request from Director Archuleta and will be meeting with OPM in the near future.
- Ms. Clemente shared with OPM there is an issue with the recent letter OPM circulated regarding agency support for employee attendance to conferences or training. Ms. Clemente said the new policy for the agencies having direct approval for conference attendance by federal employees has impacted the attendance rate at the LULAC training held in Salt Lake City, Utah because a majority of agencies disapproved requested training. Ms. Villalobos mentioned that having a conversation around that issue for all of the agencies being affected

may be helpful. Ms. Villalobos said they would have a discussion with Acting OPM Director Cobert on this matter.

- Mr. Gallegos of the NAHFE expressed interest in having Ms. Abrams provide a presentation at the next scheduled NAHFE workshops. He also made the suggestion of holding SES ECQ's boot camp lead by Ms. Abram's. Ms. Abram agreed to provide support to the NAHFE for a future boot camp workshop.
- Acting OPM Director Cobert said that these types of best practices are a rich set of tools and training opportunities for the Hispanic community.
- Mr. Sanchez shared many agencies do not care about developing and promoting Hispanics for the SES. However, he said the NHLA will continue to put pressure on agencies on their lack of commitment on this matter.
- Acting OPM Director Cobert thanked members for the depth in which they care, the importance, and the thoughtfulness about how to make real tangible measurable progress that has impact at the end of the day to make improvements for the Hispanic community. She also said it is important to have talented Latinos in positions in the Federal Government to serve the country. She looks forward to continued interactions with the Council and receiving updates on their progress. She also encouraged the members to reach out to her at any time and she thanked them for their leadership.

Closing Remarks

- Ms. Villalobos said all of the 2014 and 2015 meeting minutes will be posted and available on the OPM website by the end of the month. She also stated that the meeting notes are vetted and will be 508 compliant.
- Ms. Villalobos also announced to the Council that she accepted a new position as the Principal Deputy Associate Director in Employee Services, the HR policy/human capital arm of OPM. She announced to the members that Ms. Sharon Wong will be the Acting Director for the Office of Diversity and Inclusion for three months and Mr. Bruce Stewart take on the duties as acting for the following three months. Ms. Villalobos said OPM will post the Director position in the next few months and ODI will continue to report to the OPM Director.
- Mr. Hunt of USAID said the Council needs to see the final numbers of Hispanics in the SES at the end of the day and having access to the applicant flow data has been very helpful. He said it is critical to look at all of the different aspects of the applicant flow data. Mr. Hunt also expressed concern about the self-reporting as part of the application process. For example, having a popup appear frequently is disruptive to get 100 percent of self-reporting. Ms. Villalobos said that OPM has talked to other agencies. It may have to do with what people perceive at agencies. To the extent there is interest in working with OPM on this issue, OPM is happy to work on that.
- Ms. Arias of the State Department said that millennials do not understand why they need to report, and many do not feel comfortable categorizing themselves. Mr. Dominguez of NHCFAE said they fear they will be trapped as a minority if they self-identify.
- Ms. Villalobos also announced she will continue her role as the Executive Director of the HCFE although she has a new position in OPM.

Public Comments

- Mr. Roberto Salazar, of the Library of Congress (LoC), reminded the HCFE to not forget the legislative branch. He said there are 3,300 employees at the LoC and Hispanics represent only 2.4 percent of the LOC workforce. He also said only two percent are in senior leader positions. He stated the LoC will reach out to those with “gov” e-mails regarding strategies to improve applicant pool rates regarding the representation of Hispanics. Mr. Wilkes of LULAC requested Mr. Salazar to send his e-mail address to him.
- An EPA representative mentioned the feedback the agency receives from the Hispanic Employment Program Managers at the EPA. She said they recruit, but unless agencies have specific positions, it is hard for them to recruit for specific jobs. She asked OPM if they could consider creating a recruitment toolkit to provide to agencies to discuss other programs, in addition to USAJOBS. She also suggested agencies promote other programs. Mr. Gonzales of OPM said OPM is currently developing recruitment and hiring toolkit for agency purposes. Ms. Clemente again promoted the LULAC FTI Partnership to be held in September that will accommodate 600 attendees.
- Mr. Lopez of the ALPFA announced its upcoming convention from August 6-10, 2015. To date, there are over 3,000 registrants.
- The Society of Hispanic Professional Engineers (SHPE) announced its conference is scheduled November 11-14, 2015 in Baltimore, MD.
- Ms. Villalobos said that OPM can share this with all of the diversity and inclusion professionals throughout government. OPM can push that out through the ODI listserv.
- Mr. Solis of NOMAR said that its conference is scheduled September 1-4, 2015 in San Diego, CA.
- NSHMBA said that its conference is scheduled October 8-11, 2015 in Chicago, IL.
- LULAC said that Puerto Rico is a great source for employees. LULAC raised a question about whether there is anything OPM can do to ramp up opportunities for Puerto Ricans in Puerto Rico to apply, specifically in the STEM area.
- Mr. Sanchez adjourned the meeting at 5:17 PM.

Certification



Veronica Villalobos
Executive Director,
Hispanic Council on Federal Employment