



BY CPS HR CONSULTING

The Case for Employee Engagement

& Engaging Hispanic/Latino Employees

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Who We Are



- CPS HR is a self supporting, independent government agency - offering a full range of integrated HR solutions
- The Institute for Public Sector Employee Engagement is a division of CPS HR
- Mission – help the public sector measure and improve employee engagement

Goals for Today

- Define & Understand Employee Engagement
 - Employee Engagement's unique offering in the Public Sector
- Review BLS Data on Hispanic/Latino Workforce
- Employee Engagement at CPS
 - How we measure engagement (surveys are #1)
 - Review of our National Poll
- Best Practices for Surveys/Employee Engagement
- Polls & Bonuses?!

Understanding Employee Engagement

“A heightened connection between the employee and their organization”

U.S. Merit Systems Protection Board

[*The Power of Federal Employee Engagement*](#)



Beyond Job Satisfaction



Personal Meaning



Discretionary Effort



Pride

Employee Engagement & the Public Sector

Roles:

- Public Safety
- Public Health
- Education
- Utilities –
Water/Wastewater/Electricity
/Natural Gas
- Streets and Maintenance
- Support Roles (Finance, HR,
Communications, etc.)



**Beyond Job
Satisfaction**



**Personal
Meaning**



**Discretionary
Effort**



Pride

Poll – EE in your organization

Does your organization have an employee engagement program?

- Yes
- No
- Don't know



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Bureau of Labor Statistics Data

BLS Data (1 of 3)

HISPANIC WORKERS IN THE LABOR FORCE

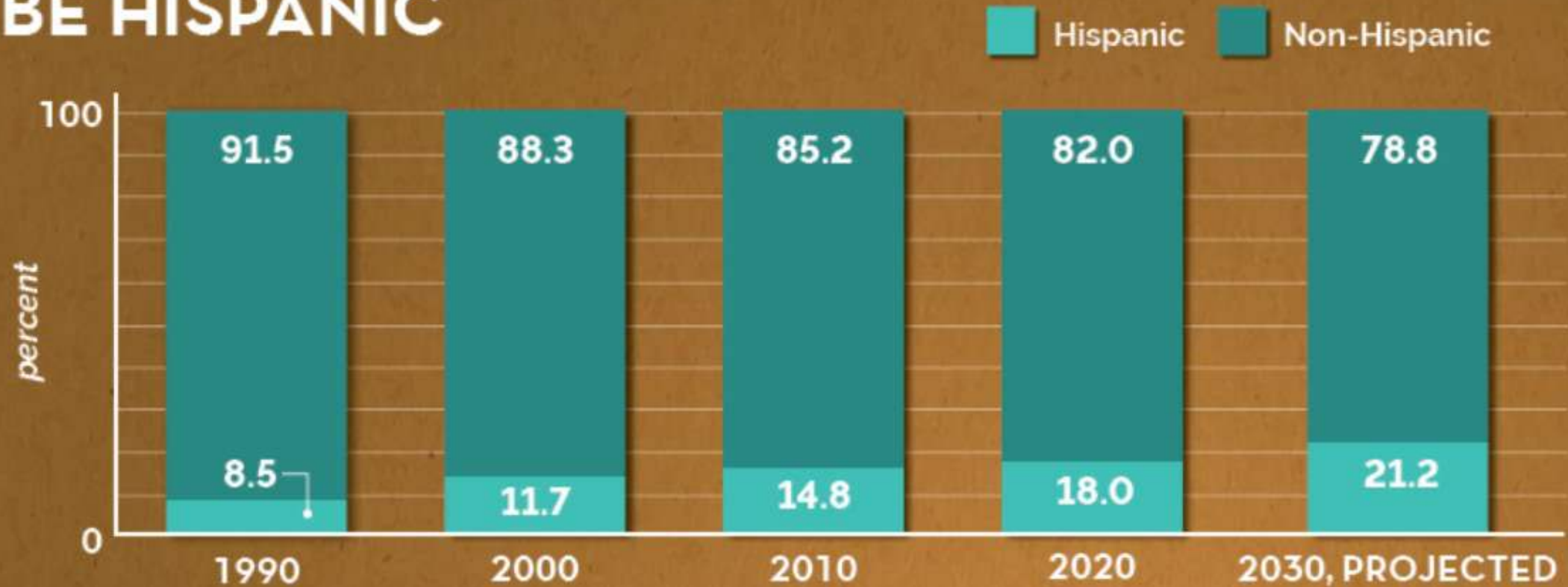
in millions



Source: BLS.GOV

BLS Data (2 of 3)

BY 2030, 1 OUT OF 5 WORKERS WILL BE HISPANIC



Source: BLS.GOV

BLS Data (3 of 3)

HISPANIC WORKERS ARE YOUNGER,
ON AVERAGE

HISPANIC

38.5

ALL WORKERS

42.0

MEDIAN AGE

Source: BLS.GOV

Poll – Hispanic Heritage Month

What day does Hispanic Heritage Month begin?

- September 1st
- September 15th
- October 15th
- Don't know



Image created with the assistance of DALL-E 3.

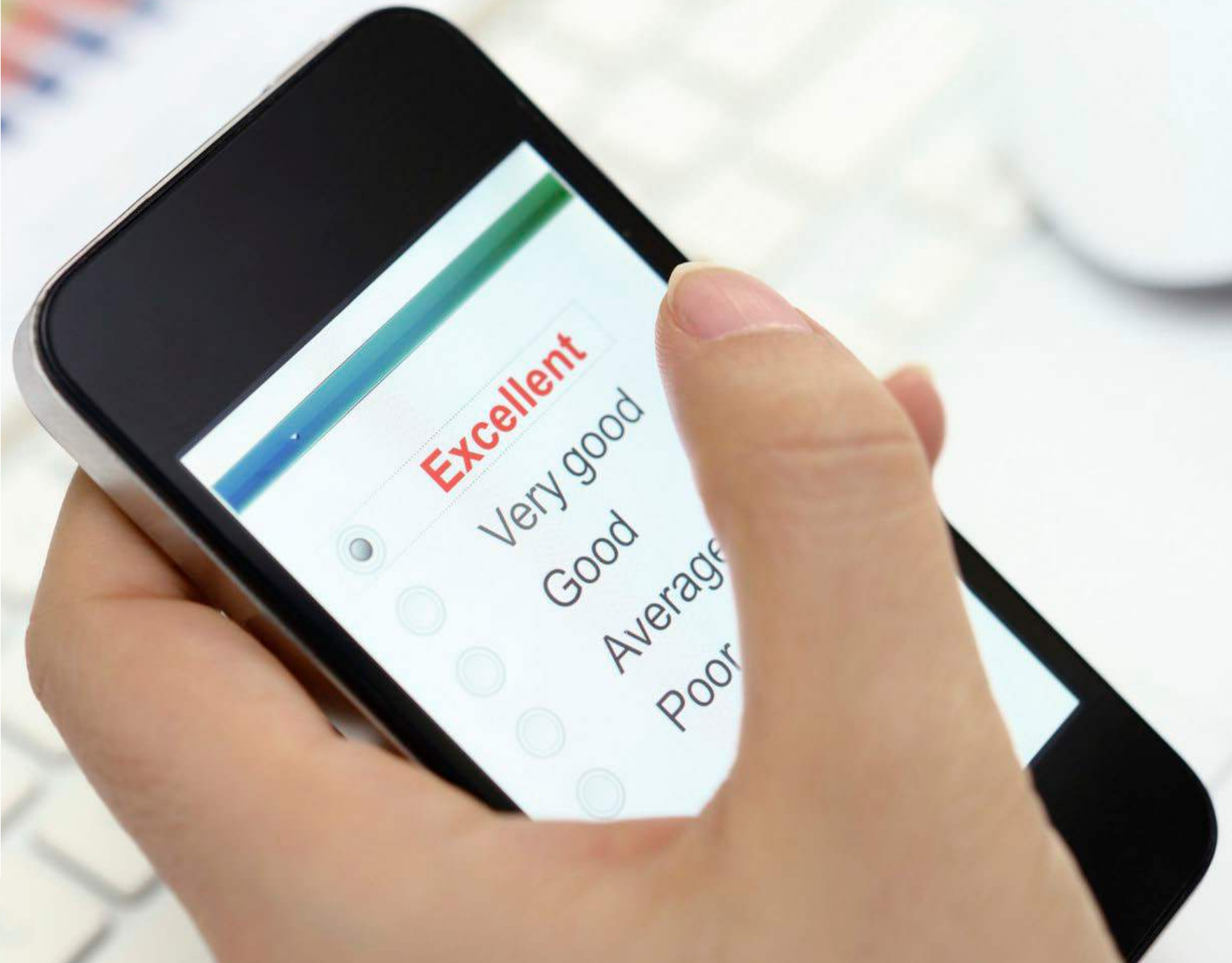
Employee Engagement by CPS HR

Employee Engagement as a Process



Why Survey?

- ✓ Efficient and inclusive
- ✓ Consistent data
- ✓ Confidential
- ✓ Benchmarks



CPS HR's National Poll

- Designed to represent U.S. workers
- Private sector, government sector, and each level of government (federal, state, and local)
- Quotas and weighting (% with a BA or above, gender, and age) to reflect actual estimates
- Same methodology used since 2016

Engagement in the Workplace



Fully Engaged Employees More Likely to Report:

- ✓ Good or Very Good Physical Health
- ✓ Good or Very Good Mental Health



Fully Engaged Employees More Likely to Report:

- ✓ Mission Success
- ✓ Intent to Stay

+ Organizational Performance

Key Driver Analysis



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- Which questions have the most influence on the employee engagement score?

Method: [Relative Weights Analysis](#)

Key Drivers of Employee Engagement



"I feel valued for the work I do."



"I feel like I belong here."

Images created with the assistance of DALL-E 2.

Dos and Don'ts – Employee Engagement

Dos - Survey Content

- Add Categories:
 - Resources & Workload
 - Pay and Benefits
 - The Organization's Mission
 - My Team
 - My Supervisor
 - Leadership & Managing Change
- Add Demographic Questions:
 - Gender
 - Age
 - Race/Ethnicity
 - Department Work/Group

Don'ts - Survey and Follow Up

- Just survey - no post-survey action
- Get discouraged with initial low response rates
- Skimp on confidentiality
 - Consider 3rd party or very limited access to responses
 - Don't slice/dice data in a way that might reveal a respondent's identity

Dos – Hispanic/Latino

Considerations for the Survey

- Consider adding additional options for race/ethnicity identification:

New combined race and ethnicity question on U.S. Census Bureau surveys will include 'Hispanic or Latino' and 'Middle Eastern or North African'

☐ **Hispanic or Latino** – *Provide details below.*

☐ Mexican

☐ Puerto Rican

☐ Salvadoran

☐ Cuban

☐ Dominican

☐ Guatemalan

Enter, for example, Colombian, Honduran, Spaniard, etc.

☐ **Middle Eastern or North African** – *Provide details below.*

☐ Lebanese

☐ Iranian

☐ Egyptian

☐ Syrian

☐ Iraqi

☐ Israeli

Enter, for example, Moroccan, Yemeni, Kurdish, etc.

Source: Federal Register, U.S. Office of Management and Budget, accessed Sept. 5, 2024.

PEW RESEARCH CENTER

Dos – Hispanic/Latino

Considerations for the Survey

- Consider translating survey
 - If possible: ability to toggle between languages
 - If possible: consult Spanish speakers in your organization
 - Spanish varies – Mexican Spanish versus Central American Spanish
 - Formal versus Informal



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Bonus Information – Engagement & the Hispanic/Latino Workforce

Poll – Hispanic Heritage Month

Does your organization recognize Hispanic Heritage Month?

- Yes
- No
- Don't know



Image created with the assistance of DALL-E 3.

They say...

- Values (1):
 - “Familismo”, “respeto”, “personalismo”
- Management & Engagement (1&2):
 - Provide clear leadership, promote personal relationships, promote representation

But...

- Hispanic/Latinos have a number of different nationalities:
 - Mexican
 - Puerto Rican
 - Cuban



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Other Routes to Engagement

- Employee Resource Groups (ERGs)
 - Recommendation: Have an executive sponsor
 - HOLA at Microsoft (Hispanic and Latinx Organization of Leaders in Action) (3)
 - LEN at Morgan Stanley (Latinx Employee Network) (3)
- DEI / IDEA / CBS Programs
 - Diversity, Equity, Inclusion
 - Inclusion, Diversity, Equity, Accessibility
 - Connection, Belong, Safety

Other Routes to Engagement

Instagram



chpdivisioncentral • Follow

Cardenales De Nuevo León • Mi Comp...



chpdivisioncentral La trokona llego al Valle Central... ¿Te gustaría manejarla?

👉 aplica hoy :
www.chpmadeformore.com

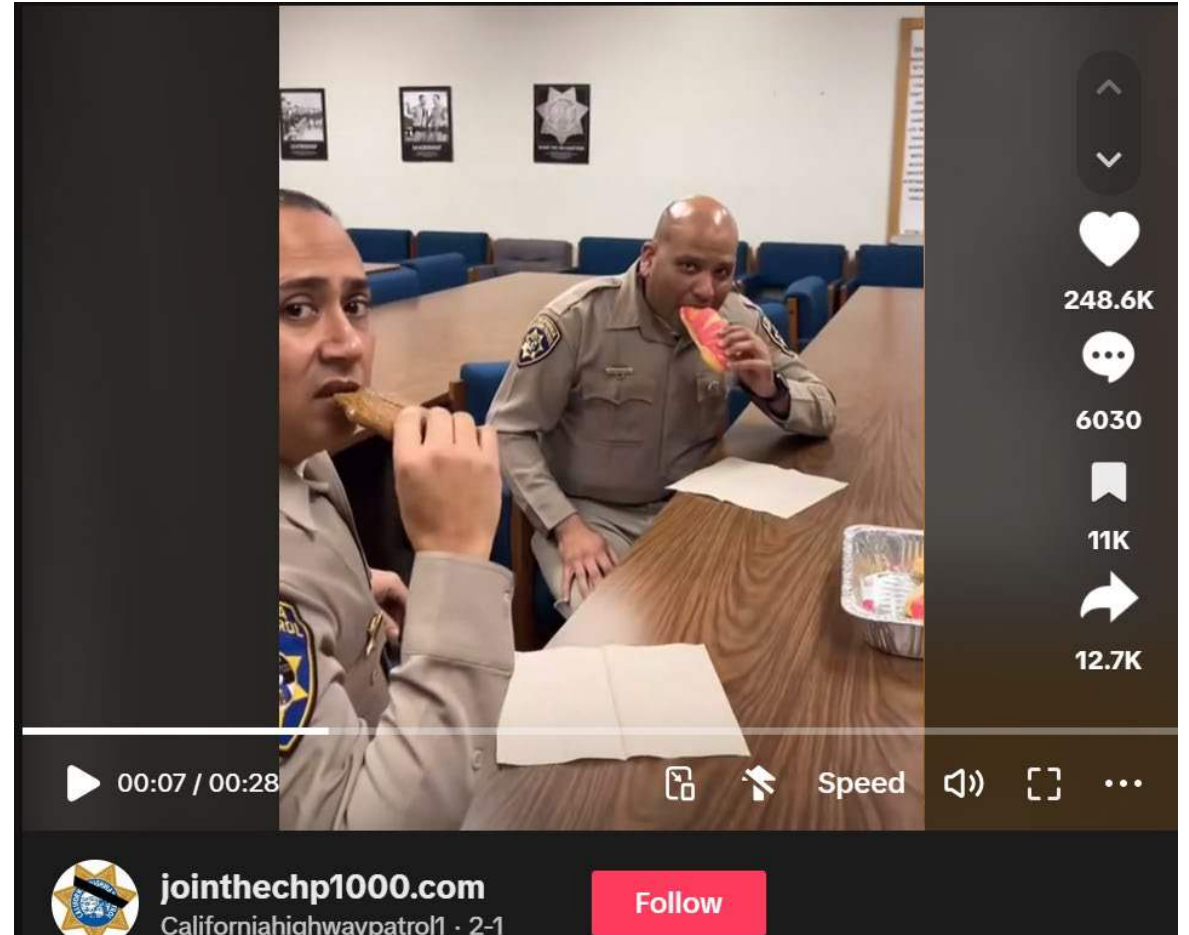
#chpdivisioncentral #servicio
#seguridad #proteccion #elprotector
#comunidad #trokiando #troka
#chevy #z71

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elcentrosol1 Your Media specialist is on point! Give them a raise.

12w Reply



Q&A

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Further Reading/Reference Articles

1. <https://www.paycor.com/resource-center/articles/empowering-hispanic-workers/>
2. <https://www.shrm.org/topics-tools/news/understand-culture-values-to-reach-keep-hispanic-workers>
3. <https://hispanicexecutive.com/7-latino-approved-ergs/>
4. <https://blog.dol.gov/2021/09/15/hispanics-in-the-labor-force-5-facts>
5. <https://www.greatplacetowork.com/resources/blog/build-trust-hispanic-latinx-employees>