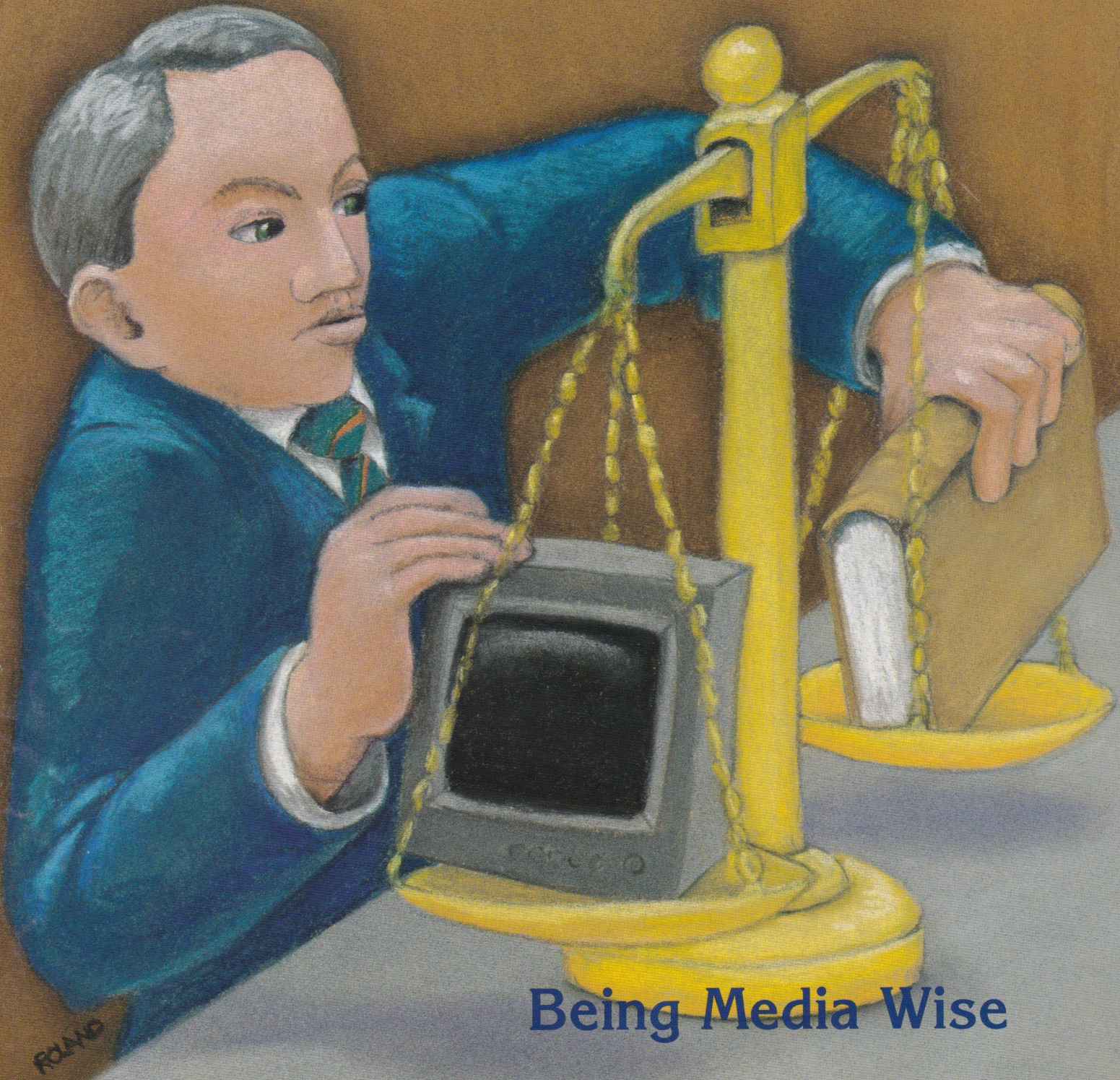


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Being Media Wise

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IV. Diversity Enhancement for Law Firms

Today, many law firms are struggling *alone* with how to foster diversity in their workplace. Issues such as hiring, retention, career developments/promotions, partnership, marketing, and mentoring have proven especially elusive. The HCBA Diversity Committee is co-chaired by Judge Tanya Bransford and Tom Garrett, managing partner at Lindquist & Vennum. This committee's purpose is to implement the HCBA's Glass Ceiling Task Force Report recommendations and to assist law firms in understanding and taking successful steps toward diversity in their workplaces. If you do not have junior and senior attorneys, both male and female, from your firm participating in the Diversity Committee, I strongly encourage you do so. It's free! Recently the Diversity Committee hosted a successful and educational full-day CLE program on diversity. The day focused on practical diversity strategies and solutions on "How to Create an Environment Conducive to Diversity." If law firms fail in this challenge to create an environment where all of their attorneys feel valued, there will continue to be a retention problem among certain diverse groups in these law firms. Another way of saying the same thing is that a law firm's bottom line will continue to be negatively impacted unless diversity issues are skillfully and successfully addressed.

One of the HCBA Glass Ceiling Task Force recommendations was that the bar establish a managing partners roundtable to discuss issues surrounding diversity. This roundtable was established and meets on a quarterly basis. The meetings are informal and provide managing partners (and other decision makers) the opportunity to address the myriad issues surrounding diversity. For those law firms that believe that they are doing everything they can on diversity the Managing Partners Roundtable presents one more thing you can do to further your firm's progress

in this area. I encourage you to attend these meetings to learn what your colleagues are doing in this area, and to learn how diverse members of the legal community perceive life in your firms. If you haven't received any notice of these meetings, please call Jane Schoenike and ask her to place your name on the invitation list.