

Creating a Strategic Plan to Ignite HR Reform In Corporate America

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Plan Development

My goal of obtaining my Masters degree in Strategic Communication includes transferring the skills I have gained in this course, over to the field of Human Resources (HR) in corporate America. My first step in reaching this goal successfully is by gaining greater leadership experience in a corporate environment preferably in the field of HR. Simultaneously, I will be pursuing a Doctor of Philosophy (PhD) degree in HR Management as a tool to help navigate my ethics and decision making skills in these areas of leadership and power. My goal will be obtainable through a combination of academic qualifications, professional experience and networking circle.

Audience Characteristics and Networking:

Prior to obtaining my undergraduate degree in Sociology, I knew just how much of an impact my professors played a role in my academic life. Specifically, one professor of Social Work comes to mind whenever I think of an advocate and ally for all minority groups and working people. Her name is Dr. Moshoula. Her insight, intellect and heart would be greatly beneficial towards navigating HR Reform efforts in the workplace. In addition to professors, I also plan on connecting with my friends, colleagues and strangers as a method to obtain their insights on their experiences with HR. Utilizing the connections I already have will make the networking/interviewing process more efficient and personable.

Media Mix and Message Strategy:

When it comes to networking with my past professors and professionals I have never met before, I will send an individual email invitation stating who I am, how I obtained their referral for an

interview and my objectives/goals. I will also be sure to include an incentive at the end of the informational interview as a way to show my appreciation for their time. When it comes to communicating with current colleagues and friends, either text messages, in-person or phone calls will be the most convenient and personable method of providing this invitation to them. Social media is a powerful tool to utilize when attempting to collect large sums of data in a short amount of time. An idea of mine is to print out a barcode and post it in my local city coffeeshops bulletin boards as a method to gain better traction from community members regarding this topic. I would then request they complete a quick 5 -10 question survey highlighting current HR policies and experiences.

Part of my strategic planning involves combining the survey responses as a way to elaborate further on the answers received from my informational interviews. In order to include greater accuracy in the responses I received, I plan to collect information from folks of all backgrounds and professions. I plan to collect the survey responses a week prior to my informational interviews and combine all information towards the end of the project. Survey Monkey is a great tool to use for this project!

Benchmarks for Success

I am aiming to have a minimum of three informational interviews where at least one interviewee has previously or currently is in an HR position at their workplace. Because I find it important to collect as much insight as possible from community members, I hope to gain a minimum of 20 survey responses from prospective employers and workers. The HR field is one that has instilled fear and trauma in the lives of many workers, especially those of minority groups and lower

socio-economic backgrounds. According to the academic reading *Ethical Issues in Human Resource Systems*, the section *Substantive Vs. Symbolic* covers the difference of ethics motivation in the workplace. Furthermore, this section reinforces the belief that even though we'd prefer people to act ethically, it's not about acting but actually being an ethical person in the workplace. In summary, It's less about forcing people to act ethically and instead requires leading by example out of genuine moral motivation. As I work through my research in the field HR, I am looking forward to being a part of this proactive change for HR reform in corporate America.

References

M.Ronald Buckley, Danielle S. Beu, Dwight D. Frink, Jack L. Howard, Howard Berkson, Tommie A. Mobbs, Gerald R. Ferris, Ethical issues in human resources systems, Human Resource Management Review, Volume 11, Issues 1–2, 2001, Pages 11-29, ISSN 1053-4822, [https://doi.org/10.1016/S1053-4822\(00\)00038-3](https://doi.org/10.1016/S1053-4822(00)00038-3).