

The changing racial landscape of work

Submitted to the 2017 Eastern Academy of Management Conference, The CASE Association (CASE) embryo case track, dated January 22, 2017.

Is this a First-time CASE submission (i.e., your first submission as an author to a CASE conference)? Yes X No _____

Did a Mentor help you write this case? Yes _____ No X

If Yes, please provide the mentor's name: _____

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Introduction

In the midst of cleaning his office, Nikita Floyd, President of Green Forever Landscaping and Design Inc., a company that “specializes in complete ground maintenance of commercial and residential properties” (Greenforever.com), came across a 10-year old *Washington Post* newspaper article. The article entitled, “Lawn-care entrepreneur faces a changing racial landscape” (Williams, 2007), included a discussion of how one of Nikita’s clients had been displeased, to say the least, by the racial makeup of the crew that Nikita sent to perform landscaping work on the grounds of her 50-acre African American mega church in the mid-1990s. Nikita, an African American male, recalled the exact words of that client, “Why don’t you have any black workers?” As he continued cleaning his office, Nikita reflected on how changes in immigration reform legislation in the United States over the past 20 years had impacted his labor supply, and wondered how best to prepare for expected changes in immigration reform under the new Trump administration.

Developmental Issues for Embryo Case:

1. What should be the focus of the case?
2. Creating a title that reflects the focus of the case
3. Developing an effective hook (e.g., straight lead vs. feature lead)
4. Should the case be a descriptive case or an analysis case?
5. Making theoretical linkages to human resource management issues
6. Integrating immigration reform legislation with human resource management issues
7. Developing an effective ending
8. Creating learning outcomes using higher order Bloom’s Taxonomy verbs

References

Greenforever.com (n.d.). About us. *Greenforever.com*. Retrieved from

<http://www.bygreenforever.com/about-us/>

History.com (n.d.). U.S. Immigration Since 1865. *History.com*. Retrieved from

<http://www.history.com/topics/us-immigration-since-1965>

Williams, K. (2007, February 5). Lawn-care entrepreneur faces a changing racial landscape.

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