

# Finding Aid to The HistoryMakers® Video Oral History with Gloria Johnson Goins

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## Overview of the Collection

<b>Repository:</b>	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
<b>Creator:</b>	Goins, Gloria Johnson, 1963-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Gloria Johnson Goins,
<b>Dates:</b>	March 26, 2007
<b>Bulk Dates:</b>	2007
<b>Physical Description:</b>	5 Betacame SP videocassettes (2:23:05).
<b>Abstract:</b>	Corporate lawyer Gloria Johnson Goins (1963 - ) served as a general attorney at BellSouth Telecommunications, where she played a major role in the implementation of the 678 area code and mandatory ten digit dialing. She also served as vice president of diversity at Cingular Wireless, before she joined the Home Depot Corporation in Atlanta, Georgia as its chief diversity officer. Goins was interviewed by The HistoryMakers® on March 26, 2007, in Atlanta, Georgia. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2007_110
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Gloria Johnson Goins was born and raised in Miami, Florida on April 17, 1963 to Albert and Lillian Johnson. She graduated in the top five percent of her class from Ransom Everglade College Preparatory School in Coconut Grove, Florida. Goins received her B.A. degree in psychology from Stanford University in 1985 and her J.D. degree from the University of Pennsylvania Law School in 1988, where she was also an editor of the *Law Review*. She received her M.B.A. degree from Mercer University in 2000.

After receiving her law degree, Goins joined the law firm of Fine, Jacobson, Schwartz, Nash, Block & England as an associate in the area of commercial and civil litigation. In 1992, she joined BellSouth Telecommunications as a General Attorney. Goins played a major role in the successful design and implementation of the 678 area code and mandatory ten digit dialing. She also co-authored an article on the Family and Medical Leave Act which was published in the October 1996 issue of the *Georgia Bar Journal*.

Goins continued her career at BellSouth in the roles of General Attorney and Vice President of Diversity at Cingular Wireless, a division of BellSouth, until May 2003 when she joined the Home Depot Corporation in Atlanta, Georgia as Chief Diversity Officer. Her primary responsibilities as Chief Diversity Officer include creating and implementing global company wide diversity and inclusion initiatives. Some of Goins' key accomplishments include developing a corporate inclusion council charged with leveraging diversity as a competitive advantage, and the implementation of domestic partner benefits.

Goins is a member of the Home Depot Foundation, the Florida and Georgia Bar Associations and the National and American Bar Associations. She is active in the United Way of America, the NAACP and the Georgia Council of Child Abuse. In 2004, she was named Woman of the Year by *Women Looking Ahead* magazine.

Goins was interviewed by *The HistoryMakers* on March 26, 2007.

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# Scope and Content

This life oral history interview with Gloria Johnson Goins was conducted by Denise Gines on March 26, 2007, in Atlanta, Georgia, and was recorded on 5 Betacame SP videocassettes. Corporate lawyer Gloria Johnson Goins (1963 - ) served as a general attorney at BellSouth Telecommunications, where she played a major role in the implementation of the 678 area code and mandatory ten digit dialing. She also served as vice president of diversity at Cingular Wireless, before she joined the Home Depot Corporation in Atlanta, Georgia as its chief diversity officer.

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# Restrictions

## Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

## Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

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# Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

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# Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

## Persons:

Goins, Gloria Johnson, 1963-

Gines, Denise (Interviewer)

Stearns, Scott (Videographer)

## Subjects:

African Americans--Interviews

Goins, Gloria Johnson, 1963- --Interviews

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# Organizations:

HistoryMakers® (Video oral history collection)

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The HistoryMakers® African American Video Oral History Collection

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## Occupations:

Corporate Lawyer

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## HistoryMakers® Category:

LawMakers

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## Administrative Information

### Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

### Preferred Citation

The HistoryMakers® Video Oral History Interview with Gloria Johnson Goins, March 26, 2007. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

### Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

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## Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

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## Detailed Description of the Collection

### Series I: Original Interview Footage

Video Oral History Interview with Gloria Johnson Goins, Section A2007\_110\_001\_001, TRT: 0:28:30 ?

Gloria Johnson Goins was born on April 17, 1963 in Miami, Florida to Lillian Dean Johnson and Albert Johnson, Sr. Her maternal grandparents, Alitia Bain

Dean and Thomas Dean, were born in the Bahamas on the island of Eleuthera; and migrated to Miami, where they raised thirteen children. Johnson Goins' father was born in the West End of Grand Bahama island to Amanda Johnson and Horatio Grant, both of whom were married to other spouses. Due to his birth status, her father endured poor treatment, and eventually moved to Miami, where he worked as a janitor. Her parents' marriage was arranged by her maternal grandmother, who admired her father's work ethic. They raised three children in Miami's all-black Overtown neighborhood, where her mother also ran a salon and catering business. Johnson Goins began her education at the majority-white St. Stephen's Episcopal Day School, where her teacher, Marguerite Betts, defended her from discrimination. She went on to graduate from the sixth grade at the top of her class.

Video Oral History Interview with Gloria Johnson Goins, Section A2007\_110\_001\_002, TRT: 0:28:30 ?

Gloria Johnson Goins grew up in Miami, Florida. There, her family attended services at the Episcopal Church of the Incarnation, which was pastored by her cousin. After graduating from St. Stephen's Episcopal Day School, Johnson Goins enrolled at the Ransom Everglades School. Most of the students were white and wealthy, including her friend, Bertram Yachts heiress Madelaine Bertram Osborne. As a first year student, Johnson Goins was denied the opportunity to represent her class in a poetry performance because of her poor conduct; and, because of this experience, changed her behavior and became a model student. She served as student body president, joined the track team and led the school's community service projects. She was mentored by her poetry teacher, Dan Bowden, who encouraged her to achieve academically, and accompanied her to a reading by poet Maya Angelou. Upon graduating in 1981, Johnson Goins received the school's prestigious headmaster's cup, and then matriculated at Stanford University.

Video Oral History Interview with Gloria Johnson Goins, Section A2007\_110\_001\_003, TRT: 0:28:50 ?

Gloria Johnson Goins attended Stanford University in Stanford, California. She lived in Ujamaa, an Afrocentric dormitory, and was a classmate of producer Yvette Lee Bowser and ice skater Debi Thomas. Aspiring to become a trial lawyer, Johnson Goins studied psychology under Professor Philip Zimbardo, who conducted the Stanford Prison Experiment. He served as the advisor to her honors thesis on the correlation between race, class and violence. Upon graduating in 1985, Johnson Goins entered the University of Pennsylvania Law School in Philadelphia, where she was one of five black students in her class. After her first year, she interned at the law firm of Fenwick, Davis and West, where she worked on the initial public offering of the Mrs. Fields cookie company. During her second year, she was chosen as an editor of the University of Pennsylvania Law Review; and secured an internship at Fine, Jacobson, Schwartz, Nash, Block and England, where she was mentored by trial lawyer Gary Brooks.

Video Oral History Interview with Gloria Johnson Goins, Section A2007\_110\_001\_004, TRT: 0:29:50 ?

Gloria Johnson Goins was active with the Guardian Light Program, which offered legal services to indigent clients, during her third year at the University of Pennsylvania Law School. Upon earning a J.D. degree in 1988, Johnson Goins returned to her hometown of Miami, Florida, where she spent two years at a majority-white law firm, and then joined the minority firm of Adorno and Zeder. In 1992, Johnson Goins moved to Atlanta, Georgia after being recruited

as a trial lawyer for BellSouth Telecommunications, Inc. During her first federal jury trial, she successfully defended the BellSouth Corporation against a former employee's allegations of discrimination. In 1996, she and her co-counsel, Ed Rankin, published an article on the rights granted by the Family and Medical Leave Act of 1993. Johnson Goins also designed the overlay plan that led to the implementation of the 678 area code in metropolitan Atlanta. In 2000, she became the vice president of diversity for the newly formed Cingular Wireless LLC.

Video Oral History Interview with Gloria Johnson Goins, Section A2007\_110\_001\_005, TRT: 0:27:25 ?

Gloria Johnson Goins attended the Eugene W. Stetson School of Business and Economics at Mercer University in Atlanta, Georgia, where she served on the dean's student advisory committee. She completed her M.B.A. degree in 2000, and then served as a vice president of Cingular Wireless LLC, a newly formed joint venture, until 2003. During that time, she started identity-based affinity groups for the company's minority employees. In 2003, Johnson Goins was recruited to The Home Depot, Inc. by executive vice president of human resources Dennis M. Donovan. As the firm's chief diversity officer, Goins Johnson launched a financial planning initiative for associates, and created a paint line marketed to Hispanic customers. She describes her plans for the future, and her hopes and concerns for the African American community. In addition, Johnson Goins reflects upon her life, family and faith; and shares her advice to future generations. She concludes the interview by reflecting upon her legacy.