

8th Annual CEIR CONFERENCE
(The Corporate Equity & Inclusion Roundtable)

2020



Re-imagining Pittsburgh

as a Region of Equity, Inclusion, and Impact for **African Americans**

Wednesday, October 14 • Thursday, October 15 • Friday, October 16

CEIR is an initiative of the Black Political Empowerment Project (B-PEP)



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Welcome to the 8th Annual CEIR Conference!

Re-imagining Pittsburgh as a Region of Equity, Inclusion, and Impact for African Americans



As Chair and CEO of the Black Political Empowerment Project (B-PEP) it has been my honor to partner with members of the Corporate Equity & Inclusion Roundtable (CEIR) Working Group to present our 8th Annual CEIR Conference, hosted this year at Point Park University. We give very special thanks to Andy Conte, Olivia Valyo and Lisa Knapp from Point Park University’s Center for Media Innovation for their wonderful contributions to produce the first ever “virtual” CEIR Conference. We thank Bill Flanagan, Chief Corporate Relations Officer for the Allegheny Conference on Community Development, who was truly instrumental in introducing us to the wonderful staff at Point Park University, and for moderating our virtual three-day conference. We thank the Allegheny Conference on Community Development for their continued partnership with CEIR on this important series of conferences.

We are proud to have the involvement in the CEIR Conference of key political leaders of our region, as well as major corporate and university leaders. We thank all of our many presenters and panelists who are addressing the ongoing pressing issues and challenges of how best to create meaningful and longlasting breakthroughs in diversity, equity and inclusion throughout the Pittsburgh Region.

The Corporate Equity & Inclusion Roundtable (CEIR) Working Group is hosting what we hope all you will experience as three days of information, motivation and inspiration!

We thank the Jewish Federation of Greater Pittsburgh for being the key underwriter for this year’s conference, and for their longtime commitment to our cause. We wish Josh Sayles, Director of the Community Relations Council of the Jewish Federation of Greater Pittsburgh, the very best as he leaves for Florida, and we wish Laura Cherner the best as she takes the lead of the Council. We acknowledge the Pittsburgh Pirates for some financial assistance as well.

We thank all members of our committed CEIR Working Group, without whose involvement this event would not have taken place. I want to give a special ‘shout out’ to Russell Bynum, Tricina Cash, Janine Jelks Seale, Deb Stuligross, and Rick Williams for their special assistance with the details of the Conference. We thank too the commitment of CEIR Working Group member and President of the Dr. Edna B. McKenzie Branch of the Association for the Study of African American Life & History (ASALH), Ronald B. Saunders, with his help to market this year’s conference. We especially thank Bynums Marketing & Communications, Inc for their

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great assistance with our CEIR Virtual Program Booklet.

The question now remains what the various partners of our Pittsburgh Region must do to positively impact the very disturbing statistics unveiled in the September 17, 2019 Pittsburgh Gender Equity Commission and the University of Pittsburgh report, as well as the disturbing reports which came years before? One 'game plan for action' which already exists, and which in our opinion must be fully reviewed, adopted and implemented on a permanent basis, is CEIR's Pittsburgh/Southwestern Pennsylvania Initiative for Diversity, Equity and Inclusion document, which has been adopted by Art Rooney, II, President of the Pittsburgh Steelers, which he has agreed to share with the entire NFL. We ask all of our partners to:

1. ADOPT the CEIR "Comprehensive Rooney Rule – With Results". This rule advocates that African Americans be considered for all positions from entry level through the "C Suite", and for all contracting/procurement opportunities.
2. ADOPT "Ban the Box", or some form thereof.
3. ADOPT, review and implement, in an ongoing fashion, the "CEIR Initiative for Diversity, Equity & Inclusion" document.

These documents can be accessed at the CEIR website: ceirpittsburgh.org. We can be contacted at 412-212-8775 or by email at ceirpittsburgh@gmail.com.

In the coming weeks and months let us each commit to take another look at what can be done within our various organizations to make the term 'diversity, equity & inclusion' not just some nice sounding words, but words that are meaningful, words that mean action, words that mean transformation. Our theme for this year's CEIR conference has been **"Re-imaging Pittsburgh as a Region of Equity, Inclusion, and Impact for African Americans"**. We hope that one day the Pittsburgh Region will be known not as a desert of opportunity for African Americans, but instead an oasis of freedom and a wealth of employment and entrepreneurial opportunity! Let's not wait another day. The first step begins with YOU and with me.

As Chairman & CEO of the Black Political Empowerment Project (B-PEP) I feel it is important to remind us all that we truly face one of the most historic elections in our lifetime. Each one of us has the opportunity in this election to help impact how our Pittsburgh Region, our Commonwealth, and our nation addresses the ongoing and deep racial disparities which have been clearly unveiled during these past several months of racial and political upheaval exposed with the death of George Floyd, Breonna Taylor and others, and the ravages of COVID-19. The goals of achieving racial, social, political, economic justice and equality can be achieved to some degree, through the political process which does help influence and impact the climate of how our corporations, universities, colleges and major non-profits do business. You have the opportunity to impact that process. We ask that you use it. The future direction of our nation is at stake!

THANKS SO MUCH FOR BEING WITH US!!

Tim Stevens

Tim Stevens, Chairman & CEO, the Black Political Empowerment Project (B-PEP), Co-convenor, the Greater Pittsburgh Coalition Against Violence, Facilitator, Corporate Equity & Inclusion Roundtable Working Group (CEIR)

SCHEDULE

Day 1: Talent, Attraction, and Retention

10AM

Conference Opening

Welcome to 8th Annual CEIR Conference- (Host) Bill Flanagan, Chief Corporate Relations Officer and CEIR Conference Moderator

CEIR Welcome – Tim Stevens, Chairman & CEO, the Black Political Empowerment Project (B-PEP) and Facilitator, Corporate Equity & Inclusion Roundtable (CEIR)

Governmental Leader – Hon. Bill Peduto, Mayor of the City of Pittsburgh

Day's Theme – (Co-Host), Janine Jelks-Seale, Senior Advisor, Office of Administration, Allegheny County Department of Human Services with Bill Flanagan

Commitment at the Top: Keynote – Art Rooney II, President, Pittsburgh Steelers

Key Initiative Highlight Introduction – Regina Scott, Director of Community Engagement & Programs, Gateway Health Plan

Key Initiative Highlight: The Advanced Leadership Initiative (TALI)

What Gets Measured: Vibrant Pittsburgh's Vibrant Index Findings
Lora McKnight, COO & V.P. Programs & Services and Alexandria Johnson, Workplace Solutions Analyst of Vibrant Pittsburgh

Results: Katharine Eagan Kelleman, CEO, Port Authority of Allegheny County

Results: Jeff Nobers, Executive Director, Builders Guild of Western PA

Results: Keynote – Steve Malnight, President and CEO, Duquesne Light

Panel Discussion on “Talent, Attraction, and Retention”:

Greg Spencer, CEO, Randall Industries, LLC, Panel Facilitator, Esther L. Bush, President & CEO, The Urban League of Pittsburgh, Janine Jelks-Seale, Sr. Advisor, Office of Administration, Allegheny County Department of Human Services, Selena Schmidt, President & CEO, CORO Pittsburgh

Closing: Tomorrow's Highlights - Bill Flanagan

SCHEDULE

8th Annual CEIR CONFERENCE (The Corporate Equity & Inclusion Roundtable)

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Day 2: Gender Equity/Human Rights

10AM

Conference Opening

Welcome to 8th Annual CEIR Conference- (Host) Bill Flanagan

Leader: Stefani Pashman, CEO, Allegheny Conference on Community Development

Governmental Leader – Hon. Summer Lee, PA State Legislator, 34th District

Day's Theme – (Co-Host), Janine Jelks-Seale

Keynote Introduction - Bill Flanagan

Commitment at the Top: Keynote – Cain Hayes, CEO, Gateway Health

What Gets Measured: Megan Stanley, Executive Director, Pittsburgh Commission on Human Relations “Using Data to Make More Equitable Decisions”

Results: Dr. anupama jain, Executive Director, Pittsburgh Gender Equity Commission: “Workforce Equity & Inclusion: Spotlight on Women”

Results: Keynote - Dr. Kathy Humphrey, Senior Vice Chancellor for Engagement and Secretary of the Board of Trustees, University of Pittsburgh

Panel Discussion on “Human Equity/Human Rights”:

– Led by Janet K. Manuel, Director, Human Resources & Civil Service and EEO/Diversity & Inclusion Officer, Lee Fogarty, City of Pittsburgh Gender Equity Commissioner, Amanda Neatrour, City of Pittsburgh Gender Equity Commissioner

Closing: Tomorrow's Highlights - Bill Flangan



SCHEDULE

Day 3: Supplier Diversity and Development

10AM

Conference Opening

Welcome to 8th Annual CEIR Conference - (Host) Bill Flanagan

Governmental Leader – Hon. Rich Fitzgerald, Allegheny County Chief Executive

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Day's Theme – (Co-Host), Janine Jelks-Seale

Key Initiative Highlight – The SHARE Video
Introduced by Tricina Cash, Vice President, Strategic Partnerships and Corporate Relations (EMSDC)

What Gets Measured – Valarie Cofield, President & CEO, Eastern Minority Supplier Development Council (EMSDC) and Tricina Cash, Vice President, Strategic Partnerships and Corporate Relations (EMSDC): “A Conversation with the Eastern Minority Supplier Development Council”

Results: George Robinson, Director of Supplier Diversity & Inclusion, UPMC: “What Gets Measured Gets Done”

Panel Discussion on “Supplier Diversity and Development”:
Audrey Russo, President & CEO, The Pittsburgh Technology Council, Facilitator, Richard Taylor, Esq., CEO, Imbutec, and Derrick Wilson, CEO, The Wilson Group

Closing Comments: Tim Stevens, Chairman, The Black Political Empowerment Project (B-PEP)/ CEIR Working Group Facilitator

Thanks for being with us!

ABOUT OUR KEYNOTERS

Cain A. Hayes



Cain Hayes is the president & CEO of Gateway Health, a leading managed care organization. Mr. Hayes leads the strategy and day-to-day operations of the company, which serves more than 300,000 Medicaid and Medicare members.

Previously, Mr. Hayes served as president and COO of the Health Business for Blue Cross and Blue Shield of Minnesota with full operating and financial responsibility for the company's commercial markets, government markets, provider relations, network management, care management, clinical innovation, pharmacy, service operations, and marketing.

Mr. Hayes was also president of Aetna's national accounts division, where he had full financial and operating responsibility for the \$9.1 billion business. Prior to Aetna, Mr. Hayes held a number of executive leadership positions at Nationwide and Principal Financial Group.

In his time as president & CEO of Gateway Health, Mr. Hayes has become a national advocate for the "total health" of the company's members and the communities in which Gateway operates. He has made this approach to whole person care one of the core components of Gateway's community-focused mission and strategic path forward. Under Cain's leadership, the company has launched a number of member-centric programs that address issues like food and housing insecurity, economic instability and mental health.

Mr. Hayes supports numerous community initiatives and currently serves on the board of directors of The Allegheny Conference, The Andy Warhol Museum, United Way of Southwestern PA, the August Wilson African American Cultural Center, Drake University, the Association for Community Affiliated Health Plans (ACAP) and Medicaid Health Plans of America (MHPA).

Mr. Hayes holds a Bachelor of Science in Business Administration degree from Drake University, and a Master's in Business Administration degree from Webster University. In addition, he earned the Certified Employee Benefit Specialist (CEBS) designation from The Wharton School, University of Pennsylvania.

Dr. Kathy Humphrey



Dr. Kathy Humphrey serves as the University of Pittsburgh's Senior Vice Chancellor for Engagement and Secretary of the Board of Trustees. In these roles, she oversees the University's internal and external relations, focusing on facilitating business engagement, strategic initiatives and partnerships and government interaction at all levels. She has earned numerous awards and recognitions throughout her career, including the YWCA Tribute to Women Leadership Award, 2016 Nellie Leadership Award, distinction as one of the New Pittsburgh Courier's "50 Women of Excellence," and the 2019 Onyx Woman Leadership Award for her contribution to the community and support of other women. She also earned the Pitt African American Alumni Council's Sankofa Award, which honors community members who have offered outstanding education support to students of African descent.

Outside the University, Dr. Humphrey serves on the Board of Directors of Urban League of Greater Pittsburgh, Leadership Pittsburgh Inc, Gwen's Girls and Blood Science Foundation. She also serves on the Executive Committee of the International Women's Forum of Pittsburgh and is Chair of The Forbes Funds. In 2013, the U.S. Secretary of Transportation appointed Humphrey to the Advisory Council for the U.S. Merchant Marine Academy where she served for four years.

Dr. Humphrey earned a Bachelor of Science at Central Missouri State University (now the University of Central Missouri), a Master of Arts at the University of Missouri-Kansas City and a doctorate in educational leadership at Saint Louis University. She also maintains a faculty appointment in Pitt's School of Education.

ABOUT OUR KEYNOTERS

Steve Malnight

Steven (Steve) E. Malnight was appointed President and Chief Executive Officer of Duquesne Light Holdings and Duquesne Light Company in April 2019. Prior to joining Duquesne Light, Malnight was Senior Vice President, Energy Supply and Policy for Pacific Gas and Electric (PG&E) Corporation and Pacific Gas and Electric Company. Malnight holds a master's in Business Administration from the Tuck School of Business at Dartmouth and a bachelor's degree in chemical engineering from the University of Notre Dame. He is active in national energy policy and community engagement, including serving on the Board of the Solar Electric Power Alliance, a nationwide organization that supports utility participation in solar activities.



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Art Rooney, II

Arthur Rooney II is President of the Pittsburgh Steelers. He was appointed team President in May of 2003.

Art Rooney currently serves as Chairman of the NFL's Stadium Workplace Diversity Committee as well as the Chair of the NFL Compensation Committee. He also serves on additional NFL committees including the Legislative Committee, the Management Council Executive Committee, the International Committee, Health & Safety Advisory Committee, and the NFL Foundation.

He graduated from the University of Pittsburgh in 1978 and then from Duquesne University's School of Law where he earned his law degree in 1982.

Mr. Rooney is also very active in the Pittsburgh community. He currently serves on the boards of the Pittsburgh Public Theater, Saint Vincent College, Senator John Heinz Western PA History Center, United Way of Southwest Pennsylvania and the Board of Trustees for the University of Pittsburgh.



ABOUT OUR FACILITATOR



Bill Flanagan

Bill Flanagan serves as Chief Corporate Relations Officer for the Allegheny Conference on

Community Development and its affiliated regional development organizations: The Greater Pittsburgh Chamber of Commerce, the Pennsylvania Economy League of Greater Pittsburgh LLC and the Pittsburgh Regional Alliance. In this role, Bill guides the development of regional and organizational messaging strategy, and works with public and private sector partners to improve the economy and quality of place across the Pittsburgh region.

In 2009, Bill served as president of the Pittsburgh G-20 Partnership, the public-private partnership that welcomed the world to Pittsburgh for the G-20 Summit.

From 2004-2008 Bill served as the Executive Director of Pittsburgh 250, the 14-county commemoration of the 250th anniversary of the naming of Pittsburgh.

An experienced broadcast journalist, Bill has told the story of the transformation of the economy in Pittsburgh, Pennsylvania for more than 35-years. He serves as host and producer of “Our Region’s Business,” a weekly business public affairs program now in its 14th year on WPXI-TV in Pittsburgh, PA, the Pittsburgh Cable News Channel (PCNC), and YouTube.

Bill serves on the boards of Leadership Pittsburgh, Inc. and as vice chair of Rivers of Steel.

Bill and his wife, Ann Devlin Flanagan, are the parents of two children, Will and the late Mara Catherine.

ABOUT OUR PARTICIPANTS



Esther Bush

A graduate of Pittsburgh’s Westinghouse High School, Ms. Bush began her career as a high school teacher. She has moved progressively up the ladder of the Urban League movement, starting in 1980 with the position of Assistant Director of the Labor Education Advancement Program for the National Urban League in New York City. From there, she served first as Director of the New York Urban League Staten Island Branch, then as Director of its Manhattan Branch. Before returning to her hometown of Pittsburgh in December 1994, Ms. Bush was President and Chief Executive Officer of the Urban League of Greater Hartford. She is the first female to serve in each of her last four positions in the Urban League Movement.

ABOUT OUR PARTICIPANTS



Tricina Cash

Tricina Cash is the Eastern Minority Supplier Development Council's Vice President of Strategic Partnerships and Corporate Relations serving Pennsylvania, Delaware, and southern New Jersey. Tricina is responsible for strategy, partnerships, and services & solutions dedicated to meeting the customer success needs of the Council's corporate membership. Since joining the Council, Tricina has grown its brand in southwestern Pennsylvania forging strategic partnerships with corporations and corporate membership associations invested in equity-based relationships with diverse businesses. She particularly focuses companies on the business case for implementing system-wide supplier diversity and development programs which authentically lead to increased supply chain spend with diverse suppliers and the corporations' role in the development of a thriving minority business community.

Tricina is, also, the Immediate Past President of the Pitt Black MBA Network known as PBAN. As a founding officer and two-term president and Board Chairperson of this global association founded in 2010, she led the organization in the selection and awarding of \$2M in full and partial scholarships to African-Americans seeking to earn their MBA degrees from the Katz Graduate School of Business at the University of Pittsburgh and increased alumni engagement for the classes of graduated Black students from as far back as the Class of 1970. Overall, PBAN supports the prominence of the business school.

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Valarie Cofield

A facilitator of business opportunities and a champion for equitable diversity and inclusion, Valarie possesses over 30 years of advocating at the highest levels of government and industry, assisting private companies in developing their supplier diversity business strategies, and public entities in implementing economic development initiatives. As President and Chief Executive Officer of the Eastern Minority Supplier Development Council (EMSDC), Valarie sparks and facilitates business partnerships between EMSDC's corporate members and its certified Minority Business Enterprises. Boasting invaluable experience in contract negotiations, strategy development and opportunity identification, Cofield works to prepare MBEs to successfully engage with the supply chains of EMSDC's corporate and institutional members. Cofield ensures that they are positioned to bring value and solutions to the procurement process, while actively and consistently making the case for supplier diversity across all industries.

ABOUT OUR PARTICIPANTS



Hon. Rich Fitzgerald, Allegheny County Executive

County Executive Rich Fitzgerald took office on January 3, 2012, and he's currently in his second term. After more than 19 years in public service, he still relishes his role working with others to make the county a great place to live, work, and play. Under Rich's leadership, the county has concentrated on economic development and job creation to great effect. It boasts an abundance of high-quality jobs, a diverse and growing economy, low cost of living, and an excellent quality of life. The county's bond rating is at its highest level since 1983, and seven straight budgets have passed with no millage increases. More than 1.2 million residents also are seeing significant improvements thanks to innovative approaches to public health, recreation, and transportation. Born and raised in the City of Pittsburgh, Rich graduated from Carnegie Mellon University. He and his wife, Cathy, live in Squirrel Hill. They have eight children.



Lee Fogarty

Commissioner Fogarty is a psychologist and an executive coach. She was appointed to the Gender Equity Commission by Mayor Bill Peduto as a representative of the Pittsburgh4CEDAW group, which introduced and then worked to pass the Gender Equity Ordinance. Commissioner Fogarty is a long term member of the Zonta Club of Pittsburgh, part of Zonta International, an international advocacy and service group that envisions a world in which women's rights are human rights and every woman is able to achieve her full potential. In addition, she is a member of the Executive Womens Council of Pittsburgh and she serves on the CMU Osher Board. Commissioner Fogarty has worked on gender equity issues throughout her career, personally and professionally, with individuals, corporations, and society.

ABOUT OUR PARTICIPANTS



anupama (anu) jain

anupama jain earned a BA at Bryn Mawr College and a PhD from the University of Wisconsin-Madison. She spent more than a decade in higher education conducting original research, teaching topics including gender and race in the U.S., and supporting equity initiatives. She is the founder of Inklusant, a consulting firm that offers cross-sector diversity and inclusion education.

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Janine Jelks-Seale

Janine Jelks-Seale, MSPPM, Senior Advisor, Office of Administration, Allegheny County Department of Human Services provides strategic planning and project management to Allegheny County Department of Human Services (DHS) to support its aim of improving the quality, equity, and effectiveness of its services to the residents of Allegheny County. Prior to her current role, Ms. Jelks-Seale served as Foster America Fellow, Workforce Development with DHS to improve the outcomes for children and families through initiatives designed to address critical child welfare workforce challenges. Ms. Jelks-Seale previously worked as a Research & Development Engineer for General Mills, Inc.—one of the largest consumer products manufacturers and marketers in the world with over 100 brands that you know and love. Her food manufacturing and product development experience covered soup to nuts from product improvement and new product development roles within General Mills' Meals Division supporting Progresso Soup, Hamburger Helper, and Wanchai Ferry brands to a role in the Snacks Division leading R&D productivity efforts for Chex Mix, Bugles, and Garden of Eatin' brands. While at General Mills, Ms. Jelks-Seale served as vice president of the Black Champions Network—the company's largest employee resource group—and co-chair of the technical organization's Diversity Cadre. She presently serves as an active member of the Corporate Equity and Inclusion Roundtable and the Dr. Edna B. McKenzie Branch, Association for the Study of African American Life and History.

ABOUT OUR PARTICIPANTS



Alexandria Johnson

Alexandria Johnson serves as the Workplace Solutions Analyst, responsible for managing all Vibrant Pittsburgh data, the Vibrant Index, research initiatives, as well as projects for all member organizations. She holds a Bachelor of Science in Organizational Psychology with minors in Supply Chain Management and Management and is currently pursuing a master's degree in Industrial Organizational Psychology. She spent a few years conducting global research studies related to teaching creativity in adults, language, and global workplace environments (which was translated into three different languages and administered in five different countries). From her extensive global research, engagement within corporate diversity, and study abroad experience, she has grown to understand the importance of cultural competency and embracing diversity.



Katharine Eagan Kelleman

Katharine Kelleman is chief executive officer of Port Authority of Allegheny County. Prior to joining Port Authority, Kelleman worked at Hillsborough Area Regional (HART) in Tampa, Fla. in several executive leadership roles, including chief of service development, chief operating officer, and chief executive officer. During her tenure at HART, Kelleman grew ridership by more than 20 percent; adopted technologies like the OneBusAway application; expanded public-private partnerships with entities like MegaBus, Red Coach and Coast Bike Share; launched a regional fare program; and oversaw HART HyperLink – the nation's first transit agency-operated rideshare program. Prior to her time at HART, she worked in leadership roles for the Maryland Transit Administration and Dallas Area Rapid Transit (DART). She began her career in public transit as a transit planner in San Angelo, Texas.

Kelleman received her Bachelor's degree in history from the University of Colorado at Colorado Springs and her Master's degree in public administration from San Angelo State University. She is a member of the American Institute of Certified Planners, and serves on the Board of Directors for the American Public Transit Association.

ABOUT OUR PARTICIPANTS



Hon. Summer Lee

Summer Lee was elected to the House in 2018. She grew up in the North Brad-dock and Rankin neighborhoods of Pittsburgh, and currently lives in Swissvale. A graduate of Woodland Hills High School, she went on to study and graduate from the Pennsylvania State University and Howard University School of Law, where she specialized in civil rights and constitutional law.

While at Howard, Lee was an intern with the NAACP Legal Defense and Edu-cational Fund and a student attorney in the Howard University School of Law Civil Rights Clinic, representing and assisting indigent clients with civil rights complaints. After graduating law school, Lee was a dedicated organizer, activist and advocate for social justice in her local community. Her legislative priorities include criminal justice reform; education, health care and energy policy re-forms; a progressive tax structure for Pennsylvania and a \$15 minimum wage for all workers.

She is the first black woman elected to the state House of Representatives from western Pennsylvania. In her new position, she serves on several committees including Children & Youth, Judiciary, and Local Government. She is a part of the Allegheny County Delegation and serves as the treasurer of the Pennsylv-ania Legislative Black Caucus.

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Janet K. Manuel

Janet K. Manuel is Director for Human Resources and Civil Service & EEO/ Diversity and Inclusion Officer for the City of Pittsburgh. Prior to joining the City of Pittsburgh, Ms. Manuel held the position of Vice President of Human Re-sources for Vincentian Collaborative Services, a HealthCare and Social Service organization. Ms. Manuel serves on the Executive and General Board for the Pittsburgh Human Resources Association (PHRA) as President-Elect and in 2019 will hold the position of President. In addition, Ms. Manuel is Chairperson for the Community College of Allegheny County Job Placement and Career Advisory Board, representing all four campuses, and serves on the General and Executive Employer Advisory Board for West PAC, a Consortium of 40 plus Colleges and Universities in Western PA. She holds a Master of Science degree in Organizational Studies with a dual concentration in Leadership and Employee Relations from Robert Morris University. Ms. Manuel also holds the Professional in Human Resources (PHR) and SHRM-CP certifications.

ABOUT OUR PARTICIPANTS



Lora McKnight

Lora McKnight is responsible for leadership and programmatic development at Vibrant Pittsburgh, driving change and advancing diversity, equity, and inclusion in the Pittsburgh region. In her 8 years with Vibrant Pittsburgh, Lora has developed and facilitated a variety of programs to accelerate the adoption of best practices in diversity, equity, and inclusion, including the D&I Forum, Next Generation Council, PGHNewcomerConnect, the Vibrant Index, and Vibrant Talent Consultants.

Lora has been with Vibrant Pittsburgh since 2012, and previously worked with The National Alliance on Mental Illness (NAMI) Southwestern PA and Chatham University. Lora received her Bachelor of Science (Psychology) degree from Illinois State University, and holds a MLIS degree from the University of Pittsburgh.

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Amanda Neatrou

Amanda is currently the Program Manager for the Women's Leadership and Mentorship Program at Robert Morris University, where she supports and promotes mentorship and leadership programming to advance opportunities for women students. Amanda was previously the Diversity and Inclusion Employment Coordinator for the City of Pittsburgh, and continues that work independently as a diversity trainer and consultant. She served on the Lawrenceville Community Land Trust and Greater Pittsburgh Arts Council Learning and Research committees, and the board of the Young Preservationists Association of Pittsburgh. Amanda is an alum of the Baltimore School for the Arts, Howard University, and the Accademia Dell'Arte in Arezzo, Italy.

ABOUT OUR PARTICIPANTS

Jeff Nobers



Jeff Nobers is the Executive Director, Builders Guild of Western Pennsylvania & Pittsburgh Works Together. Jeff Nobers joined the Builders Guild - a labor-management organization - in February 2017. He has an extensive background in media and public relations, crisis communications, marketing communications and community relations. The Builders Guild's mission is to expand knowledge of construction trade unions and contractor associations, heighten the awareness of career opportunities in the trades, build a larger and more diverse workforce, and promote the benefits of union construction. Under his guidance the Introduction to the Construction Trades program was re-vamped and grown into a nationally recognized pre-apprenticeship program which guarantees entry into a construction trade apprenticeship or direct hire into a union contractor. The course - focused on minority, low-income and underserved individuals - is recognized and lauded as a model program by the North American Building Trades Union (NABTU), the State of Pennsylvania Labor & Industry Department and multiple workforce investment boards throughout southwestern Pennsylvania. In late 2019 Jeff, and counterparts from the Builders Guild and regional and local energy, utility and manufacturing companies formed Pittsburgh Works Together, a regional and expanded labor-management organization and economic development think tank. The primary goals are to better inform the public, political leaders and the media as to the overwhelming benefits of these industries relative to job creation, technological development, low cost and reliable energy and how they fit into the leadership role Pennsylvania should solidify and expand as a center of energy, manufacturing, research and development. He is a member of the Board of Directors of Partner4Work, The A. Philip Randolph Institute/Pittsburgh, and The Three Rivers Labor Management Council. He is a 1979 graduate of Duquesne University with a BA in Journalism.

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Stefani Pashman



Stefani Pashman became the CEO of the Allegheny Conference on Community Development and its affiliated organizations - the Greater Pittsburgh Chamber of Commerce, the Pennsylvania Economy League of Greater Pittsburgh and the Pittsburgh Regional Alliance - on October 2, 2017.

Before joining the Conference, Stefani served as CEO of Partner4Work and its predecessor, the Three Rivers Workforce Investment Board, for seven years. She transformed the organization from a \$1.5 million research-based group to a \$20 million public-private system that educates the region on labor market dynamics, funds public and private workforce programs and connects local employers with qualified talent. Prior to Partner4Work, Stefani served in Governor Rendell's Administration for nearly seven years at the PA Department of Human Services as Director of Policy and as Special Assistant to the Secretary. She also worked in private consulting at Avalere Health and Navigant and as an analyst in the White House Office of Management and Budget.

Stefani holds an M.B.A. and a Masters in Health Administration from the University of Michigan and a B.A. from Washington University in St. Louis. She is active in national and local organizations and is a graduate of Leadership Pittsburgh. She resides in Squirrel Hill with her husband and three children.

ABOUT OUR PARTICIPANTS



Hon. Bill Peduto

Hon. William Peduto was elected to the office of Mayor of the City of Pittsburgh in the General Election on November 5, 2013 and took office as Pittsburgh's 60th Mayor in January of 2014. Prior to taking office, he worked for 19 years on Pittsburgh City Council - seven years as a staffer then twelve years as a Member of Council. As a Councilman, Bill Peduto wrote the most comprehensive package of government reform legislation in Pittsburgh's history. As Mayor, Peduto continues to champion the protection and enhancement of Pittsburgh's new reputation - maintaining fiscal responsibility, establishing community-based development plans, embracing innovative solutions and becoming a leader in green initiatives.

The Peduto administration is committed to modernizing city government and implementing leading practices. Under Peduto's leadership, the City of Pittsburgh has experienced a complete transformation of the city's procurement process; the reorganization of the Department of Permits, Licenses & Inspections; a commitment to developing a long-term maintenance and investment plan for the city's assets; the creation of the ONEPGH Resilience Strategy, and technological upgrades, including a GPS based Snow Plow Tracker website, 311 Response Center mobile app, an interactive street paving website and several digital tools built with public information in a new open data portal. Setting priorities around strengthening Pittsburgh's 90 communities, Peduto established the Bureau of Neighborhood Empowerment to promote the city's role in housing, small business, and education; led the development of the city's land bank; and championed the creation of a neighborhood-strengthening Rental Registration program.

Under Peduto's leadership, the City of Pittsburgh has played an active role in National League of Cities, U.S. Conference of Mayors and the Pennsylvania Municipal League initiatives. Mayor Peduto is also a founding member of the MetroLab Network, a national alliance of cities and universities committed to providing analytically-based solutions to improve urban infrastructure, services and other public-sectors.



George Robinson II

George Robinson II is Director of Supplier Diversity & Inclusion for UPMC. He joined UPMC in April 2018 to enhance strategic planning and execution in the UPMC Supplier Diversity Program. Robinson brings to this position over 20 years of experience in Business and Engineering Administration, Government Management and Diverse Business Development. Prior to joining UPMC, he was responsible for the creation of Development (Real Estate) Services Group as Manager of Development Services for The Pittsburgh Water and Sewer Authority (PWSA). Before relocating to Pittsburgh in 2013, Robinson last served as Deputy Director of Public Utilities for the City of Toledo, Ohio and managing the city's \$521 million Federal Consent Order engineering and construction program (The Toledo Waterways Initiative).

Mr. Robinson presently serves on several local boards, including Eastern Minority Supplier Development Council (EMSDC), Engineering Society of Western Pennsylvania, Southwest Pennsylvania Engineers Outreach (SPEO), Riverside Center of Innovation, RiverLife, Laurel Highlands Boy Scouts of America, among others. His latest accomplishment includes contributing authorship to Engineering Your Career, A Complete Guide to Landing a Job in Engineering by Thomas A. Anderson, P.E.

Mr. Robinson is graduate of the inaugural cohort of The Advanced Leadership Initiative (TALI) Executive Leadership Academy held in partnership with Carnegie Mellon University (CMU). A Toledo, Ohio native, he previously completed a Bachelor of Science Degree in Chemical and Environmental Engineering, an MBA with specialization in Operations Management, and Ph. D studies (ABD) in Higher Education Leadership at the University of Toledo (Ohio).

ABOUT OUR PARTICIPANTS



Audrey Russo

Since 2007, Audrey Russo has served the technology business sector for southwestern PA as President and CEO of the Pittsburgh Technology Council (www.pghitech.org), the oldest (1983) and largest technology trade association. In this role, Russo facilitates strong interaction across all sectors of the regional economy. With a background in information technology, operations and finance, Russo previously worked for large multi-national Fortune 500 companies (Alcoa, Reynolds Metals), as well as at MAYA Design, and in an adjunct faculty and project role at Virginia Commonwealth University. She loves the complexity of Pittsburgh's physical, literal and metaphorical terrain and believes the city will succeed and grow through technology innovation and commercialized disruptions across every platform and experience. Pittsburgh's technology roots are essential and imperative in achieving competitive, diverse and vibrant economies.

Russo earned her Bachelor of Science from Ohio State University. She also has a Master's in Public Administration from Syracuse University's Maxwell School of Public Affairs.

Audrey is currently serving as a board member of the following organizations: Urban League of Greater Pittsburgh, Regional Industrial Development Corporation (RIDC), CityLab, Highmark Business Advisory Board, City of Asylum (COA), Pittsburgh Works and PA Early Learning Investment Commission (ELIC) as Commission Member.

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Greg Spencer

Greg Spencer a native of Western Pennsylvania. He attended Wilberforce University, is a cum laude graduate of the University of Pittsburgh and received the University's Distinguished Alumni Award. In recognition of the 225th anniversary of the University's founding, Greg, was one of the 225 alumni awarded a Medallion, created to honor individual alumni whose achievements have "brought honor to the University and whose efforts have contributed to Pitt's progress" He earned his master's degree from St. Francis University. After serving in the U. S. Air Force during the Viet Nam War, he joined United States Steel Corporation as a Warehouse Laborer; he eventually became the General Manager of Human Resources for the Corporation. Following a successful 22 years at the company he was recruited to Equitable Resources, now EQT Corporation, as Vice President of Human Resources; he was later elected Senior Vice President and Chief Administrative Officer where he was responsible for communications, supply chain, human resources, facilities and administrative services. Greg is currently President and CEO of Randall Industries, a chemical manufacturing company. After leaving EQT and before he acquired his company, he held several non profit positions including elected interim Executive Director of the Manchester Youth Development Center (MYDC) with and later as volunteer Executive Director of the Martin Luther King Reading and Cultural Center after it was closed by the Carnegie Library of Pittsburgh. He and his wife reopened and staffed the facility, recruited volunteers and engaged politicians, foundations and people from the neighborhood and surrounding areas in returning the Center to be a safe haven for children in this underserved community. Greg Spencer is the Chairman of the Board of The POISE Foundation and serves on the Board of Robert Morris University, the African American Chamber Foundation of Western Pennsylvania, Pittsburgh Theological Seminary and University of Pittsburgh Medical Center (UPMC). He is an active member of Bethel AME Church's Board of Trustees.

ABOUT OUR PARTICIPANTS



Selena Schmidt

Coro Center for Civic Leadership Executive Director Selena Schmidt is a social, civic and private sector entrepreneurial leader. She is known for high impact start-up scaling, building coalitions, and leading organizations focused on intersectionality, equity, and sustainable growth. Her work builds cross sector partnerships that engage community voices nationally and internationally. Selena's past work includes National Engagement for PBS KIDS; CEO of Power of 32; CEO of Common Impact; and Chief of Staff for the Pittsburgh City Council President. Selena is a founding partner of The Art of Democracy, alum of Chatham University and the Women's Campaign School at Yale, past national PAC Boardmember for the National Association of Women Business Owners, and a founding Boardmember of the Latino Community Center in Pittsburgh. She was honored to be recognized by the YWCA as a Woman of Distinction in Civic and Community Service and to have been inducted in the national Women's Hall of Fame in Seneca Falls, NY.



Regina L. Scott

On January 6th of this year, Regina Scott assumed the role of Director of Community Engagement and Programs for Gateway Health Plan. There, she provides leadership that elevates the Gateway Health Community Engagement team as the organization's premiere brand ambassadors, embodying the new corporate identity in appearance, demeanor, values and work ethic, while being the outwardly visible and physical manifestation of the corporate brand. Regina develops strategies and facilitates the implementation of community engagement and outreach initiatives that set Gateway apart from its competitors, as the Community Engagement Specialists are recognized as community experts who provide high-quality community education, support and resources within Gateway's service footprint. Supporting the Medicaid and Medicare lines of business (LOBs), she is leading her team toward the goal of enhancing and maximizing the organization's competitive advantage, as it looks to sustain and grow its market share by increasing brand awareness and brand preference through the cultivation and leveraging of impactful internal and external partnerships. In this position, Regina facilitates the fulfillment of Gateway Health's social mission, as the organization boldly steps into the role of catalyst and advocate with regard to caring for the whole person in all communities where the need is greatest.

ABOUT OUR PARTICIPANTS



Megan Stanley

Megan Stanley is the Executive Director of the Pittsburgh Commission on Human Relations. Prior to working for the City, she was a research analyst and consultant for the Center on Budget and Policy Priorities in Washington, DC, where she focused on program design, executive functioning, and technical assistance to human service agencies. Megan holds a Master's degree in Public Policy and Public Administration from Northwestern University. Megan has been a member of CEIR for the past two years.

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Tim Stevens

Tim Stevens launched B-PEP, the Black Political Empowerment Project, a non-partisan community collaborative, on May 21, 1986, and has been the project's only Chairman. Tim also serves as the Co-convenor of the Coalition Against Violence. He was elected President of the NAACP Pittsburgh Branch in November 1994 and provided the organization with a decade of leadership. In 1996 Tim brokered the initial meeting with former Pittsburgh Mayor Tom Murphy that led the City's commitment to help fund what is now known as the August Wilson African American Cultural Center. Tim also founded the Black & White Reunion, which hosted its 21st Summit, now called The Racial Justice Summit, and in 2016 initiated the Black Political Empowerment Project's primary fundraiser, "B-PEP JAZZ".

Between 2011-2013, Tim facilitated setting the foundation for the creation of the Corporate Equity & Inclusion Roundtable (CEIR). Its inaugural historic event of May 13, 2013 was hailed by former Director of the Pittsburgh Office of the Pennsylvania Human Relations Commission, George Simmons, as the most powerful event in 40 years. The Roundtable's mission is to create breakthroughs in diversity, equity and inclusion for African Americans throughout the Pittsburgh Region in the areas of employment and entrepreneurial opportunities. Tim continues to serve as the Facilitator for the Corporate Equity & Inclusion Roundtable (CEIR) Working Group. Tim has been privileged to receive various community awards over the years, including the New Pittsburgh Courier recognition as one of the fifty most Influential Men of Influence for several years and Men of Excellence in 2007. Tim received his Bachelor of Arts Degree from the University of Pittsburgh in Political Science with a minor in Sociology in 1967, and a master's Degree in urban and Regional Planning (MURP) from the University of Pittsburgh's Graduate School of Public & International Affairs (GSPIA) in 1974. Tim Stevens is the proud husband of Jennifer Andrade and the father of Marcus Kennedy Andrade Stevens.

ABOUT OUR PARTICIPANTS



Richard W. Taylor, Esq.

Richard W. Taylor is a native of Baton Rouge, Louisiana. He received his undergraduate business degree, cum laude, from Georgetown University, and his Juris Doctorate degree, cum laude, from Tulane Law School, with a certificate in environmental law. He was actively involved in national political affairs for a number of years, and served as a campaign advisor to several Congressional candidates across the country, as well as to President Bill Clinton. After receiving his law degree, Mr. Taylor served as a law clerk to the Honorable James L. Dennis on the United States Fifth Circuit Court of Appeals.

Mr. Taylor also worked as a federal and state governmental affairs representative for Pittsburgh-based Consolidated Natural Gas Company (CNG), and subsequently served as corporate legal counsel and Director of Knowledge Management. He later served as CEO of Macedonia Development Corporation, an affiliate of the Macedonia Baptist Church of Pittsburgh, where he led housing development and other revitalization efforts in Pittsburgh's Hill District community. Currently, he is CEO of ImbuTec, a Pittsburgh-based electrical and general construction firm serving commercial and governmental customers.

Mr. Taylor is active in service to the community as he currently serves on the boards of Macedonia Development Corporation, the August Wilson African-American Cultural Center, and the University of Pittsburgh's Institute of Politics, for which he co-chairs the Economic Development Committee. Previously, he served on the boards of the Port Authority of Allegheny County, the Pennsylvania Environmental Council, as a member and secretary of the board for the Urban League of Greater Pittsburgh, treasurer of the Homer S. Brown Law Association, as a member of the Board of Elders for Macedonia Church of Pittsburgh, and as a member of the Shale Gas Roundtable.

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Derrick Wilson

Derrick Wilson is President and CEO of The Wilson Group, has been in the workflow solutions industry for over 20 years. Derrick started his career at ComDoc as an account executive in the downtown Pittsburgh marketplace, determined to demonstrate copier functionality and close the sale in one call. He learned the business the old fashioned way, for every "Yes" you have to hear "No" a dozen times. He has held numerous positions including Major Account Representative at Copyworld, Sales Manager at Business Alternatives, Print Management Specialist at Global Solutions Group and most recently, Vice President of Sales at Xerox. In 2011, Derrick put into motion his desire to own a family business based on his beliefs, values and passion for establishing a partnership with his customers. In July 26, 2012 he launched The Wilson Group, an MBE with a decentralized business model that streamlines business processes, increases employee productivity and decreases hard and soft costs. Derrick is an active community member and sits on several boards including Lifework, Providence Connection, Auberle Foundation, YouthPlaces, The Center for Non-profit Excellence and the Kyle B. Wilson Scholarship Fund. Derrick appreciates the struggles and challenges of nonprofits because he and his family have a 501c3 charity in the honor and memory of his son Kyle. For more information on KW 23, click here. Derrick lives in Wexford, PA and has three daughters, Britney, Deseia and Ashleigh. When Derrick is not working hard for his customers he is coaching or cheering for his daughter Ashleigh in basketball, volleyball, and track.

Special Thanks to Point Park University



CENTER FOR MEDIA INNOVATION

Point Park University

The Center for Media Innovation at Point Park University is a state-of-the-art incubator and collaborative space designed to prepare students for success in a media industry intertwined with the latest technology, while also supporting professional journalists and educating the public at large. The Center features TV and radio/podcast studios, a photo studio, a multimedia newsroom, and a transformational presentation and gallery space.

The Allegheny Foundation provided a \$2.5 million grant to start the CMI in 2016.

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Visit CenterForMediaInnovation.com to learn more.

Andrew Conte, Director

Olivia Valyo, Studio Technician

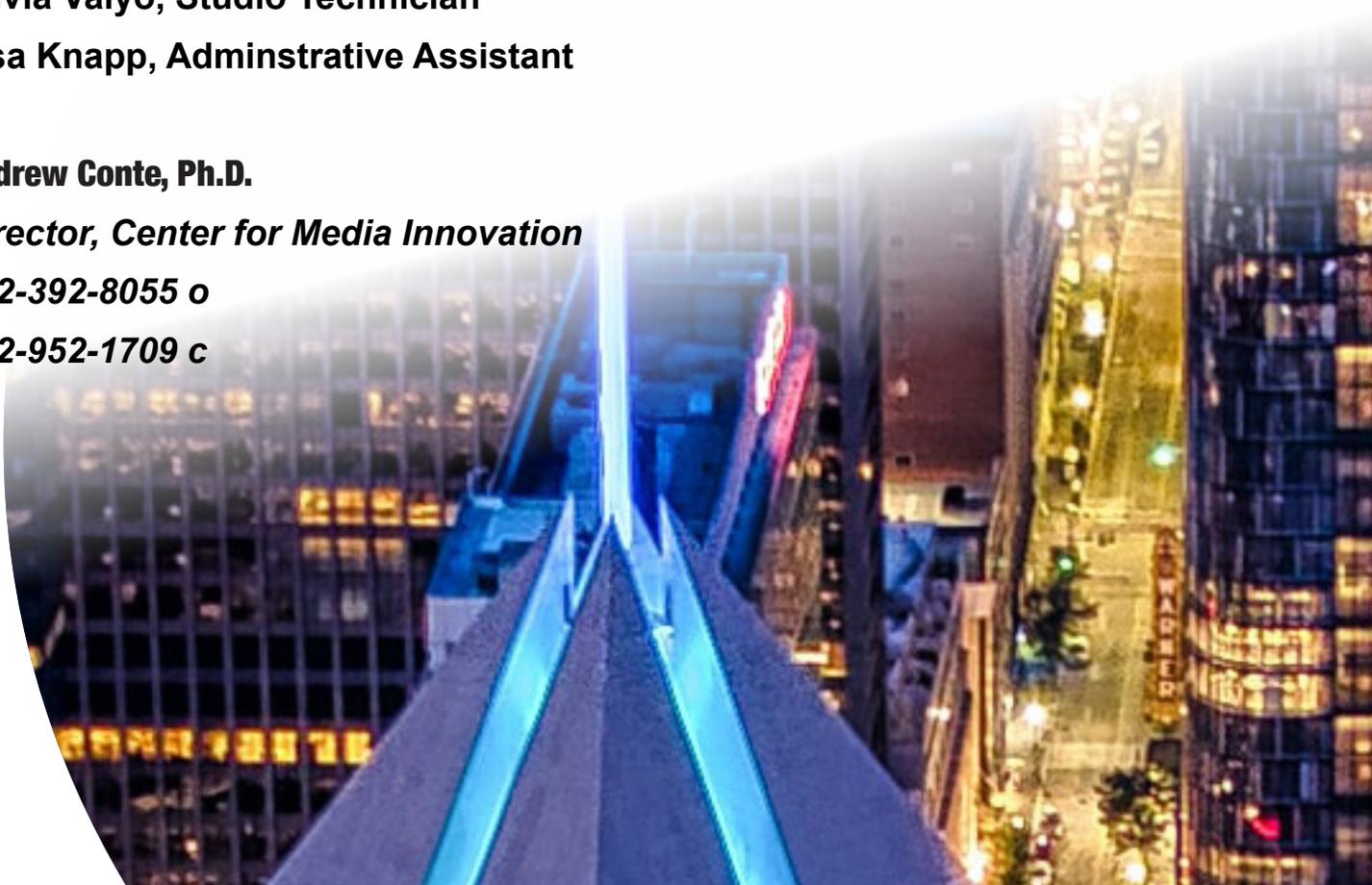
Lisa Knapp, Administrative Assistant

Andrew Conte, Ph.D.

Director, Center for Media Innovation

412-392-8055 o

412-952-1709 c



The Jewish Federation of Greater Pittsburgh's Community Relations Council is proud to be a longstanding partner of CEIR.



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We are honored to work with you in advancing diversity, equity and inclusion in the Southwestern Pennsylvania workforce.

Handwritten signature of Joshua Sayles in black ink.

Joshua Sayles, Director

Handwritten signature of Laura Cherner in black ink.

Laura Cherner, Assistant Director

The Jewish Federation of Greater Pittsburgh Community Relations Council promotes harmonious relations and mutual understanding within and beyond the Jewish community and supports the State of Israel.

jewishpgh.org • 2000 Technology Drive, Pittsburgh PA 15219 • 412.681.8000

Thanks to the CEIR Working Group

Tim Stevens, CEIR Working Group Facilitator, Chairman & CEO,
The Black Political Empowerment Project (B-PEP),
Co-convener, Greater Pittsburgh Coalition Against Violence (CAV),
Founder, The Black & White Reunion/Racial Justice Summit

Walt Bentley, Minority & Diversity Recruiting Specialist,
Joint Apprenticeship Training Committee, I.B.E.W. Local Union #5

Marla Bradford, Senior Diversity Leader, Duquesne University

Alethia Bush, Workforce Development Job Developer for the
Mon Valley Initiative/Southwestern PA Re-entry Coalition (SPARC)

Esther L. Bush, President & CEO, Urban League of Greater Pittsburgh

Russell L. Bynum, President, Bynums Marketing & Communications, Inc.
and Consultant, Bynums Minority Marketing Group

Tricina Cash, Vice President, Strategic Partnerships & Corporate Relations,
Eastern Minority Supplier & Development Council (EMSDC)

Laura Cherner, MBA Director of the Community Relations Council (CRC)
for the Jewish Federation of Greater Pittsburgh

Diane I. Daniels, Public Relations Specialist, DID & Associates

Rev. Michele P. Ellison, President, Michele's Inspiration

Bill Flanagan, Chief Corporate Relations Officer, Allegheny Conference on Community Development

Shad Henderson, Director of Community Partnerships & Investments, Neighborhood Allies

Dr. Fredrick O. Kendrick, Director of Career Advising, Career Services, University of Pittsburgh

Tracie M. Jackson, Former Job Developer, Pittsburgh Community Services, Inc.

Janine Jelks-Seale, Senior Advisor, Office of Administration,
Allegheny County Department of Human Services

Ronald Lawrence, Chairman of the Board, 100 Black Men of Western PA

Markese Long, Community Relations Manager, Partner4Work

Brian Magee, CEO, PUMP

Janet K. Manuel, Director, City of Pittsburgh Personnel & Civil Service,
EEO/Diversity & Inclusion Officer, President, Pittsburgh Human Relations Association

W. Terrance McDaniel, Former Acting Regional Director, PA Human Relations Commission

Judy McNeil, Director, Diversity Business Resource Center at Riverside

Ivette Mongalo-Winston, AICP LEED, AP, Founder, Mongalo-Winston Consulting, LLC

Tiffany Mrotek, MSW, Workforce Development and Outreach Manager, Landforce Pittsburgh

Barry Nathan, PhD, CEO, Leader Business Coaching, Initiator,
Founder, Concierge Pittsburgh, Chairman, Equal Opportunity Commission, City of Pittsburgh

Debbe Parker, Manager, Business Development,
African American Chamber of Commerce of Western PA

Betty Pickett, Member of the Black Political Empowerment Project (B-PEP) Planning Council,
Former Executive Director, Pittsburgh Chapter, National Council for Christians and Jews (NCCJ)

Ronald B. Saunders, Race & Reconciliation Dialogue Group, St. Paul Cathedral,
African American Advisory Council, Senator John Heinz History Center,
President, Dr. Edna McKenzie Chapter, The Association for the
Study of African American Life and History (ASALH)

Joshua A. Sayles, Outgoing Director, Community Relations Council,
Jewish Federation of Greater Pittsburgh

Regina L. Scott, Director of Community Engagement & Programs, Gateway Health

John Small, President, Performance Capital, Member, Black Political Empowerment Project (B-PEP)
Planning Council

M. Shernell Smith, Director, Center for Student Diversity & Inclusion, Carnegie Mellon University

Greg Spencer, CEO, Randall Industries, LLC, former Sr. Vice President, Equitable Resources

Megan Stanley, Former Executive Director, Pittsburgh Commission on Human Relations

Richard A. Stewart, Jr., President, NAACP Pittsburgh Branch

Deb Stuligross, Executive in Residence, Forbes Funds, CEIR Website Coordinator

Deidra Washington, Founder & CEO, I Dream A World, LLC,
Founder & Executive Director, I Dream A World of Hope, Inc.

Doris Carson Williams, CCE, President & CEO,
African American Chamber of Commerce of Western Pennsylvania

Ricardo J. Williams, Business Inclusion Manager for the Office of Equity,
Office of the Mayor, City of Pittsburgh





8th Annual CEIR CONFERENCE
(The Corporate Equity & Inclusion Roundtable)

2020

**Thanks
to All Our
Program
Participants**

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**The CORPORATE EQUITY
& INCLUSION
ROUNDTABLE**

Materials for Impacting

The Pittsburgh Region

regarding

Diversity, Equity & Inclusion

MAKING THE CASE FOR DIVERSITY, EQUITY & INCLUSION

INTRODUCTION

Now, more than ever, organizations are spearheading diversity and inclusion Initiatives. But what do they really get out of this? Why is it necessary in Pittsburgh? What is the “business case” for diversity and how does it drive better business outcomes?

WORKFORCE AND CORPORATE MINORITY ENTERPRISE (MBE) SUPPLIER STATISTICS

In Pittsburgh:

- The poverty rate for Black populations is more than twice that of White populations in the City of Pittsburgh ⁷
- Only **47%** of Black men in the City are employed ¹
- 85% of other large cities have a higher Black employment rate than Pittsburgh ¹
- Every **\$1** spent with a certified MBE yields a **1.5x** impact in the community ⁸

Overall:

- **67%** of active and passive job seekers said that a diverse workforce is an important factor when evaluating companies and job offers ²
- **57%** of people think their company should be doing more to increase diversity among its workforce ²
- By the year 2025, **75%** of the global workforce will be made up of millennials - **74%** of them believe inclusion leads to more innovation ³

THE BUSINESS CASE

Blacks spend **\$3.8 to \$3.9 Billion** in the Pittsburgh region ⁹

Inclusive teams have a **2.3** times higher cash flow per employee over a three-year period ⁴

Gender-diverse teams have a **27%** likelihood of outperforming their peers ⁵

Companies in the top-quartile for ethnic/cultural diversity on executive teams were **33%** more likely to have industry-leading profitability ⁴

Businesses with more diverse management teams have **19%** higher revenues due to innovation ⁶

Organizations with the most ethnically diverse boards are **43%** more likely to experience higher profits ⁵

Minority Business Enterprises (MBE's) contributed **\$4.6 billion** to the Pennsylvania GDP ⁸

WHAT YOU CAN DO

- **ADOPT** the Comprehensive Rooney Rule - With Results; which Includes Corporate Supplier Diversity
- **IMPLEMENT** “Ban the Box”
- **CREATE** an *action plan* based on the CEIR Initiative to assess your organization’s commitment to change, and develop a timeline for implementation



The Three Major Requests of CEIR



ADOPT the "Comprehensive Rooney Rule- With Results"

- Advocates that African Americans be considered for *all* positions from entry level through the "C Suite" and for *all* contracting/procurement opportunities.



IMPLEMENT "Ban the Box"

- Campaign aimed to remove from the hiring applications the check box that asks if applicants have a criminal history.



CREATE an *action plan* for change

- Identifies short and long-term objectives for implementation of the CEIR principles with measurable goals.



**CORPORATE EQUITY AND INCLUSION
ROUNDTABLE:**

***“Resetting the Commitment – Going from
Well Meaning to Well Doing”***

THE EXECUTIVE SUMMARY



**The Pittsburgh/Southwestern
Pennsylvania Initiative for Diversity,
Equity and Inclusion**



CORPORATE EQUITY AND INCLUSION ROUNDTABLE:

“Resetting the Commitment – Going from Well Meaning to Well Doing”

THE EXECUTIVE SUMMARY

(Revised June 6, 2019)

Purpose: To achieve higher levels of inclusion of African Americans in employment, in business ownership, and in business development in the Pittsburgh and Southwestern Pennsylvania Region. The Roundtable’s vision is to bring about *measurable lasting* change and breakthroughs in workforce diversity and inclusion and economic opportunities.

Mission:

To develop and implement strategies to overcome the diversity and inclusion challenges within the corporate sector in Pittsburgh and southwestern Pennsylvania, by facilitating collaboration with key partners from educational institutions, community organizations, workforce development agencies and professional organizations collectively working toward a common goal of branding the region with a strong and meaningful commitment to diversity, equity, and inclusion.

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OBJECTIVES:

Human Resources

- Develop strategies for identifying, recruiting, hiring, developing, promoting, mentoring, sponsoring, and retaining more African Americans from entry level to corporate executive positions, including the “C” suite.
- Create an effective campaign that raises awareness of the value and *“the business case”* of having a diverse workforce, one which the Allegheny Conference on Community Development would embrace and that has measurable goals and recognition for its member companies.

Institutional Policies

- Implement a *corporate* version of the “The Rooney Rule” concept similar to that utilized by the National Football League (NFL), which made standard the practice of interviewing African Americans for top executive positions, but one which is more comprehensive.
- The CEIR’s “The COMPREHENSIVE ROONEY RULE – WITH RESULTS” advocates that African Americans be considered for *all* positions from entry level through the “C Suite”, and for *all* contracting/procurement opportunities. The rule embraces an *intentional* commitment to achieve *new, meaningful and measurable* levels of diversity, equity, and inclusion throughout the *entire* organization.

- A full and *ongoing* acceptance and implementation of “The COMPREHENSIVE ROONEY RULE – WITH RESULTS” throughout the Pittsburgh Metropolitan Statistical Area (MSA) would potentially impact the level of wealth for African Americans, and in turn, positively impact their families and communities, as well as increasing the economic health of our city, county and region in general.
- Support the adoption of “Ban the Box” which allows persons with criminal histories to be considered for employment and would allow the opportunity for their skills to be assessed without prejudice. The application must exclude the box which historically required disclosure of past criminal conviction. As of December 2012, seven states and forty-three (43) cities had adopted Ban the Box legislation. The City of Pittsburgh adopted Ban the Box in 2012 and Allegheny County adopted Ban the Box in November 2014. On September 28, 2015 Allegheny County Executive Rich Fitzgerald and Pittsburgh Mayor Bill Peduto signed a joint letter urging area employers to adopt similar policies within their organizations.
- In April 2016 the White House announced, “The Fair Chance Business Pledge” which represented “... A call to action for all members of the private sector to improve their communities by eliminating barriers for those with a criminal record and creating a pathway for a second chance”.

On May 5, 2017 Governor Tom Wolf adopted a Fair Chance Hiring Policy supporting Ban the Box for all future non-civil service jobs under the Governor’s jurisdiction.

An important by-product of area employers adopting “The Comprehensive Rooney Rule – With Results” *and* “Ban the Box” will be the resulting reduction in violence and crime in many of the predominantly African American communities throughout the region. Much crime is caused by the *absence* of full access to opportunities for employment and legal and positive entrepreneurial opportunities.

Institutional Values

- Expand the commitment to develop, mentor, promote, and retain *current* African Americans employed in area corporations, universities, colleges, and non-profits, as well as recruit similar new employees.
- Identify and implement corporate “best practices” for achieving the highest levels of diversity in both employment and in contractual opportunities which would, at a minimum parallel the representation of these persons within the Greater Pittsburgh Region. Best practices should include mentoring, orientation, training, communication skills, performance evaluations, etc. There should be a corporate commitment to create a pool of resources to invest, *long term*, into a talented diversity pool. For purposes of accountability it is recommended that the principles of workplace diversity, equity, and inclusion be included in the *performance evaluations of high level managers*, both for those who hire, and for those who are responsible for the awarding of contracts. The strategic implementation of these goals *throughout the entire organization is a must!*
- Identify an individual or organization to monitor and evaluate the status of implementation of the *successful* accomplishment of this mission, as well as best practices within the partnering companies, corporations and entities of the Corporate Equity and Inclusion Roundtable. This individual or organization will provide expertise in building diverse cultures and identifying ways of ensuring commitment to the cause of diversity, equity, and inclusion throughout the Pittsburgh Region and beyond.

Government Policies

- Create incentives for companies to achieve a significantly diverse workforce. There should be efforts for public recognition and accountability. (As of May 2012, Allegheny County Executive Rich Fitzgerald had begun to utilize the Rooney Rule for the hiring of top executives for County government. On April 19, 2017, Mayor Bill Peduto signed an Executive Order officially adopting the Rooney Rule for the City of Pittsburgh to affect the hiring of senior management personnel for Pittsburgh.)
- On May 29, 2018 Pittsburgh Mayor Bill Peduto signed Executive Orders designed to increase minority participation on city construction projects aimed at increasing the number of minorities in trade union training programs.

Government Values

- Initiate a commitment from public officials which leads to the announcement that anyone doing business with the city or county will be evaluated partially based the percentage of African Americans and the number of such individuals in leadership positions within their companies, as well as the company's commitment to supplier diversity. When implemented, such a commitment would send a clear message that diversity must be embedded within the business strategy of area companies and corporations.

The Background Rationale for Committed Action:

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On June 10, 2010, the *Pittsburgh Post-Gazette* in an article by Harold Miller reported that the Pittsburgh Region was ranked 'dead last' on indicators of racial and economic parity in comparison to 39 other regions in the country with regard to the Black working poor and African American children. A 2012 analysis prepared by the Three Rivers Workforce Investment Board reported that African Americans in the Pittsburgh Region make less than other groups in the same sector of work.

The lack of equity and inclusion of African Americans and other minorities in our region's workforce is also quite evident even at the professional level. According to a 2012 survey conducted by the National Association for Law Placement (NALP), nationwide minorities accounted for 6.71% of law firm partners and 20.32% of law firm associates. By comparison in Pittsburgh, minorities accounted for only 2.03% of the 395 partners and 8.90% of law firm associates based on information submitted by eight firms with offices in Pittsburgh. Pittsburgh had the second lowest percentage of minority partners of the 42 cities represented in the survey.

The problems to be addressed by the Corporate Equity & Inclusion Roundtable are also evident at the national level in that the country is experiencing the largest wealth gap between whites and minorities of the last quarter century. According to the 2010 Census Bureau Report, whites have 20 times the wealth of African Americans and 18 times the wealth of Hispanics.

The Corporate Equity & Inclusion Roundtable partners agree that the time is ripe for increased dialogue and deliberate identification and implementation of effective strategies and policies among *all* stakeholders which will, in turn, create a common brand to market the Pittsburgh region as a region with a strong and meaningful commitment to diversity, equity, and inclusion.

To Communicate with CEIR

Email us at ceirpittsburgh@gmail.com

Call us at 412.212.8775, 412.758.7898 or visit us at www.ceirpittsburgh.org

The Pittsburgh/Southwestern Pennsylvania Initiative for Diversity, Equity and Inclusion



In order to thrive and prosper in the global economy, the Southwestern Pennsylvania Region must work collectively to achieve significantly higher levels of inclusion of African Americans in the workforce, in business ownership, and in business development.

"A PLAN FOR ACTION!"

Presented by the Corporate Equity and Inclusion Roundtable - June 9, 2014

**Updates: May 22, 2015
May 8, 2017
July 19, 2019
March 13, 2020**

Preamble

The Corporate Equity & Inclusion Roundtable consists of community and corporate partners that are committed to making southwestern Pennsylvania (SWPA) a better place to live and work for *all* of its citizens. The Roundtable's purpose is to bring about broad-based, *lasting* change and breakthroughs in workforce diversity, inclusion, and equity in economic opportunities. Our goal is to develop a spirit of inclusiveness, and market our diversity as a positive attribute of our region. We are specifically focused on ensuring equal access to employment and economic opportunities for African Americans throughout Southwestern Pennsylvania. It is our intention that the efforts of CEIR will positively impact *all* communities of color.

To that end we urge *every* organization in the Region to adopt and implement, *ongoingly*, 'THE COMPREHENSIVE ROONEY RULE – WITH RESULTS'. "The Comprehensive Rooney Rule – With Results" advocates that African Americans be considered for *all* positions from entry level through the "C Suite", and for *all* contracting/procurement opportunities. The rule embraces an *intentional* commitment to *achieve new, meaningful and measurable* levels of diversity, equity and inclusion throughout the *entire* organization. The efforts of this rule should also in the end, impact *all* communities of color."

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We also encourage all entities throughout the Pittsburgh Region to adopt the "BAN THE BOX" policy (which has been adopted by both the City of Pittsburgh and Allegheny County), so that the question of prior arrests and/or convictions does *not* appear on the job application, and to update hiring and recruitment software and job applications so that prior convictions are not an automatic disqualifier to hiring. This extends to updating human resource policies so that prior convictions are evaluated to determine relevancy to the position being sought.

Shared Beliefs

1. The competitive strength of our region's businesses and organizations and the quality of life available to our citizens and families depend on the *full and fair* participation of *all* segments of the community in the region's economic growth. Stagnant socio-economic opportunities, an aging workforce, and high levels of poverty have a detrimental impact on the desirability of a region and can lead to the loss of talented, younger workers who are so important to future economic prosperity.
2. Local businesses, being the main driving force of economic growth in the region, have a powerful and pivotal role to play and must lead the way. Rectifying economic inequities and disparities in workforce representation and in business ownership, will require *focused and deliberate* actions to change corporate cultures related to human resource hiring and promotion policies, as well as supplier diversity.

3. **While many employers in the region are engaged in programs to expand diversity in their workforce, *much* still remains to be done. We strongly encourage, where possible, the appointment of at least one African American to *every* interview panel. Increasing promotional opportunities and improving retention rates among African Americans will ensure that our businesses and communities benefit from this wealth of talent and potential.**
4. **The board of directors should clearly make the implementation of meaningful and measurable diversity, equity, and inclusion a top priority – as a board initiative. The goal must be embedded into the system. The commitment comes from the highest level of leadership.**
5. **Education is the cornerstone of opportunity for all of our citizens. Organizations have a powerful and pivotal role to play in strengthening our educational system to ensure all children become part of a world-class workforce, possessing the knowledge, education, and technological skills necessary to thrive in a global economy.**

Action Steps for Organizations:

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To achieve full participation of all segments of the community the following is necessary:

1. **Business opportunities should be broadcast to the widest possible market of product and service providers to ensure businesses owned by African Americans are fully aware of all opportunities that capitalize on their products, programs, and services. This should include actively seeking new and creative approaches.**
2. **Employment opportunities should be broadcast to the widest possible market of qualified/qualifiable job candidates, to encourage recruitment, hiring and training of African Americans who can capitalize on the opportunities offered from entry level to “C suite.”**
3. **Financial institutions should create and expand initiatives that significantly improve access to capital for businesses owned by African Americans.**
4. **SWPA businesses should create and *implement* career-path programs that encourage professional development/training at all levels of the workforce for African Americans.**

Goals

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ITEM	TYPE OF ACTIVITY
<p>1. Increase and expand market opportunities for suppliers owned by African Americans.¹</p> <ul style="list-style-type: none"> a. Companies, corporations, non-profits, universities, and colleges should have a stated commitment to African Americans to a specific spend percentage based on the annual spend commitment of said entity. b. Provide pre-bid open house events, with specific emphasis on African Americans, for prospective contracts at least every six months. c. Explore how an organization can be more aggressive in marketing contracts and vendor opportunities to African Americans, including creating ‘matchmaking’ partnerships between majority and smaller African American contractors and suppliers. d. Provide extensive and recurring opportunities to African Americans for <i>non-bid</i> contracts. (This is a frequently unused, but easily implemented tool to increase diversity in the allotting multi-year contracts). e. Establish goals that are <i>measurable</i> for procurement, along with a commitment to have at least annual, and in some cases, semi-annual meetings with department heads to review progress. f. Provide annual published reports on the utilization of vendors who are African American. Such reports should include actual <i>total</i> dollar amounts given to African American vendors as well as a percentage of total contracts that are rewarded to African American vendors. There should be a specific listing of companies receiving contracts, however the specific contract amount is not required. (See sample corporate diversity metrics document located at the end of this document.) 	<p>Supplier Development</p>
<p>2. Increase capital available for businesses owned by African Americans.²</p>	<p>Supplier Development</p>
<p>3. Increase corporate and business participation in minority chambers of commerce, economic development programs, and business development councils.</p>	<p>Supplier Development</p>

¹ Utilize the “Comprehensive Rooney Rule – With Results” to consider awarding construction and procurement contracts to companies owned by African Americans.

² Implement “The Comprehensive Rooney Rule – With Results”

<p>4. Significantly increase the diversity of corporate boards of directors, particularly in terms of the presence of African Americans.</p>	<p>Corporate Culture</p>
<p>5. Ensure corporate cultures exist where diversity, equity, and inclusion are valued, promoted, and expected through actions, words, and deeds. Have a clear commitment come from the very top leadership.</p>	<p>Corporate Culture</p>
<p>6. Increase employment opportunities for African Americans at every level, including entry level, professional, middle and senior management positions, and boards of directors.³</p>	<p>Employment Practices</p>
<p>7. Identify and eliminate informal barriers to employment, promotion, and retention of African Americans.</p>	<p>Employment Practices</p>
<p>8. Evaluate internal staffing plans to ensure African Americans and other people of color are aware of and given consideration for promotional opportunities.</p>	<p>Employment Practices</p>
<p>9. Ensure developmental opportunities such as mentoring, networking, training, and professional development, are provided for all employees to improve the ability of African Americans to qualify for advancement opportunities.</p>	<p>Employment Practices</p>
<p>10. Provide opportunities for sponsorship from entry level to the C-suite.</p>	<p>Employment Practices</p>
<p>11. Conduct exit interviews with African Americans:</p> <ul style="list-style-type: none"> • Determine the reason for leaving. • If the reason was negative, ask what could have been done differently to make the experience or environment more positive and inclusive. • Use this information to improve recruitment, development, advancement, engagement, and retention of a more diverse workforce. 	<p>Employment Practices</p>
<p>12. Develop employment recruitment strategies that include:</p> <ul style="list-style-type: none"> • Building ongoing relationships with minority advisors and diversity coordinators of local colleges and universities; • Build ongoing relationships with Historically Black Colleges and Universities (HCBUs) and Predominantly Black Institutions (PBIs)⁴; 	<p>Employment Practices</p>

³ Implement “The Comprehensive Rooney Rule – With Results” to assure a commitment to interview African Americans.

⁴ For listings and contact information of HBUs and PBIs, Companies should contact NAFEO (the National Association for Equal Opportunity in Higher Education). www.nafeonation.org

<p>Build ongoing relationships with nationally recognized professional organizations and social networks, that further career opportunities for African Americans, i.e. National Black MBA and Engineers Associations, etc.</p>	
<p>13. Create internal and inter-organizational affinity groups or employee resource groups that share effective innovations and remove barriers to equity, diversity and inclusion, which provide a supportive environment for all employees.</p> <hr/> <p>14. Implement an <i>effective ongoing required</i> comprehensive Diversity & Inclusion Training Program for <i>all</i> employees, with the support of boards of directors, CEO's/CFO's, a program that encompasses cultural awareness and addresses unconscious bias in the areas of gender identity, race, color, ethnicity, language, nationality, sexual orientation, religion, socio-economic status, age, physical and mental ability, all aimed to positively impact the policies, systems and practices in an organization.</p> <hr/> <p>15. Implement the concept of "The Diversity Dashboard" to act as a mirror in every department or division of any organization to help identify how staff members are helping their employer to meet definitive goals of diversity, equity and inclusion.</p> <hr/> <p>16. Aggressively implement and expand the number of internships or fellowships aimed at increasing the presence of African Americans in the workforce, thus providing them exposure to the work environment, which in some instances might lead to employment.</p> <hr/> <p>17. Seek and share ideas for creating and implementing acknowledgments, and incentives for staff, departments and divisions aimed at significantly increasing the level of diversity, equity and inclusion within the organization.</p>	<p>Employment Practices</p>
<p>18. Establish cooperative processes among firms to share best practices that improve recruitment, development, retention, and engagement of African Americans. Encourage corporations to share and establish similar internal equity and inclusion metrics that can be combined into an anonymous regional measure for comparing year after year progress of the region as a whole.</p>	<p>Employment Practices</p>

<p>19. Adopt the “Two in the Pool” concept for finalists interview pools which would help guarantee more representation of African Americans, which means <i>more than one</i> African American would be present in the final pool of candidates.</p>	<p>Employment Practices</p>
<p>20. Investigate and implement creative alternative transportation options to encourage greater employment by individuals without automobiles.</p> <hr/> <p>21. Discontinue use of questions regarding prior salary history in the application/hiring process as this propagates the known gender and color wage gap. Ensure that pay is not based on prior salary history and , if known, this is not a determining factor in employment decisions.</p> <hr/> <p>22. Utilize a transparent pay scale for each position, upon request of an applicant or interviewee, to decrease the potential for wage differentials based on race or gender.</p> <hr/> <p>23. Take a key leadership role in the Pittsburgh region to urge other employers to adopt and implement the key components of the CEIR Pittsburgh/Southwestern PA Initiative for diversity, equity and inclusion.</p>	<p>Employment Practices</p>
<p>22. Encourage staff to participate on community boards to broaden their networks and provide expertise, resources, and support to community organizations, particularly within the African American community.</p>	<p>Community Outreach</p>
<p>23. Increase corporate allocations for sustainable projects/programs that improve African Americans communities. Encourage civic and philanthropic organizations to do the same.</p>	<p>Community Outreach</p>
<p>24. Invest and create jobs in neighborhoods where African Americans typically reside.</p>	<p>Community Outreach</p>

<p>25. Establish partnerships with public school systems, including vocational programs, to support curriculum development and establish programs for career exploration, mentoring, internships, job shadowing, and entry level employment.</p> <hr/> <p>26. University and colleges should identify and increase the number of professional scholarships available for African American students.</p> <hr/> <p>27. University and colleges should identify ‘best practices’ and new initiatives aimed at encouraging African American graduates to stay in the Pittsburgh Region so as to develop their new talents and skills to benefit area communities.</p> <hr/> <p>28. Aggressively identify and implement new and creative strategies aimed at significantly increasing the number of African American professors and adjunct professors, particularly males. “Best practices’ could be shared with other universities and colleges in the Pittsburgh region.</p> <hr/> <p>29. Establish community investment in non-profit organizations (NPO) which have a commitment to provide career training and placement programs</p>	<p>Education</p>
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that build sustainable capacity and scale. This should be an <i>ongoing, permanent</i> commitment to the community.	
30. Establish partnerships with community colleges, universities, and trade schools to develop curriculum to support “industry specific” needs.	Education

Outcome Metrics:

1. Organizations will select and implement goals that will promote an internal culture of equity, diversity, and inclusion.
2. Organizations should track and report their results annually in terms of:
 - a. The total “supply-chain spend” to African American owned businesses and organizations, and the percentage of that spend, in relationship to all purchases.
 - b. The number of African American hired and/or promoted into entry-level positions, professional positions, middle and senior management positions, and boards of directors, and the percentages in relationship to the totals hired and/or promoted at each level.
 - c. The turnover of African Americans in entry-level positions, professional positions, middle and senior management positions, and boards of directors in relationship to total turnover at each level.
 - d. Other metrics based on the selected goals. See Appendix for other data collection metrics.
3. The Corporate Equity & Inclusion Roundtable Working Group will:
 - a. Update and review strategies and tactics to support participating companies’ efforts to achieve the above outlined goals.
 - b. Assist organizations and businesses in identifying priority initiatives.
 - c. Assist in the establishment of working groups to further focus on solutions.
 - d. Identify companies deserving special recognition based on exemplary results.
 - e. Recognize organizations and businesses which have successfully implemented CEIR initiatives and principles.

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Time Horizons

The full attainment of our goals is a *long-term* undertaking. This particular initiative is seen as a concerted effort aimed at producing a cultural shift as to how entities in the Pittsburgh Region

function with regard to their efforts to achieve *a meaningful and sustained* level of diversity, equity and inclusion. Such an aggressive vision cannot be tied to a certain number of years, the commitment must be *ongoing and never ending*, but committed to meaningful results!

To Communicate with CEIR

Email us at ceiroundtable@gmail.com

Call us at 412.212.8775, 412.758.7898

or visit us at www.ceirpittsburgh.org

Appendix: Organizational Diversity Score Card (ODSC)

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(See next page)

ORGANIZATIONAL DIVERSITY REPORT CARD (ODRC) - EXAMPLE TEMPLATE

Name of Organization:

Reporting Period:

	African Am	Hispanic	Other	Non-Minority	Total %	Total #	Category
Total # of employees							Employment
% of all employees							Employment
# of middle managers							Employment
% of middle managers							Employment
# of senior managers							Employment
% of senior managers							Employment
# of board seats							Employment
% of board seats							Employment
# of promotions							Employment
% of internal promotions							Employment
% turnover of all employees							Employment
% of turnover of middle managers							Employment
% of turnover of senior managers							Employment
# of home purchase loans							Consumer Loans
\$value of home purchase loans							Consumer Loans

ORGANIZATIONAL DIVERSITY REPORT CARD (ODRC) - EXAMPLE TEMPLATE

Name of Organization:

Reporting Period:

	African Am	Hispanic	Other	Non-Minority	Total %	Total #	Category
# of lines of credit							Consumer Loans
\$ value of line of credit							Consumer Loans
#of contracts to minority firms							Contract Opportunities
% of contracts awarded to minority firms							Contract Opportunities
\$ of contracts awarded to minority firms							Contract Opportunities
% of total, value of contracts to minority firms							Contract Opportunities
# of business loans							Access to Capital
\$ value of business loans							Access to Capital
% of total value of business loans to minority firms							Access to Capital
# of lines of credit							Access to Capital
\$ value of lines credit							Access to Capital
% of total value of lines of credit to minority firms							Access to Capital
# of new business loan/lines of credit							New Business Loans/Lines of Credit
\$value of new business loan/lines of credit							New Business Loans/Lines of Credit
% total value, new business loans, minority firms							New Business Loans/Lines of Credit

CEIR Corporate Equity and Inclusion Roundtable

Goal	Pre-Action Plan Assessment				
	Committed and currently in place across the organization	Committed and ready to implement	Committed, but unsure of implementation (timeline, process, scope, etc.)	Cannot commit as an organization/team right now	Not applicable to organization's processes OR not allowable
Increase and expand market opportunities for suppliers owned by African Americans.					
Increase capital available for businesses owned by African Americans.					
Increase corporate and business participation in minority chambers of commerce, economic development programs, and business development councils.					
Significantly increase the diversity of corporate boards of directors, particularly in terms of the presence of African Americans.					
Ensure corporate cultures exist where diversity, equity, and inclusion are valued, promoted, and expected through actions, words, and deeds. Have a clear commitment come from the very top leadership.					
Increase employment opportunities for African Americans at every level, including entry level, professional, middle and senior management positions, and boards of directors.					
Identify and eliminate informal barriers to employment, promotion, and retention of African Americans.					
Evaluate internal staffing plans to ensure African Americans and other people of color are aware of and given consideration for promotional opportunities.					
Ensure developmental opportunities such as mentoring, networking, training, and professional development, are provided for all employees to improve the ability of African Americans to qualify for advancement opportunities.					
Provide opportunities for sponsorship from entry level to the C-suite					
Conduct exit interviews with African Americans:					
• Determine the reason for leaving.					
• If the reason was negative, ask what could have been done differently to make the experience or environment more positive and inclusive.					
• Use this information to improve recruitment, development, advancement, engagement, and retention of a more diverse workforce					

Develop employment recruitment strategies that include: Building ongoing relationships with minority advisors and diversity coordinators of local colleges and universities;					
Build ongoing relationships with Historically Black Colleges and Universities (HCBUs) and Predominantly Black Institutions (PBIs)					
Build ongoing relationships with nationally recognized professional organizations and social networks, that further career opportunities for African Americans, i.e. National Black MBA and Engineers Associations, etc.					
Create internal and inter-organizational affinity groups or employee resource groups that share effective innovations and remove barriers to equity, diversity and inclusion, which provide a supportive environment for all employees.					
Implement an effective ongoing required comprehensive Diversity & Inclusion Training Program for all employees, with the support of boards of directors, CEO's/CFO's, a program that encompasses cultural awareness and addresses unconscious bias in the areas of gender identity, race, color, ethnicity, language, nationality, sexual orientation, religion, socio-economic status, age, physical and mental ability, all aimed to positively impact the policies, systems and practices in an organization.					
Implement the concept of "The Diversity Dashboard" to act as a mirror in every department or division of any organization to help identify how staff members are helping their employer to meet definitive goals of diversity, equity and inclusion.					
Aggressively implement and expand the number of internships or fellowships aimed at increasing the presence of African Americans in the workforce, thus providing them exposure to the work environment, which in some instances might lead to employment.					
Seek and share ideas for creating and implementing acknowledgments, and incentives for staff, departments and divisions aimed at significantly increasing the level of diversity, equity and inclusion within the organization.					

Establish cooperative processes among firms to share best practices that improve recruitment, development, retention, and engagement of African Americans. Encourage corporations to share and establish similar internal equity and inclusion metrics that can be combined into an anonymous regional measure for comparing year after year progress of the region as a whole.					
Adopt the "Two in the Pool" concept for finalists interview pools which would help guarantee more representation of African Americans, which means more than one African American would be present in the final pool of candidates.					
Investigate and implement creative alternative transportation options to encourage greater employment by individuals without automobiles.					
Discontinue use of questions regarding prior salary history in the application/hiring process as this propagates the known gender and color wage gap. Ensure that pay is not based on prior salary history and , if known, this is not a determining factor in employment decisions.					
Utilize a transparent pay scale for each position, upon request of an applicant or interviewee, to decrease the potential for wage differentials based on race or gender.					
Take a key leadership role in the Pittsburgh region to urge other employers to adopt and implement the key components of the CEIR Pittsburgh/Southwestern PA Initiative for diversity, equity and inclusion.					
Encourage staff to participate on community boards to broaden their networks and provide expertise, resources, and support to community organizations, particularly within the African American community.					
Increase corporate allocations for sustainable projects/programs that improve African Americans communities. Encourage civic and philanthropic organizations to do the same.					
Invest and create jobs in neighborhoods where African Americans typically reside.					
Establish partnerships with public school systems, including vocational programs, to support curriculum development and establish programs for career exploration, mentoring, internships, job					

University and colleges should identify and increase the number of professional scholarships available for African American students.					
University and colleges should identify 'best practices' and new initiatives aimed at encouraging African American graduates to stay in the Pittsburgh Region so as to develop their new talents and skills to benefit area communities.					
Aggressively identify and implement new and creative strategies aimed at significantly increasing the number of African American professors and adjunct professors, particularly males. "Best practices" could be shared with other universities and colleges in the Pittsburgh region.					
Establish community investment in non-profit organizations (NPO) which have a commitment to provide career training and placement programs that build sustainable capacity and scale. This should be an ongoing, permanent commitment to the community.					
Establish partnerships with community colleges, universities, and trade schools to develop curriculum to support "industry specific" needs.					

TOTALS



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ADDENDUM

8th Annual CEIR CONFERENCE
(The Corporate Equity & Inclusion Roundtable)

2020

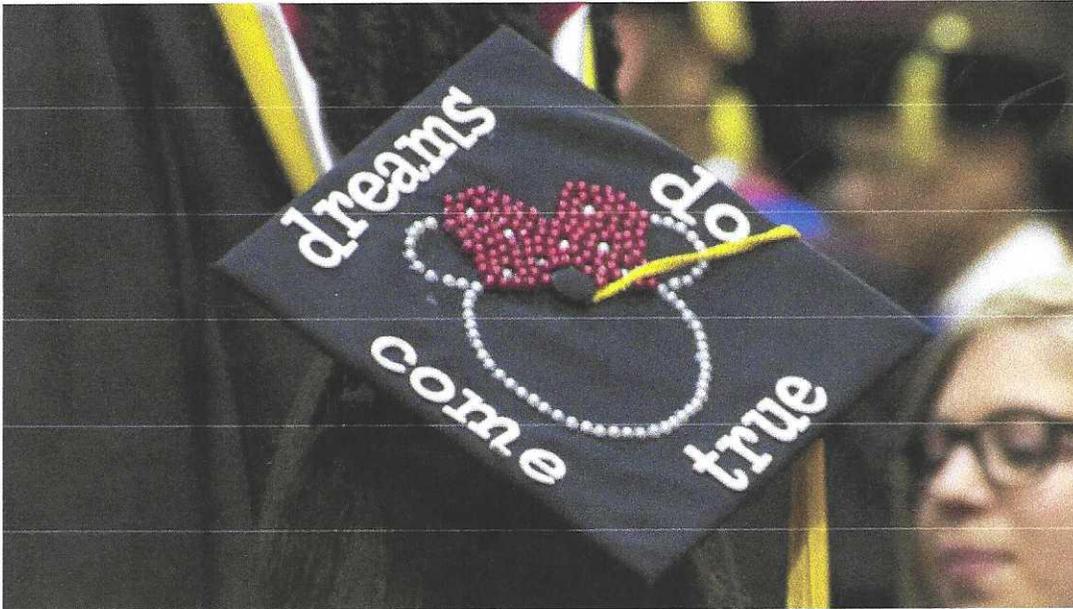
50

ARTICLES OF IMPORTANCE



Opinion: If colleges want to be antiracist, they should start by ‘banning the box’

Studies show criminal records checks do not make campuses safer – but they discriminate against Black applicants.



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Corina Scott
Jul. 24, 2020, 6:45 a.m.

Within a week of the start of the protests that continue to surge through the nation, nearly every college in the United States released a statement (<https://www.insidehighered.com/news/2020/06/02/higher-ed-leaders-address-protests-racial-tensions-and-killing-george-floyd>) that supposedly reaffirmed their own commitments to racial justice and systemic change.

In the Philadelphia area, that included Drexel, Temple, Penn, Haverford, Villanova, Swarthmore and others. Unfortunately, however well-meaning, these statements are filled with dissonance.

However angry or indignant school administrators and boards feel about the police killings of George Floyd, Ahmaud Arbery, Breonna Taylor – or the overall violence perpetrated against Black people in America for over 400 years – their words ring empty without attempts to address their own discriminatory practices.

The use of a criminal record box on college applications is one of the most egregious examples. It's something that has become standard, but disproportionately disqualifies applicants of color.

Criminal record screening is frequently justified by pointing to the necessity of public safety on college campuses. However, studies show (<http://www.communityalternatives.org/wp-content/uploads/2020/02/use-of-criminal-history-records-reconsidered.pdf>.) that this does not, in fact, make colleges safer. A 2017 study by the nonprofit Center for Community Alternatives (<https://www.communityalternatives.org/>) investigated the relationship, and found no correlation (<http://www.communityalternatives.org/wp-content/uploads/2019/11/boxed-out.pdf>) whatsoever. Per the study, “there is no statistically significant difference in the rate of campus crime between institutions of higher education that explore undergraduate applicants’ disciplinary background and those that do not.”

While criminal background checks may seem neutral, policing, surveillance and incarceration in the United States disproportionately targets Black people (<http://www.americanprogress.org/issues/economy/reports/2017/07/27/436756/ban-box-beyond/>).

Black Americans are no more likely than their white peers to commit crimes, but are surveilled and imprisoned at much higher rates (<http://www.naacp.org/criminal-justice-fact-sheet/>). People of color make up two-thirds of the state and federal prison population, despite accounting for just 39% of the U.S. population. The rate of imprisonment for Black men is nearly six times the rate for white men; Black women are twice as likely to be incarcerated than white women.

- 52** If the criminal justice system unfairly targets Black persons, then a college application question asking about criminal history will inevitably perpetuate racial inequities in higher education.

Then there’s the deterrent effect. Just the presence of a criminal background checkbox on a college application can discourage potential students from applying (<http://clsphila.org/wp-content/uploads/2020/02/Opening-Doors-Banning-the-Box-on-College-Applications.pdf>), the CLS study found. More specifically, research at the State University of New York in 2015 found a full two-thirds of prospects with felony convictions did not complete the college application (<https://bstigmafree.org/blog/boxed-out-criminal-history-stigma-and-college-admissions/>), compared to one-fifth of prospective students overall.

In response to this research and surrounding advocacy, the SUNY system banned the box on its applications in 2016. The Common Application similarly stopped requiring a question about criminal records (<https://whyy.org/articles/criminal-record-question-nixed-from-common-application-for-college/>) last year. But 70% of four-year colleges still choose to ask about applicants’ prior criminal history.

It is worth grasping the current moment to call out colleges that are quick to acknowledge systemic racism in police departments, but fail to admit or address systemic racism in their own practices. If an institution of higher education is truly committed to dismantling white supremacy, it will start with itself. It will start with Banning the Box. To do otherwise is hypocritical and unjust.

Corina Scott is a rising 2L at the University of Pennsylvania Law School. She is currently interning at Community Legal Services in the Youth Justice Project.



STANFORD

NEWS SERVICE

NEWS RELEASE

1/26/00

Kathleen O'Toole, News Service (650) 725-1939; e-mail: kathleen.otoole@stanford.edu

Economist says civil rights movement was economic success

Gavin Wright, standing behind his desk, clears his throat; his hands are fidgeting in his pockets. Black History Month is approaching, and he's worried, he says with knitted brow, that a reporter looking for news might make too much of this.

"I want to make clear that my role in the civil rights movement was minuscule. The real heroes are people like [North Carolina] Congresswoman Eva Clayton, who stayed in the South and made it work."

Nevertheless, Wright, now the William Robertson Coe Professor of American Economic History at Stanford, was involved on the fringes of the movement, and today argues strongly that the civil rights movement worked economically as well as politically which is news to more than a few people. **53**

The civil rights movement was an economic success and a historical surprise like the downfall of the Soviet Union after it or the triumph of British slavery abolitionists before it, he wrote recently in the *Journal of Economic History*.

Much has been written and published on the plight of Southern black sharecroppers before the civil rights movement, about the marches for public accommodations and voting rights of the early '60s, the lunch counter sit-ins, and the violence and politics that resulted. Almost none of it addresses the economic results.

In most books and articles on the period, Wright says, "attention focuses on the South through the turbulence of the early 1960s, but then shifts, along with the national media, to the late 1960s violence in Northern cities." That shift in geographical focus often leads to the conclusion that the civil rights movement didn't accomplish very much, because large numbers of African Americans now live in segregated Northern urban poverty.

"Northern developments have their own importance and their own history, but the civil rights movement as such was a Southern phenomenon, with economic as well as political goals," Wright says, "and I felt we economic historians should be ready to look at how it worked out."

In considering the economic success of the movement, Wright posed two questions: Are African Americans in the South better off 45 years later? Is the whole South both blacks and whites better off as a result?

The latter question is important, he said, because "while distributional equity is a defensible objective in itself, the larger and loftier arguments" made in that era were that "shaking off the albatross of segregation would liberate the entire region economically." Segregation, its detractors claimed, was not just immoral but economically inefficient.

Wright's commitment to take a look at the data was spurred by his election as president of the Economic History Association in 1997. His presidential address was slated for the following year at Duke University, just a few miles down the road from where he got off a bus in 1963 as a young white college student from Minneapolis, part of a Quaker-organized group that would spend the summer in Warren County on a black voter registration project. The racially integrated group lived above a black-owned grocery store, staged mock elections in black churches and tried to convince white businessmen they should hire some black employees in what was a depressed tobacco-growing area. Posters the group put up were sometimes shot through with buckshot and scribbled over with KKKs, Wright said.

"If I had never made that bus trip, indeed, if that voter registration project had never taken place, the course of history would not have been much changed," Wright says now, looking at a picture of his youthful self playing the evil white gubernatorial candidate in a mock election. "But it did make me feel part of those events that swept the South so dramatically." In fact, he said, the frustration of arguing ineffectively with white businessmen led him to work on the forerunner of an Upward Bound program at Swarthmore College the following summer (along with Russell Fernald, now a Stanford professor of psychology, and Cathe Winn, whom Wright married after graduation from Swarthmore). The experience also prompted Wright to do graduate study in economics at Yale and to do his later research and two books on the regional economic development of the South.

Moving to Stanford in 1981, Wright turned his attention to other economic subjects, until the prospect of speaking at Duke prompted him to revisit Warren County and the congressional office of Eva Clayton, who had sponsored his youth group in 1963. In 1992, she became only the second African American woman in history, after Barbara Jordan of Texas, to be elected to Congress from the South. "The idea that something I was connected with so long ago, in however small a way, was linked to such an outcome some 30 years later, is deeply moving to me," Wright says. "I felt that I wanted to share some of that experience with the academic group assembled in Durham."

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Warren County is still not a model of prosperity, he says, and political scientists have pointed out that enfranchisement of black voters has not upset white domination of state politics in the South. But Clayton's office was a "constant buzz of activity dealing with social issues of importance in that district, such as teenage pregnancy and efforts to disseminate information about various internships and scholarships the sort of encouragement routinely available to middle-class kids," he said. Stanford history Professor Clayborne Carson also has impressed upon him, Wright said, that local people make change and that national measures, such as voting rights laws, are merely tools for them in a much longer term struggle.

Southern blacks as a group clearly benefited from the movement, Wright concludes. Some black businesses were harmed by integration, and black schoolteachers also lost jobs because of school integration, but "the evidence of a decisive step forward in the labor market and in relative black income is persuasive," he said. Segregated industries like textiles were integrated; state and municipal employment of blacks increased, as well as public benefits to black areas such as street paving, garbage collection and recreational facilities.

"Perhaps the best indicator of this historic shift is the reversal of regional migration flows for blacks, who have been moving into the region in large numbers since 1970." He said. "Many of these migrants may be returning to their family roots, but most of them are well educated and are finding employment in the bustling, racially integrated metropolitan areas of the South."

Wright believes the South as a whole is also better off but concedes it is harder to prove because "modern acceleration of economic growth in the South clearly pre-dates the civil rights era." (In fact, his own research suggests labor legislation during the New Deal had spurred some of it, by destroying the basis for regional isolationism.)

Nevertheless, he says, "It's even harder to picture the South enjoying its modern prosperity in the absence of the sharp 1960s break with the past." Barriers to economic progress may have been less from

efficiency losses, he says, than from "the inability of a segregationist South to join and take advantage of national and international networks of knowledge and culture."

"Jesse Jackson once said that Atlanta would never have had CNN, the Braves or the Olympics if it had not been for civil rights marches. Another observer might choose different examples of the South's new, world-class prosperity, but fundamentally, I believe Jackson's statement is right," Wright says.

Some historians have downplayed the significance of the public accommodations law, which forbade racial discrimination in Southern hotels, restaurants and theaters. Wright points out that local operators were glad to have the decision taken out of local hands. "It was a market-enhancing intervention, a simple rule that removed uncertainty and allowed free consumer commerce to flourish."

People also forget how sudden the change was. On his first trip to the metropolitan area of Raleigh-Durham, N.C., in 1963, he says, most of the buses, restaurants, theaters and hotels were segregated. When he returned in 1966 as a graduate student, all public places were integrated. In between, Congress had passed the Civil Rights Act of 1964 and the Voting Rights Act of 1965.

In hindsight, economists, political scientists and others often imply the civil rights movement was an inevitable, natural outcome of conditions that had been building for a long time. Wright resists this notion. In his readings he has found little evidence that most people, either black or white, predicted the changes before they occurred. As late as 1961, for example, Thurgood Marshall, then an NAACP lawyer, foresaw only continuing slow, incremental progress, and the Kennedy administration planned a moderate approach to public accommodations until the vast March on Washington, D.C., in August 1963 changed John Kennedy's mind.

While historical conditions clearly matter, Wright says, "there are more cases of societies that don't take advantage of opportunities that the modern economy offers them than do, because they are divided by race, ethnicity or the lack of effective institutions. It's not that I'm saying the South almost took the other path, but if this distinctive Southern culture really was so important to people, they could have held onto it at a high enough price, as Northern Ireland and Quebec and others have done." **55**

But can the civil rights movement be declared a success even in the South, when large numbers of blacks still live in rural poverty?

"The South's economic success largely has been limited to metropolitan areas, not unlike the rest of the country," Wright acknowledges. "There have been a whole series of adverse economic trends that have had a disproportionate impact on the black community, North and South. Their breakthrough into the labor market was followed by the general fall of unskilled wages, which is a national and international trend, and the problems of agriculture in the South and of urban society are certainly real and have a race-specific dimension.

"But the real implication of those trends is not that nothing happened in the civil rights movement," he says. "It is that we need robust economic growth as well as multiracial politics, if the goal of racial justice is going to be realistic for large numbers of people. Either one by itself will not be enough."

-30-

By Kathleen O'Toole

DIVERSE BUSINESS DEVELOPMENT VS. DIVERSE SUPPLIER DEVELOPMENT

Over the years, RGMA has discovered that corporations with Advanced and World-class supplier diversity processes draw a clear distinction between diverse business development and diverse supplier development. When corporations fail to make this distinction, the supply diversity initiative suffers from mixed signals sent to key internal stakeholders.

Let's explore the differences.

DIVERSE BUSINESS DEVELOPMENT

Diverse business development is a component of the community engagement strategy or corporate social responsibility program. The objective is to grow the quantity and quality of small- to medium-sized diverse businesses. This is achieved by collaborating with community-based partners who provide a variety of capacity building and business financing services for diverse businesses. From startups to mature businesses, the goal is to enhance their skills and increase their competitiveness, which expands the probability of success. Communities enjoy the following benefits when corporations embrace diverse business development:

- Job creation in neighborhoods with higher unemployment
- Increased economic activity in underserved communities
- An increase in the number of minority entrepreneurs who serve as role models
- Although the supplier diversity function is a natural partner to the diverse business development function, the goal is to enhance the local business climate, not to identify potential suppliers.

DIVERSE SUPPLIER DEVELOPMENT

56 Diverse Supplier Development is a component a corporation's supplier diversity strategy. The objective is to identify leading diverse suppliers that can contribute to the corporate objectives and operational excellence. For those diverse suppliers that have the potential to become strategic partners, the next step is to develop a capacity building strategy that will facilitate their growth and development. The ultimate goal of diverse supplier development is the cultivation of exceptional suppliers who deliver innovation and total value to the corporation and thus enhance shareholder value. These exceptional suppliers just happen to be diverse businesses.

While diverse supplier development will produce most, if not all the benefits produced by diverse business development, the major difference is that the supplier diversity function in collaboration with the sourcing organization drives the process. The success metrics for diverse supplier development are the same as the success metrics for the sourcing organization: savings, service, value.

These metrics are attainable because of the accelerated exit of brilliant minority, women and other diversity classifications of executives who leave corporate America to become entrepreneurs – building exceptional businesses in a variety of categories. To add to this pool of high performing MBEs, many corporations with Advanced and World-Class supplier diversity initiatives are focused on developing scalable diverse suppliers through mergers and acquisitions. This development should yield a number of MBEs with global capabilities and revenues in excess of \$500 million.

We're excited about the future of diverse business development as more leading corporations feel that diverse business development is the right thing to do and that diverse supplier development is the smart thing to do.

CONTACT US

980 N. Michigan Ave, Suite 1230 // Chicago, IL 60611 // 312.419.7250 // 2018 RGMA

Important Links on Diversity and Inclusion

“Diversity Wins: How Inclusion Matters”

<https://www.mckinsey.com/~media/McKinsey/Featured%20Insights/Diversity%20and%20Inclusion/Diversity%20wins%20How%20inclusion%20matters/Diversity-wins-How-inclusion-matters-vF.pdf>

“The Business Case For Diversity And Inclusion”

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