

5000.3440 DISSEMINATING THE POLICY.

Subpart 1. **Internal.** The contractor shall disseminate its policy internally as follows:

- A. include it in the contractor's policy manual;
- B. publicize it in the company newspaper, magazine, annual report, and other media;
- C. conduct special meetings with executive, management, and supervisory personnel to explain the intent of the policy and individual responsibility for effective implementation, making clear the chief executive officer's attitude;
- D. schedule special meetings with all other employees to discuss the policy and explain individual employee responsibilities;
- E. discuss the policy thoroughly in both employee orientation and management training programs;
- F. meet with union officials to inform them of the policy, and request their cooperation;
- G. include nondiscrimination clauses in all union agreements, and review all contractual provisions to ensure they are nondiscriminatory;
- H. publish articles covering equal employment opportunity programs, progress reports, and promotions of minority and female employees in company publications;
- I. post the policy on company bulletin boards;
- J. when employees are featured in product or consumer advertising, employee handbooks, or similar publications both minority and nonminority women and men shall be pictured; and
- K. communicate to employees the existence of the contractor's affirmative action program and make available the elements of its program as will enable employees to know of and avail themselves of its benefits;

Subp. 2. **External.** The contractor shall disseminate its policy externally as follows:

- A. inform all recruiting sources verbally and in writing of the company policy, stipulating that these sources actively recruit and refer minorities and women for all positions listed;
- B. incorporate the equal opportunity clause in all purchase orders, leases, and contracts;
- C. notify minority and women's organizations, community agencies, community leaders, secondary schools, and colleges, of the company policy, preferably in writing;

D. communicate to prospective employees the existence of the contractor's affirmative action program and make available the elements of its program as will enable prospective employees to know of and avail themselves of its benefits;

E. when employees are pictured in consumer or help wanted advertising, both minorities and nonminority women and men shall be pictured; and

F. send written notification of the company policy to all subcontractors, vendors, and suppliers requesting cooperative action on their part.

Statutory Authority: *MS s 363.074; 363A.37*

History: *9 SR 2748; 17 SR 1279*

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