

# VIBRANT INDEX

Summary Report

JUNE 2020



**vibrant**  
PITTSBURGH

*Growing a diverse workforce.  
And a brighter future for our region.*

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The Vibrant Index project is a collaboration between Vibrant Pittsburgh and the Allegheny Conference on Community Development. For more information about the Vibrant Index, visit <http://www.vibrantpittsburgh.org/VibrantIndex/>

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## A NOTE FROM VIBRANT

The data on the Pittsburgh regional talent shortage is well-known and consistent in its urgency. In its most recent Inflection Point 2017-18 report, the Allegheny Conference found that Pittsburgh is on track to reach a potential worker shortage of about 80,000 people by 2025. This number is based on a variety of factors, including baby boomer retirements, modest job growth, and a talent pipeline that does not meet demand, as well as the loss of approximately 20,000 college students graduating and leaving the region every year.

The impact of this shortage on our region's vitality cannot be overstated: if the Pittsburgh region is committed to thriving, every stakeholder must view talent attraction and retention as not only an opportunity, but an imperative. As the demographics of the nation change, it is crucial that our region becomes a draw for a diversity of talent, and a welcoming place of opportunity for all. Organizations acting as leaders in equity and inclusion efforts play a critical role in making this talent transition. The time to act on the changes necessary for our region's shared future is now.

The Vibrant Index project was created with this goal in mind: moving the needle on talent attraction and retention quickly through the review, recommendation, and implementation of practices that lead to more welcoming and inclusive work environments. By nudging our region's organizations toward more inclusive practices, we aim to galvanize their efforts around this shared urgency.

We know that what is acknowledged and shared can be shifted quickly. A commitment to the goals of the Vibrant Index project will facilitate accomplishing the change that is necessary for our region to thrive. The COVID-19 threat to community health and our economy is a wakeup call. In these incredibly challenging times, we must rebuild a future for our region that is stronger because it is equitable.

Yours in the work,



Lora McKnight  
Vice President, Programs and Services

## ALLEGHENY CONFERENCE ON COMMUNITY DEVELOPMENT

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The Allegheny Conference partnered with Vibrant Pittsburgh on this index to enable us all to identify and understand best practices in diversity and inclusion across our region. We are committed to building the highest quality of place where everyone can have access to opportunity and thrive.

**Linda M. Topoleski**  
Vice President, Workforce  
Programs & Operations

”

## VIBRANT PITTSBURGH DIVERSITY ASSESSMENT COMMITTEE

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## EXECUTIVE SUMMARY

The Vibrant Index is a project created to inspire organizations in the Pittsburgh region to incorporate best practices in diversity and inclusion (D&I). Each of the recommended practices are supported by research in the field of D&I.

The Vibrant Index Diagnostic Tool helps organizations to identify their strengths and areas for continual improvement. In November 2019, participating organizations received confidential feedback reports with scores compared to sample averages and high scores, as well as tips for adopting better practices in the future. Participating organizations were encouraged to connect with a Vibrant Talent Consultant to explore further strategies and practices to advance D&I efforts.

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## KEY FINDINGS

### 88% of Participants Have Provided Diversity Training

An overwhelming majority of participant organizations offered D&I training to staff within the last year, with Implicit Bias reported as the most common training topic. However, while 72% of participants stated that they needed assistance with limiting bias in hiring practices, only 30% of participating organizations provided D&I training and education directly to human resources and hiring personnel. *It is recommended to expose all staff to diversity and inclusion trainings. The return on investment will be greatest when the staff who receive the training are in the positions with most impact on talent attraction, retention, and elevation.*

### 48% of Participants Have One Person or Fewer Responsible for Advancing D&I

With an increased demand from top talent for inclusive workspaces and meaningful corporate community engagement, D&I strategies are differentiators for both organizations looking to attract a diversity of talent and for the Pittsburgh region as it works to attract businesses from a variety of sectors. *Assigning specific responsibility for advancing D&I to an individual or committee is an important visible commitment, signaling to talent that the region's organizations are serious about the work of equity and inclusion.*



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### **34% of Participant's CEOs Chair the D&I Work of Their Organizations**

It is imperative to have C-suite leaders at the head of D&I initiatives. Increasing the internal diversity and inclusion presence in our region's organizations, with those responsible for D&I accountable to core leaders, will keep the work focused and strategic. *Top level commitment ensures D&I is folded into the overarching company strategy.*

### **44% of Participants Track Supplier Diversity Spend**

As demographics in the U.S. continue to evolve, minorities will constitute more than 50% of the national population by the year 2045. *It is essential for our region's continued economic competitiveness to create pathways into corporate supply chains for the diversity of entrepreneurs already in the Pittsburgh region, and for those we are looking to attract and retain.*

### **While 86% of Participant Organizations Use Employee Demographic Data to Guide Decision Making, 54% Share this Data with Board of Directors, and only 12% Make It Public**

To move the workforce needle for the region, organizations must do more than track their employees' demographics. *Increasing transparency increases accountability. We need to measure what matters.*



## VIBRANT CHAMPIONS

Companies that scored at or above the 95th percentile on the 2019 Vibrant Index Diagnostic are considered “Vibrant Champions.” Use of the “Vibrant Champions name is an exclusive benefit for the companies that scored at or above the 95th percentile on the Diagnostic.



An organizational designation of “Vibrant Champion” does not mean to convey “perfection.” Vibrant Pittsburgh and the Allegheny Conference on Community Development recognize that there is no one “right way” to practice inclusion, and that some practices may be more feasible for some companies or industries than others. A score at or above the 95th percentile on the Vibrant Index Diagnostic simply means that a company adheres to many of the numerous diversity and inclusion practices featured in the Diagnostic.

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## ABOUT THE VIBRANT INDEX DIAGNOSTIC SAMPLE

The information presented in the Vibrant Index 2019 Diagnostic Summary report is drawn from a voluntary survey made available to a group of organizations with membership in Vibrant Pittsburgh and/or the Allegheny Conference on Community Development. Organizations self-selected participation into the diagnostic. As a result, the findings are not necessarily representative of the Pittsburgh Metropolitan Statistical Area. Instead, the diagnostic was designed to provide a snapshot of the best practices being utilized by employers in the region and offers a foundation for future study.

In its entirety, 50 companies with a total of 139,915 employees in the Pittsburgh region completed the diagnostic. The total number of employees in the Pittsburgh Metropolitan Statistical Area is 1,145,559, meaning that the behaviors and policies of companies that participated in this diagnostic impact around 12% of the local population.

Participating organizations represented a wide variety of industries and sizes, although most employed over 1000 people in the region.

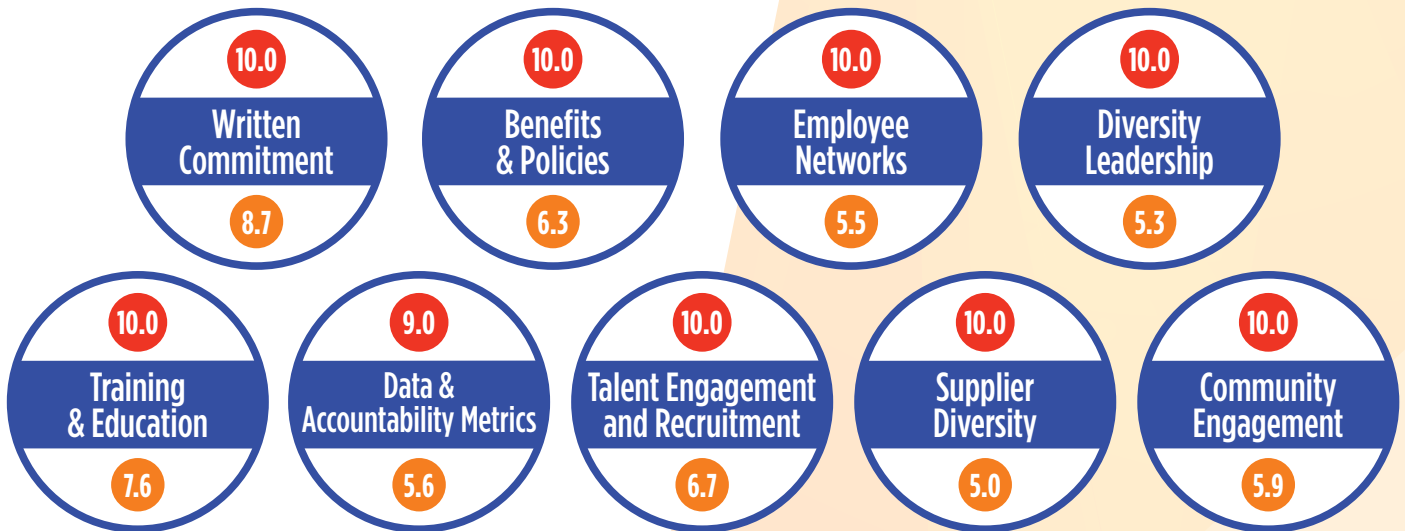
**Table 1. Organization Size**



**OVERVIEW**

Participating organizations answered questions in nine categories. Table 2 shows the average organizational score in each category, along with the highest score achieved in each category. It is important to note that these categories are not comparable, having included and/or covered very different best practices, with different numbers of questions.

**Table 2. Average and High Scores by Category**



● Highest Score  
● Average Score


## WRITTEN COMMITMENT

This section includes questions about an organization's public commitment to diversity and inclusion, such as the signing of a diversity pledge, or public anti-discrimination policy. A written public commitment shows customers and clients, potential employees, current employees, and the public that diversity and inclusion are values of the organization. It invites people to hold the organization accountable and sets the tone for the organization's diversity climate. Signing on to pledges created by others shows that an organization is part of a broader effort.

### **Diagnostic Question: Has the CEO, owner, or highest-ranking employee of your organization signed the CEO Action Pledge or similar public pledge to support diversity and inclusion?**

About half of the CEOs of the organizations who participated in the diagnostic had signed a public pledge to support diversity and inclusion. Those that had signed pledges tended to have signed several different pledges, including:

- *The CEO Action for Diversity and Inclusion* pledge, an international effort spearheaded by PricewaterhouseCoopers LLP and a steering committee from some of the largest firms in the world. This pledge seeks to promote CEO engagement and action on diversity and inclusion issues. The *I Act On Diversity and Inclusion* pledge is for any individual to sign and includes different content than the CEO Action pledge.
- The *UN Global Compact* includes diversity and inclusion issues, as well as many others.
- The *All-In-Pittsburgh* pledge is a commitment to diversity and inclusion in the Pittsburgh region.
- Other pledges supported specific groups, such as the *Business Statement for Transgender Equality* and *Women on Boards 2020*. There are pledges that are centered around industry, like the *Urban Libraries Council Statement on Race and Social Equity*.



**Vibrant Recommends:** Signing a pledge for diversity and inclusion is a way to make a public commitment to work alongside other organizations on these issues. Vibrant recommends finding pledges that align with organizational values, industry, and practices.

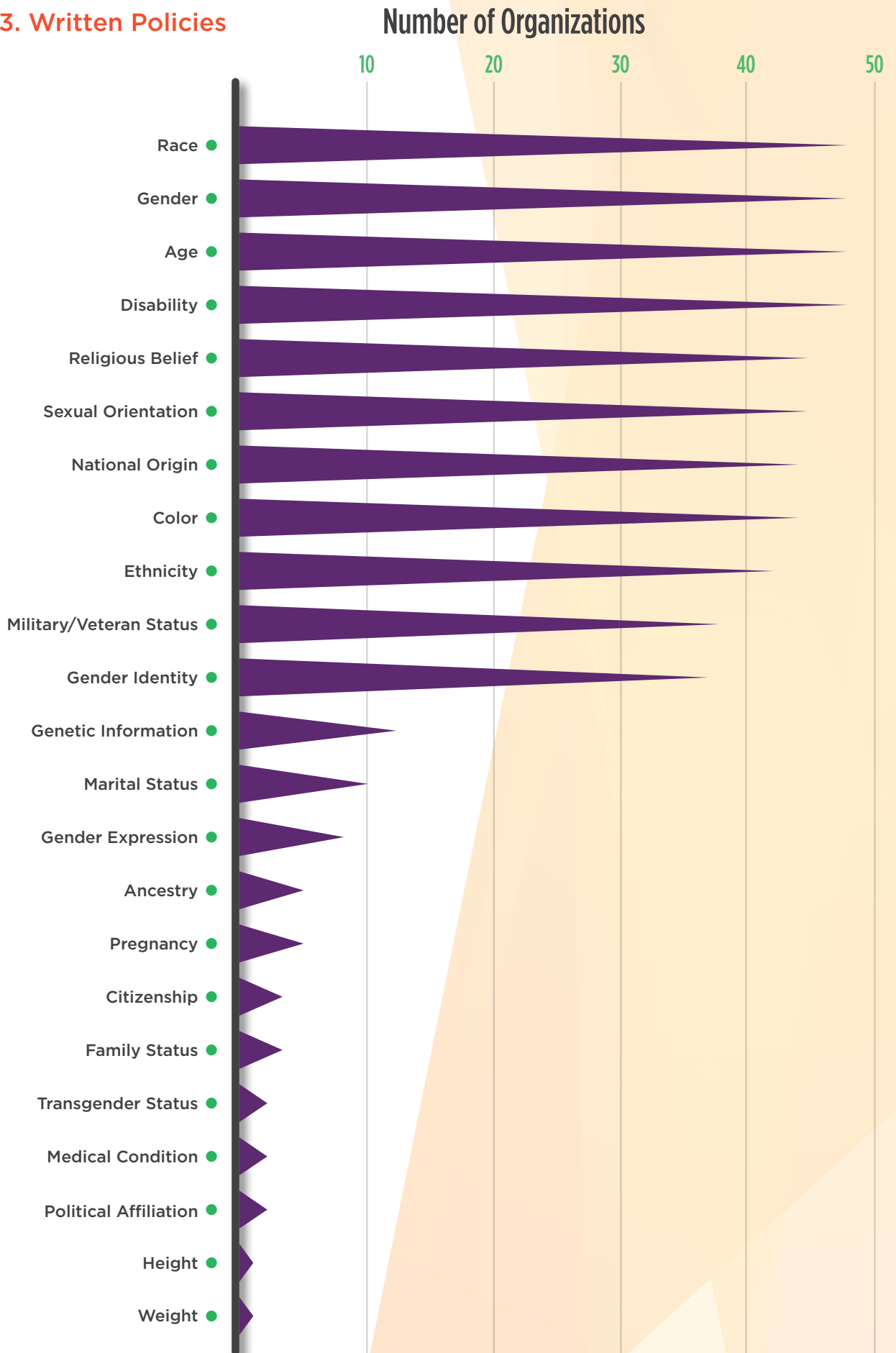
### **Diagnostic Question: Does your organization have a written policy against discrimination?**

A written policy against discrimination is often a first step in an organization's diversity and inclusion effort. Federal laws protect certain groups against discrimination in employment, and others against discrimination in public accommodations. Discrimination against someone on the basis of sex, race, age, disability, color, creed, national origin, religion, or genetic information is illegal, but the limits of those laws are unclear. While some consider LGBTQIA+ discrimination to be discrimination on the basis of sex, there is no federal law specifically protecting LGBTQIA+ people from discrimination in the workplace, or in the provision of goods and services. The US Supreme Court will decide in early summer whether LGBTQIA+ employees are protected by laws already in place prohibiting discrimination on the basis of sex in employment. For members of the groups mentioned in an organization's policy, inclusion in the policy is a sign that the organization is trying to be a safer place to work and to spend money. 47 out of 50 organizations in this sample had a written anti-discrimination policy. 45 out of 50 explicitly state that they do not discriminate on the basis of sexual orientation, and 36 state that they do not discriminate on the basis of gender identity.



# Written Policies Against Discrimination Include:

Table 3. Written Policies



23 organizations placed their nondiscrimination policies on their websites, where they are available to the public. This allows applicants to feel confident that they will not be discriminated against when applying to work with these employers. Only 7 of the 23 publicly available nondiscrimination policies explicitly state that they will not discriminate when providing goods or services. Customers, clients, and patients need to know that they can ask for services without facing discrimination.



**Vibrant Recommends:** Even if it's boilerplate language, organizations can craft nondiscrimination statements that include as many groups as possible, especially those that are not already protected by law. Specify that the discrimination statement covers both hiring and provision of goods and services. Post the statement prominently on the organization's website, in working environments, and where current employees, customers, clients, and/or patients are likely to see it.

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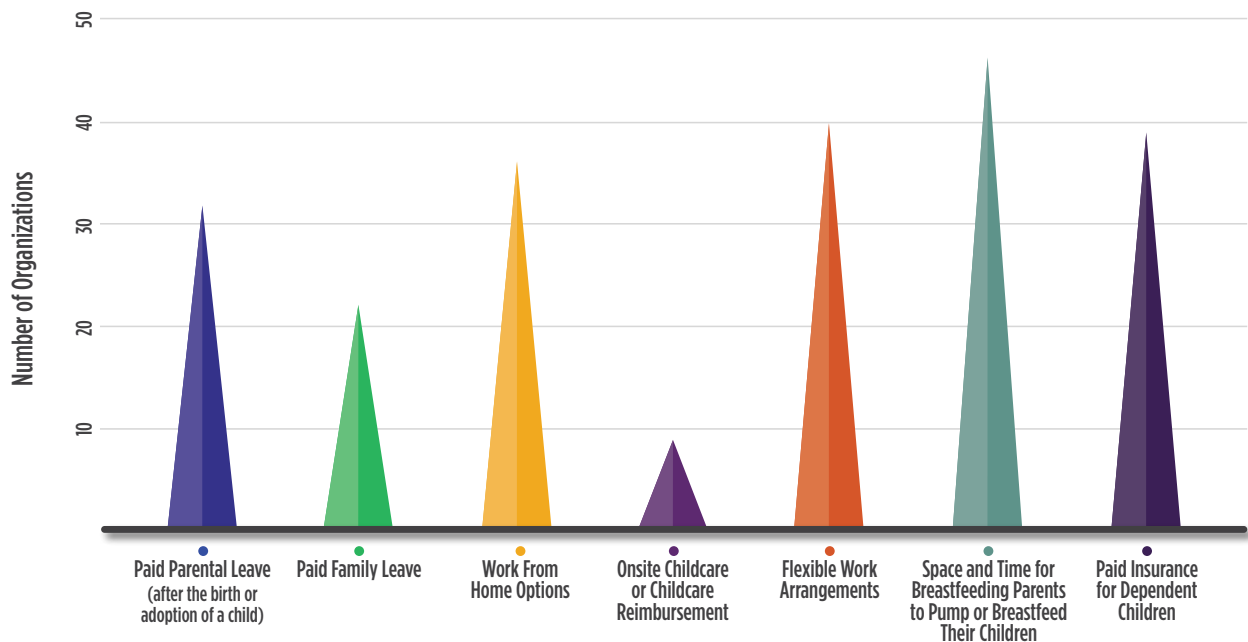
## BENEFITS AND POLICIES

This section looks at a few key benefits that have large effects on certain populations. It is not intended to be comprehensive, but indicative of the care that organizations take to make work life easier (or possible) for all employees. Benefits and policies are the tangible evidence of an organization's commitment to creating a welcoming environment for a diverse workforce.

### Diagnostic Question: Which of the following family-friendly benefits does your organization offer to employees?

This question addresses several benefits which have been shown to have a profound effect on the ability of people with children to thrive in the workplace. The level of support for employees with children can be a large factor in retention, especially for women and single parents. While some may attribute organizational size to organizational inability to provide basic benefits, like paid insurance for dependent children, or paid parental leave, the only family-friendly benefit that was out of reach for all of the smaller organizations in our sample was onsite childcare or childcare reimbursement.

**Table 4. Family-Friendly Benefits and Policies**

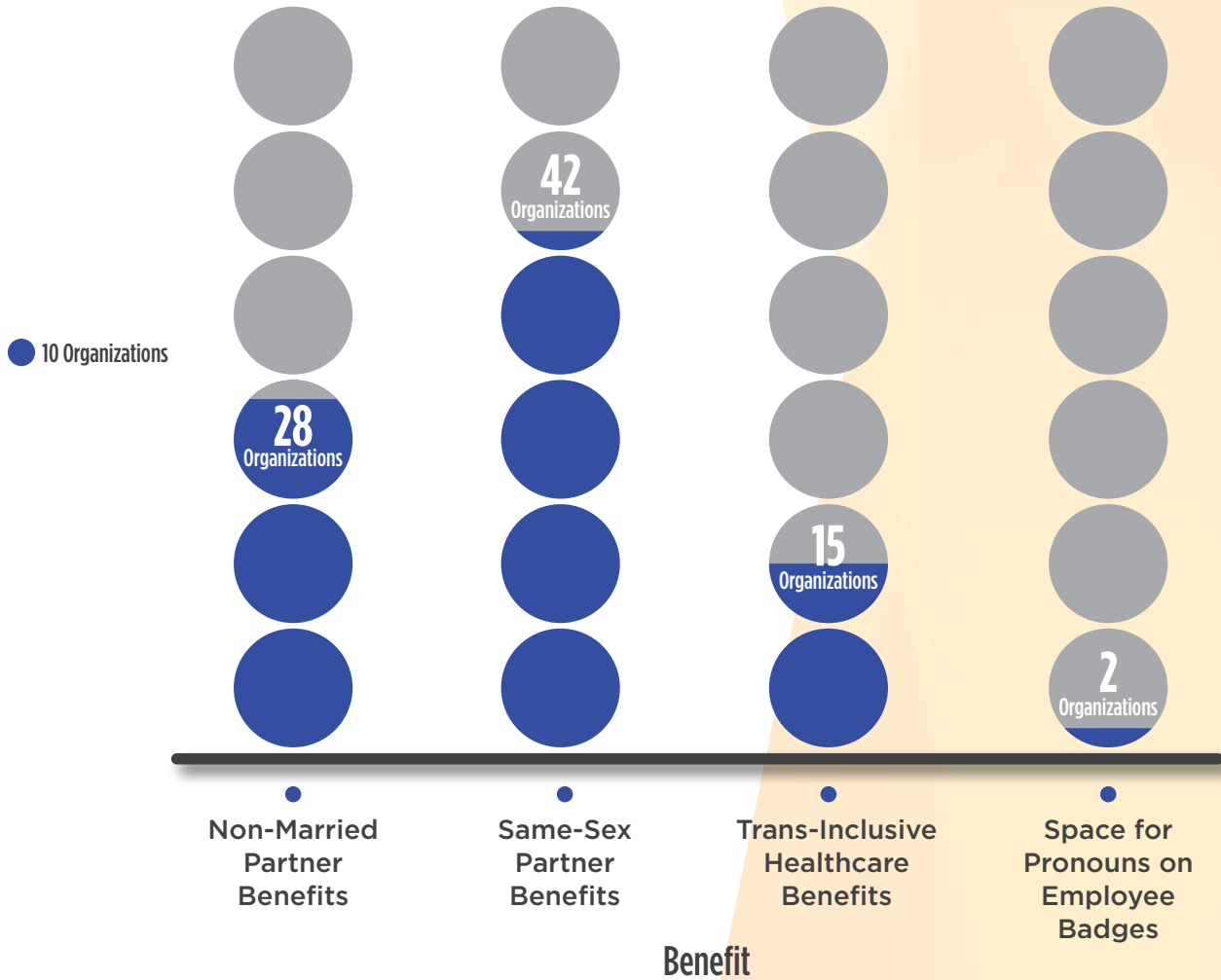




**Vibrant Recommends:** Providing benefits that support parents is a great way to retain talent for the longer term as it supports employees who choose to create families and are thus more likely to remain in the region.

**Diagnostic Question: Which of the following benefits does your organization offer to LGBTQIA+ employees?**

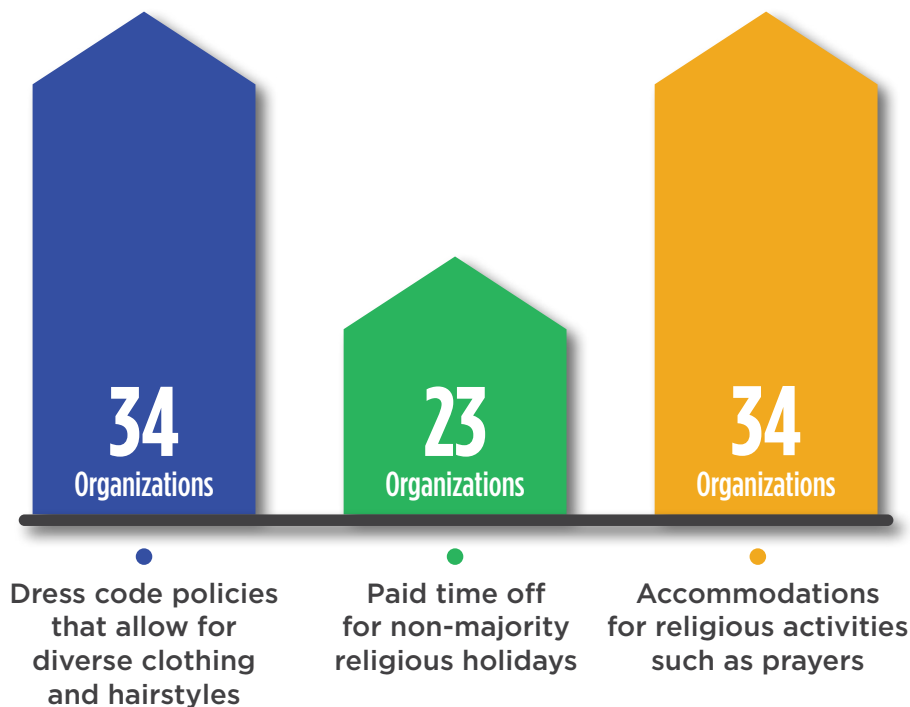
**Table 5. LGBTQIA+ Benefits**



**Vibrant Recommends:** Trans-inclusive healthcare benefits are often a default part of healthcare provided to employees. By not refusing to cover trans healthcare, organizations can show trans employees that their needs are important. Encourage employees to make their pronouns known, either on badges, email signatures, or in other places where their names are listed. This can prevent hurtful misunderstandings.

## Diagnostic Question: Which of the following policies does your organization support?

Table 6. Inclusive Policies



**Vibrant Recommends:** Review dress code policies to check that they are as inclusive as possible. Consult employees from minority groups about creating policies that are both professional and inclusive.

## EMPLOYEE NETWORKS

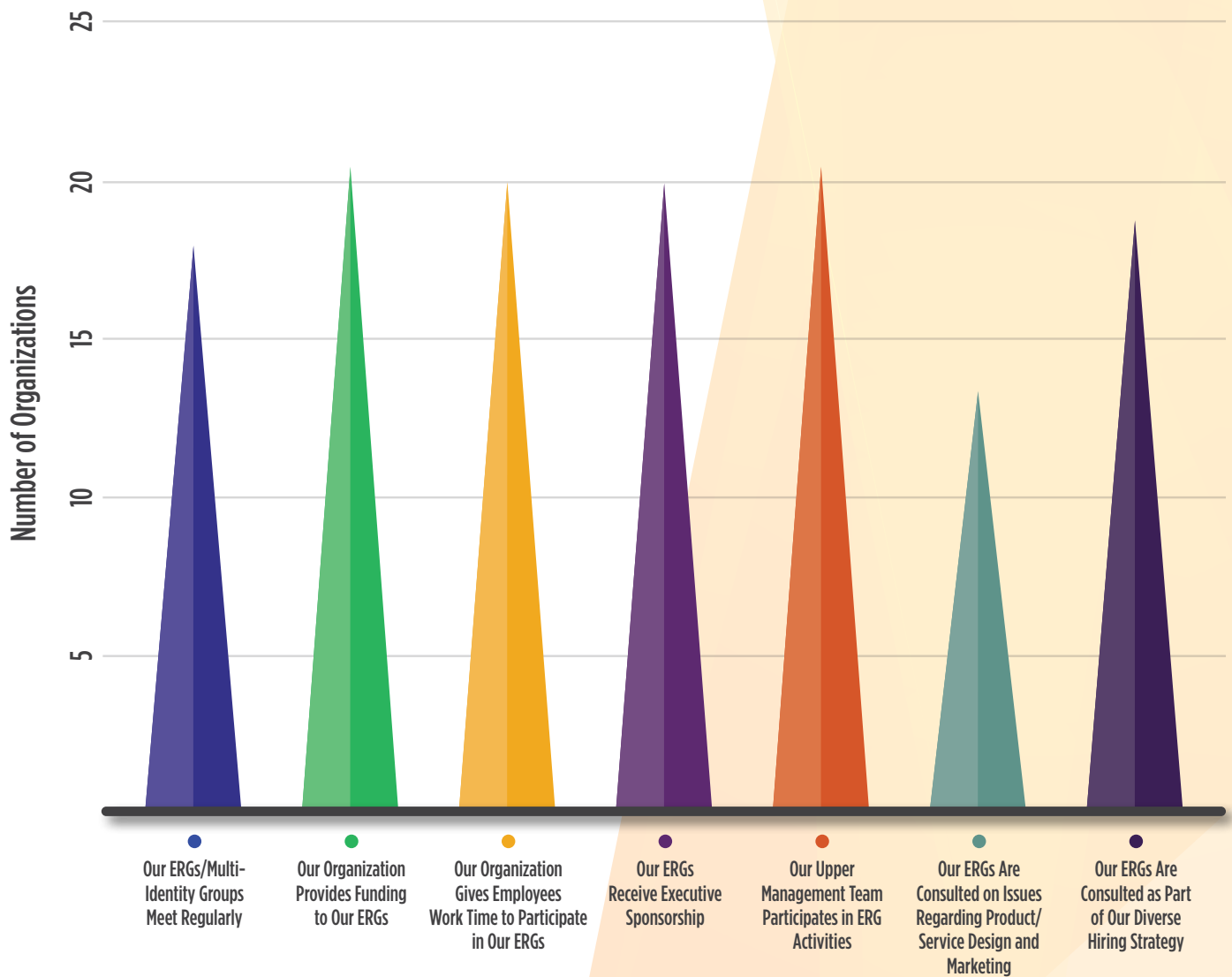
Vibrant Pittsburgh recommends Employee Resource Groups (ERG) and Business Resource Groups (BRG) as a way for employees to engage with networks that will help support and connect them to information, opportunities, and resources that are critical to engagement, advancement, and retention in the workplace. ERGs and BRGs provide organizations with critical insights into different communities and cultures to learn better ways to create more inclusive working environments. ERGs and BRGs are not appropriate for every organization, and the success of an ERG or BRG is dependent upon a variety of factors, such as climate, size, and ERG/BRG structure.

**Diagnostic Question: Does your organization have internal employee groups such as Employee Resource Groups (ERGs) or multi-identity employee groups centered around the needs of minority employees?**

In our sample, 25 organizations had official ERGs. All of these were among our largest employers.

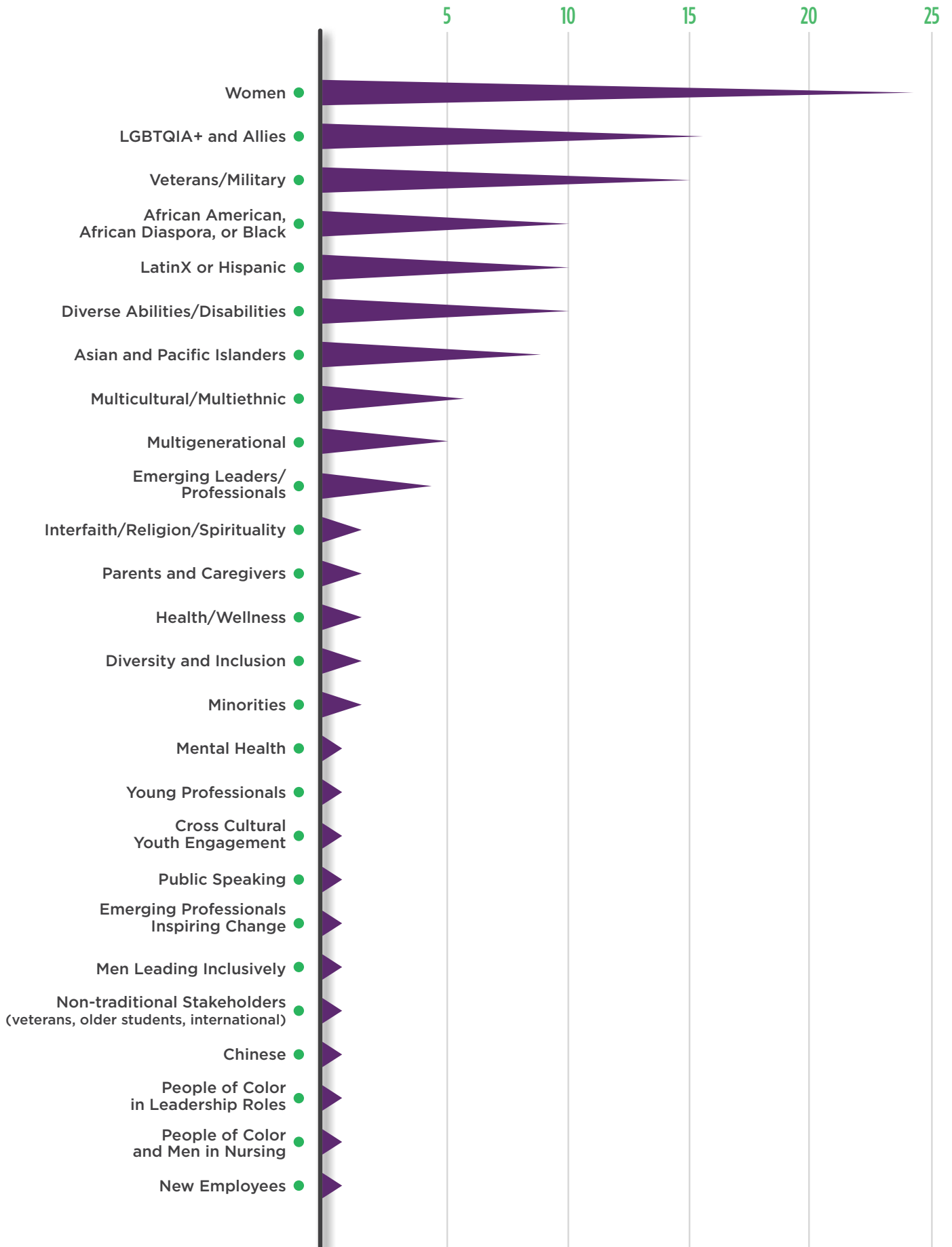
**Diagnostic Question: Check all that apply with regard to ERG (OR Employee Business Resource Groups, OR similar employee groups that represent women or minorities) at your organization.**

**Table 7. ERG Structure, Activities and Behavior**



**Table 8. ERG Identity Representation**

**Number of Organizations**

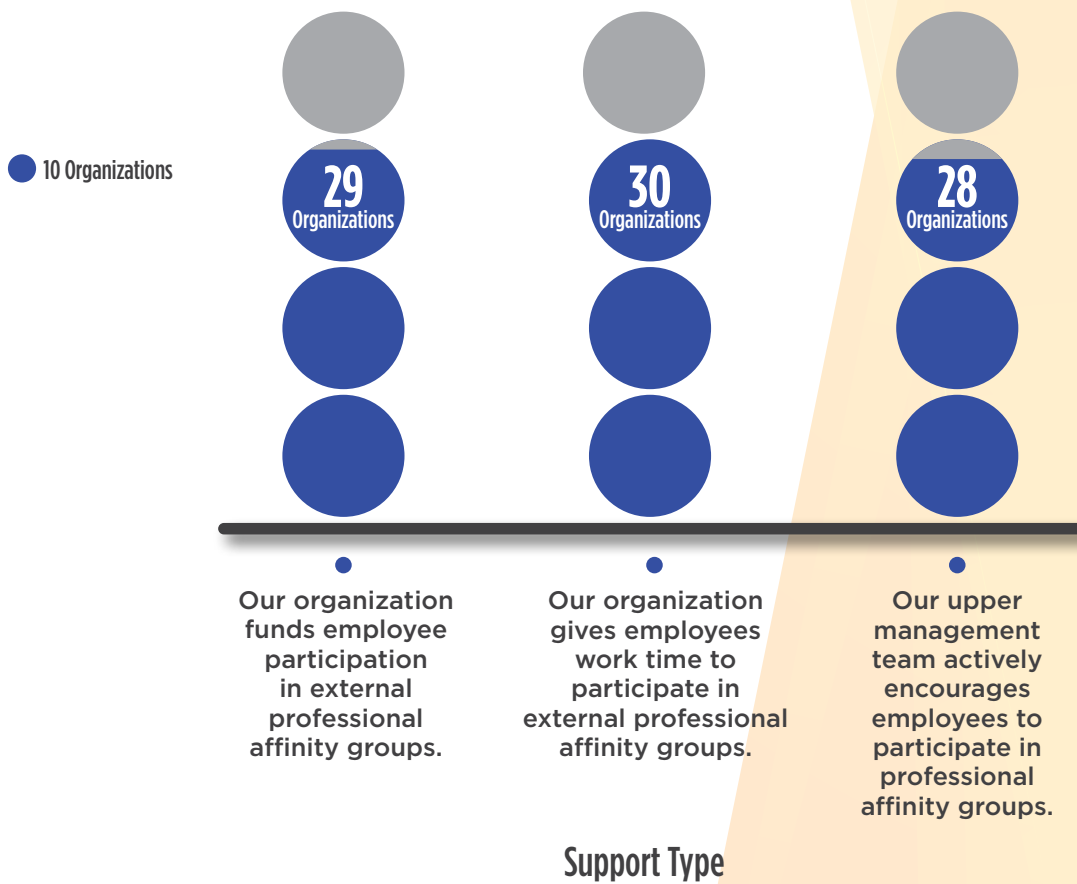




**Vibrant Recommends:** ERGs may be out of reach for smaller companies, but minority employees may benefit from reaching out to other smaller companies and forming groups within the same industry. Larger companies can leverage their ERGs, involving them in the creation of inclusive policies, product and service development, and recruitment. ERGs can be a tremendous resource.

**Diagnostic Question: Check all that apply with regard to participation in external professional affinity groups (such as National Society for Black Engineers or Lesbians Who Tech) at your organization.**

**Table 9. Supporting External Professional Affinity Groups**



**Vibrant Recommends:** External professional affinity groups are a great way for minority employees within an industry to network, find support, and exchange ideas. This is a great way to support minority employees and their development, even at an organization that is too small to support ERGs.

## DIVERSITY AND LEADERSHIP

D&I work is most effective with the buy-in of an organization's leadership. 38 of our organizations had some sort of internal advising body dedicated to the organization's D&I strategy, but only 17 of these were chaired by the CEO of the organization. Chief Diversity Officers and dedicated diversity specialists are only possible in larger companies, but several of our organizations had these dedicated employees.

**Diagnostic Question: Does your organization have a diversity and inclusion council, a task force, steering committee, or similar internal advising body dedicated to your organization's diversity and inclusion strategy?**

**38** of the **50** organizations that participated in the diagnostic have an internal advising body dedicated to D&I.

**Diagnostic Question: If yes, is this group chaired by the CEO or highest-ranking employee?**

**17** of the **50** organizations that participated in the diagnostic said yes.

**Diagnostic Question: Does your organization's board have a committee on Diversity and Inclusion?**

**22** of the **50** organizations that participated in the diagnostic have a board committee dedicated to D&I.

**Diagnostic Question: How many employees does your organization have whose primary job responsibility is to advance diversity and inclusion issues?**


Table 10. D&I Employees





### Diagnostic Question: Does your organization have a Chief Diversity Officer?

10 of the 50 organizations that participated in the diagnostic have a Chief Diversity Officer.



**Vibrant Recommends:** While it may be difficult for smaller organizations to add specific D&I specialist positions, forming D&I committees can be just as effective in advancing D&I initiatives. When creating D&I committees, it is imperative to have core leaders like the CEO at the head of the table. Top level commitment ensures D&I is folded into overarching company strategy.

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## TRAINING AND EDUCATION

Including D&I topics in an organization's professional development programs on a regular and ongoing basis can help keep the organization's employees up to date on terms, practices, and challenges. This is necessary at every level, but most crucially for hiring teams and managers, whose decisions can cascade and have effects on the entire organization. The vast majority (44/50) of our responding organizations had D&I related training within the last year. For some, the training was a one-time offering during the onboarding process. Organizations offered a vast number of topics for training.

### Diagnostic Question: Has your organization held training, professional development, or other education on diversity and inclusion topics within the last year?

44 of the 50 organizations that participated in the diagnostic have had trainings on D&I topics in the past year.

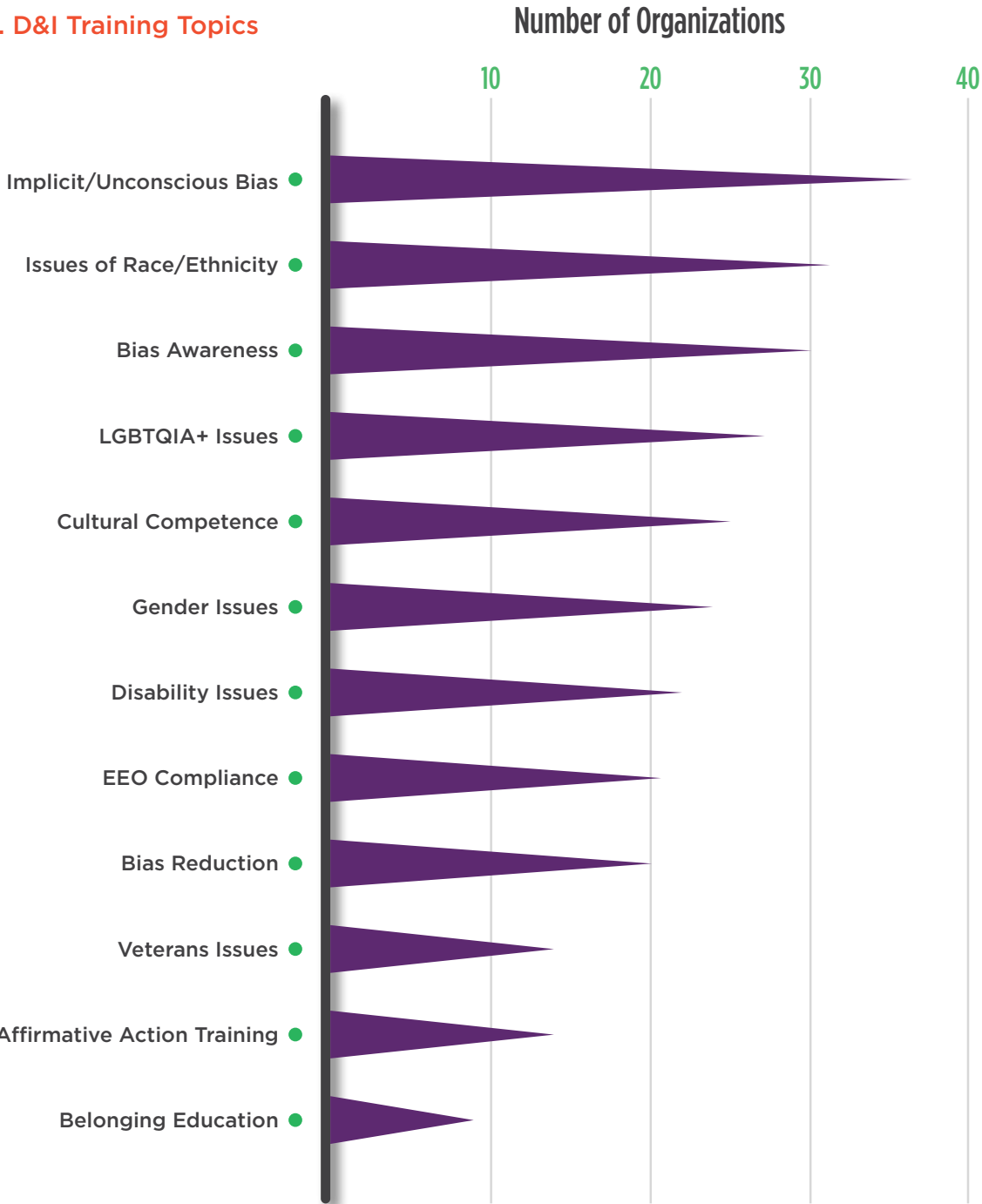
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It is recommended to expose all staff to D&I trainings. The return on investment will be greatest when the staff who receive the training are in the positions with most impact on talent attraction, retention, and elevation.

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**Diagnostic Question: Please check any of the below topics covered by your organization's diversity and inclusion training or education.**

**Table 11. D&I Training Topics**



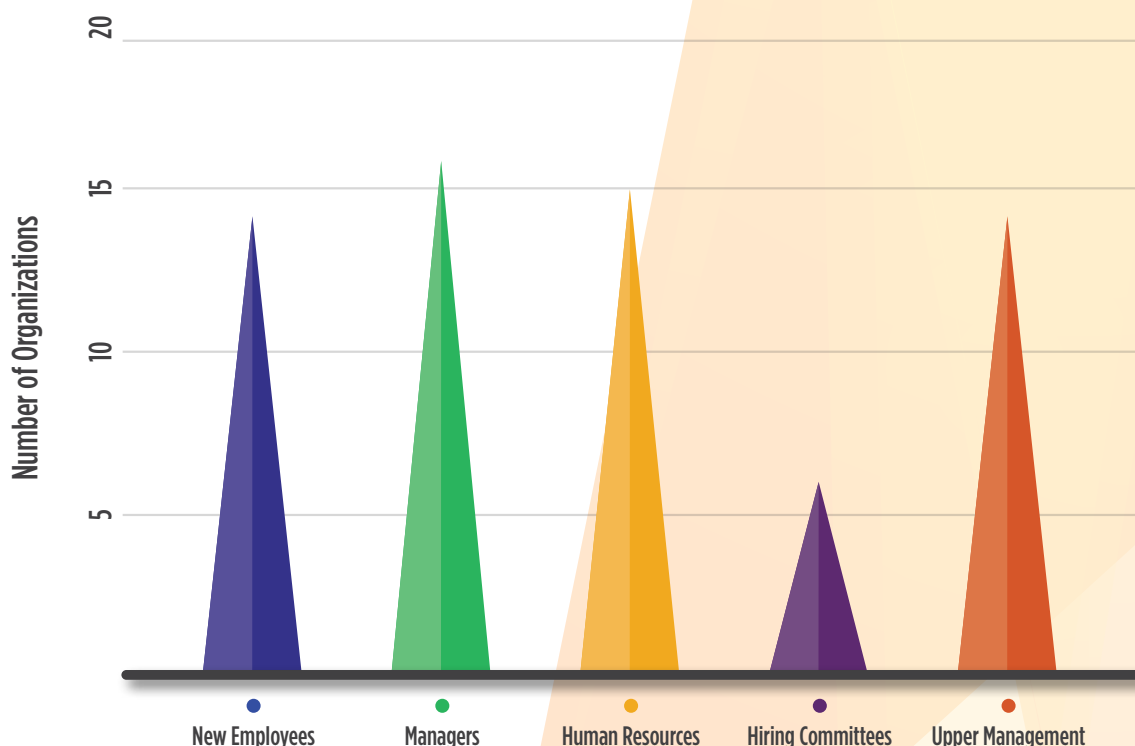
## Additional D&I Training Topics Covered by Organizations

- Appreciating Differences
- Creating a Culture of Inclusion for Employees
- D&I Onboarding
- Employment Law in Action
- Fairness and Respect at Work
- Faith, Spirituality, and Religion in the Workplace
- Fostering an Environment of Cooperation and Collaboration
- Fostering Inclusion & Diversity for Leaders
- Humanize Diversity and Inclusion
- Immigrant and Refugee Patient and Colleague Awareness Learning
- In-House D&I Certificate
- Introverts/Extroverts
- Intuition Diversity
- Leveraging a Diverse Team
- LGBTQ Patient and Colleague Awareness Training
- Managing Diverse Teams
- Managing Inclusion
- Mental Health Awareness Training
- Micro-behaviors
- Navigating Generational Differences
- Sensory-Friendly Training from Autism Speaks
- Transgender Awareness
- Trusting Workplaces
- Using Diversity of Thought for Creative Breakthrough
- Workplace Diversity

## Diagnostic Question: Who receives diversity and inclusion training at your organization?

32 of the responding organizations selected “all employees.”

Table 12. D&I Training Recipients



**Diagnostic Question: How often is training on diversity and inclusion topics offered in your organization?**

Table 13. Frequency of D&I Training



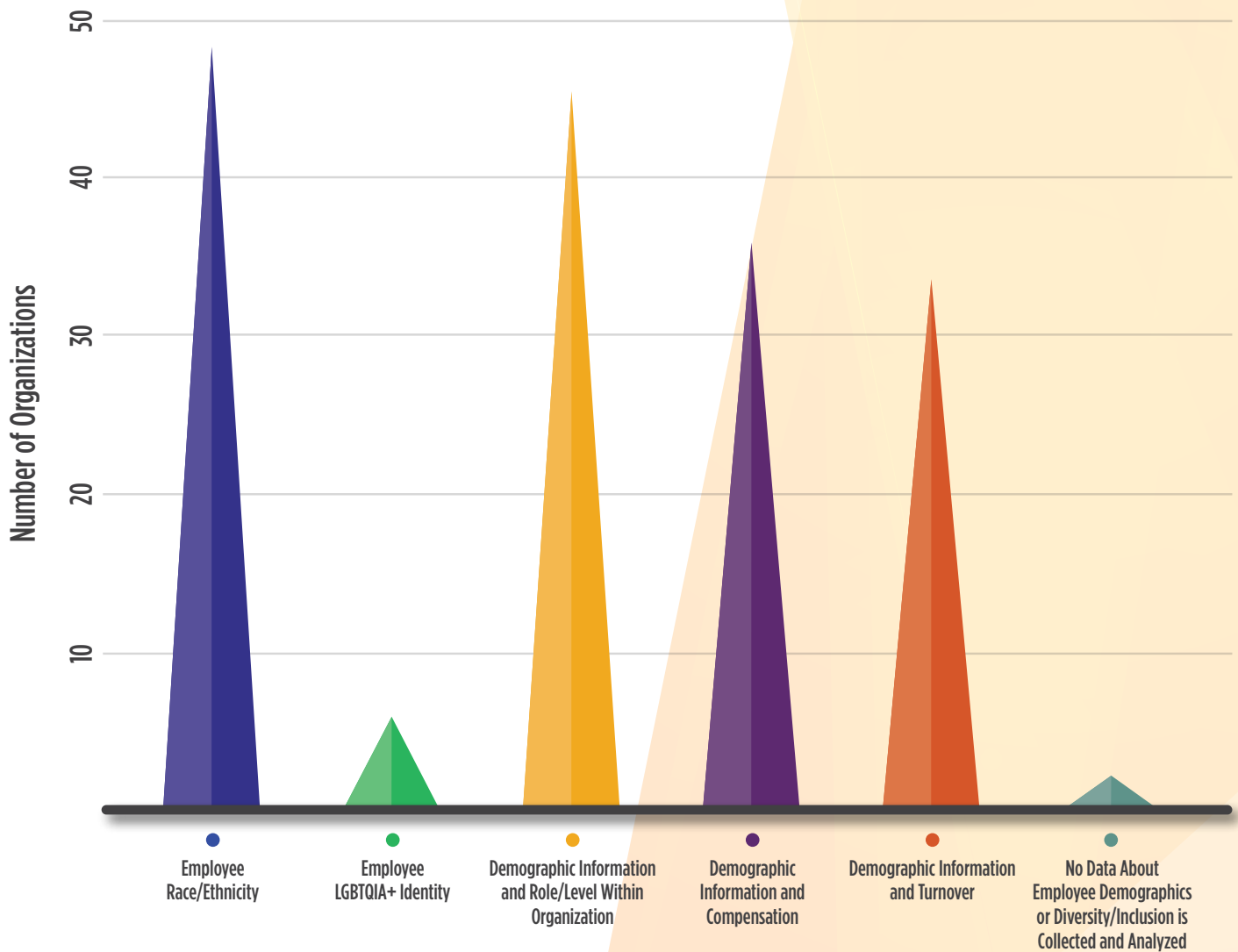
**Vibrant Recommends:** Training on D&I topics should be ongoing and regular, and offered to employees at every level of the organization as part of the overarching talent development strategy. There is some evidence that making the training mandatory may be counter-productive, causing further resentment against the specific group discussed in the training, but offering a choice of training topics may be a good option.

## ACCOUNTABILITY METRICS

Gathering data about employees is a way for organizations to assess if D&I efforts are yielding fruit, and to identify opportunities for improvement. Most of the participating organizations gather data about employee race or ethnicity, but not all use this data effectively. Most organizations assessed race and ethnicity as they relate to role, compensation, and turnover, which is an excellent start. Other ways to increase accountability include sharing data with the board of directors, creating systems to hold decision-makers accountable, and finding a third party to help analyze data.

**Diagnostic Question: Which of the following data are gathered and analyzed at your organization?**

**Table 14. Employee Data Collected and Analyzed**



Diagnostic Question: This data is \_\_\_\_\_.

Table 15. Employee Data Usage



**Vibrant Recommends:** If an organization is not yet ready to make data public, or develop formal goals around diversity, tracking data is an important tool to begin identifying areas where discrimination may be occurring. Are women and men compensated equally for the same work? Are women and minorities promoted at the same rates? Are there retention issues for women and minority employees?

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Most of the participating organizations gather data about employee race or ethnicity, but not all use data effectively.

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## TALENT ENGAGEMENT AND RECRUITMENT

Talent engagement and recruitment are the first steps in having a diverse workforce. This needs to go beyond recruitment materials featuring misleadingly diverse photos of an organization. There are many ways to examine recruitment systems to make sure they limit the effects of implicit bias. Proactive efforts to find diverse candidates will pay large dividends for organizations and the Pittsburgh region.

### **Diagnostic Question: Does your organization have diversity goals around recruitment and hiring?**

**36** of the **50** organizations that participated in the diagnostic reported having diversity goals around recruitment and hiring.

### **Diagnostic Question: If so, please describe the sources of availability data (if any) that you use to develop your diverse hiring targets.**

Participants in the diagnostic referred to US Census data, EEO and BLS data, as well as industry-specific labor market data, presumably collected by industry groups. The challenge of using the US Census data is that the necessary tables are not released very often. The Office of Federal Contract Compliance Programs, for example, asks organizations receiving federal contracts to use the 2006–2010 Census EEO Tabulation to create affirmative action plans (AAP). The data in this table is almost a decade old. An updated table (based on American Community Survey 5-year estimates) will be released in 2021.

### **Diagnostic Question: Does your organization recruit at conventions and events organized around minority groups (such as the National Society of Black Engineers or Prospanica)?**

**28** of the organizations reported recruiting at events organized around minority groups. Table 16 gives an idea of the range of events that these employers attend to recruit diverse workers.

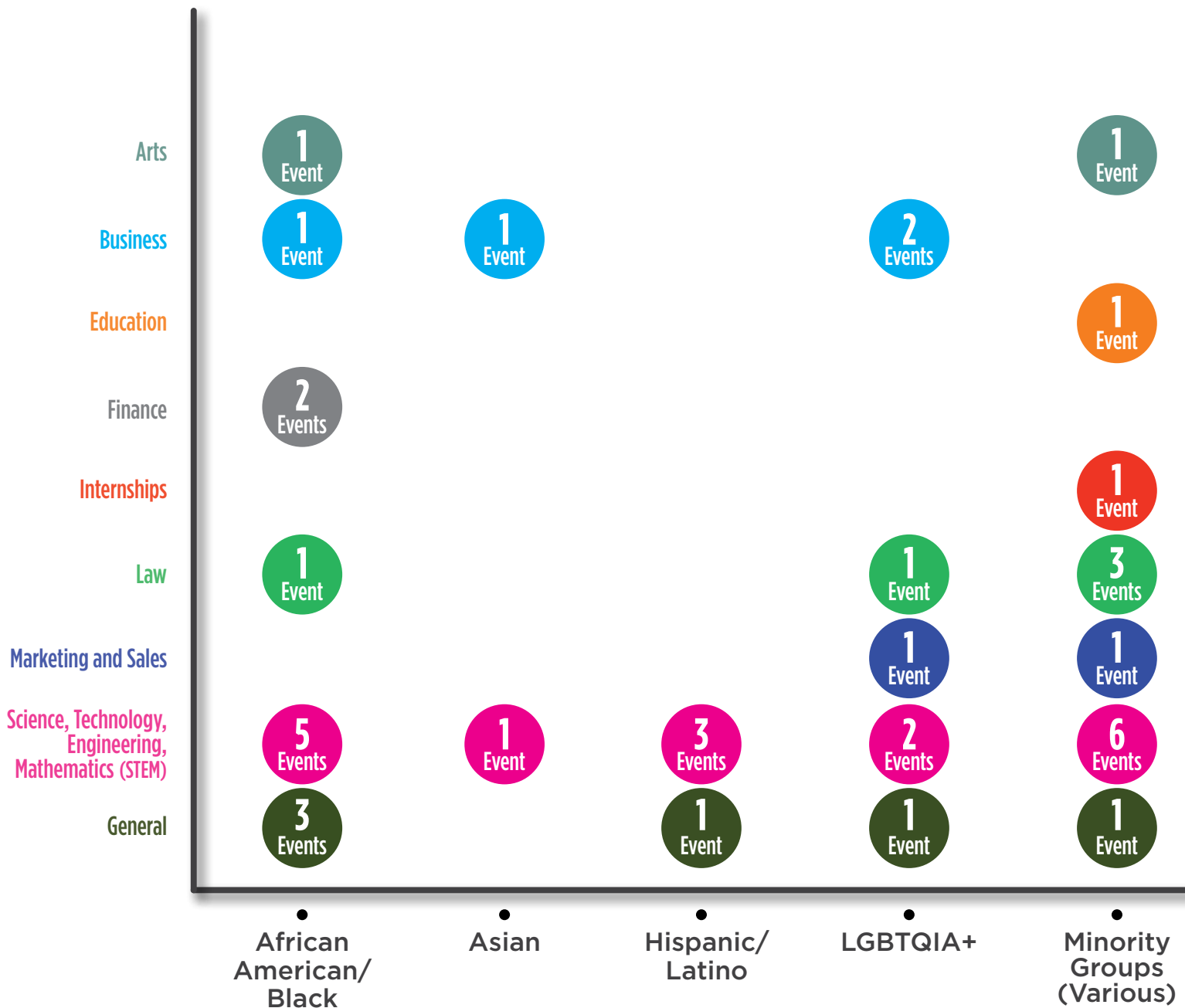
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Proactive efforts to find diverse candidates will pay large dividends for organizations and the Pittsburgh region.

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Table 16.

# Recruiting Events Organized Around Minority Groups





### African American/Black

- International Association of Blacks in Dance
- National Black MBA (NMBMBA)
- North East Black Law Students Association (NEBSA) Job Fair
- Association of African American Financial Advisors
- National Association of Black Accountants (NABA)
- National Association for the Advancement of Colored People (NAACP)
- National Urban League
- Urban League Young Professionals
- Information Technology Senior Management Forum
- International Association of Black Actuaries
- National Organization for the Professional Advancement of Black Chemists and Chemical Engineers (NOBCCE)
- National Society for Black Engineers (NSBE)

### People with Disabilities

- American Association of People with Disabilities
- Career Opportunities for Students with Disabilities
- Disability:IN
- Office of Vocational Rehabilitation Disability Summits

### Asian

- ASCEND
- Society of Asian Scientists and Engineers (SASE)

### Minority Groups - Various

- National Student Affairs Professionals in Higher Education
- Salesforce Career Fair
- National Sales Network
- INROADS
- National Network for Arts Administrators of Color
- Bay Area Diversity Career Fair
- CCBA Chicago Minority Job Fair

- Philadelphia Area Diversity Job Fair
- American Indian Science and Engineering Society
- Minorities in Agriculture, Natural Resources and Related Sciences
- National Action Council for Minorities in Engineering
- One Northside Parent Success Network
- Per Scholas
- Richard Tapia Celebration of Diversity in Computing

### Women

- Grace Hopper Conference
- Npower Hiring Event for Women in Technology
- Society of Women Engineers

### Hispanic/Latino

- Association of Latino Professionals for America (ALPFA)
- Great Minds in STEM
- Hispanic IT Executive Council

- Society of Hispanic Professional Engineers (SHPE)

### LGBTQIA+

- Out and Equal
- Lavender Law Career Fair
- O4U Marketing
- O4U Business
- Reaching Out MBA
- O4U Engineering
- O4U Tech

### Veterans

- Department of Veterans Affairs Recruitment Events
- Hiring Our Heroes
- Military Officer Job Opportunities
- Onward 2 Opportunity
- Recruit Military
- Veteran Recruiting Events at Military Bases

4  
Events

3  
Events

6  
Events

People with Disabilities

Women

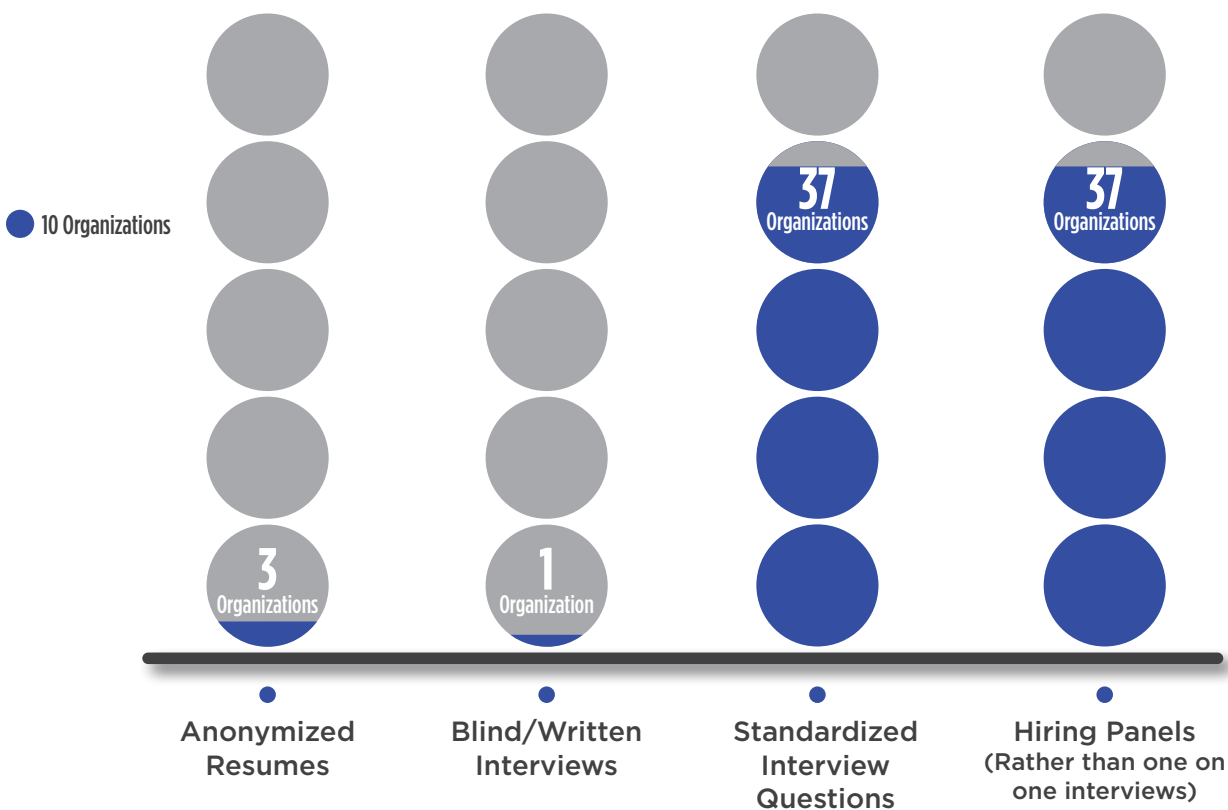
Veterans

**Diagnostic Question: Does your organization include a nondiscrimination policy on your recruitment materials?**

40 of the 50 organizations that participated in the diagnostic have a nondiscrimination policy on recruitment materials.

**Diagnostic Question: Does your organization use any of the following methods to optimize diverse hiring and avoid bias? Please check any that apply.**

**Table 17. Methods to Optimize Diverse Hiring**



**Diagnostic Question: Does your organization have a formal mentoring/sponsorship program for employees?**

23 of the 50 organizations that participated in the diagnostic have a formal mentoring and/or sponsorship program.

**Vibrant Recommends:** Organizations can formalize a hiring strategy that is both attractive to a diversity of talent and suitable to organizational culture. This can include participation in diverse hiring events, pulling in the expertise of ERGs, using techniques to limit bias, and including an anti-discrimination statement on recruitment materials.

## SUPPLIER DIVERSITY

Including minority and women-owned suppliers is a way that organizations can help to equalize the playing field. By collecting data on the diversity of their suppliers, an organization can increase awareness of spending patterns and detect bias in this area. Of the organizations surveyed, 27 organizations collect and analyze diversity of suppliers, 26 have an official supplier diversity plan, but only 22 organizations track spending in terms of supplier diversity.

### Diagnostic Question: Does your organization have a supplier diversity plan?


**26** of the **50** organizations that participated in the diagnostic have a supplier diversity plan.

### Diagnostic Question: Does your organization collect and analyze data around the diversity of your suppliers?

**27** of the **50** organizations that participated in the diagnostic collect and analyze supplier diversity data.

### Diagnostic Question: Does your organization track spending in terms of supplier diversity?

**22** of the **50** organizations that participated in the diagnostic collect and analyze supplier diversity data.



**Vibrant Recommends:** Organizations interested in moving the supplier diversity needle can begin by tracking information about suppliers and consultants to gather data on supplier spending going to women and minority-owned businesses.

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## COMMUNITY ENGAGEMENT

Engaging with the diverse groups that add to our community can take many forms. It could mean providing meeting space and resources or partnering with local nonprofit organizations. Pittsburgh hosts hundreds of events created for and by its diverse residents. Active participation and support of these events makes an organization's commitment to the region's diversity visible.

### Diagnostic Question: Does your organization invest in diverse community projects, organizations, or initiatives?

**42** of the **50** organizations that participated in the diagnostic invest in diverse community projects.

### Diagnostic Question: Does your organization participate in or sponsor public events supporting non-majority populations and communities, such as parades or cultural festivals?

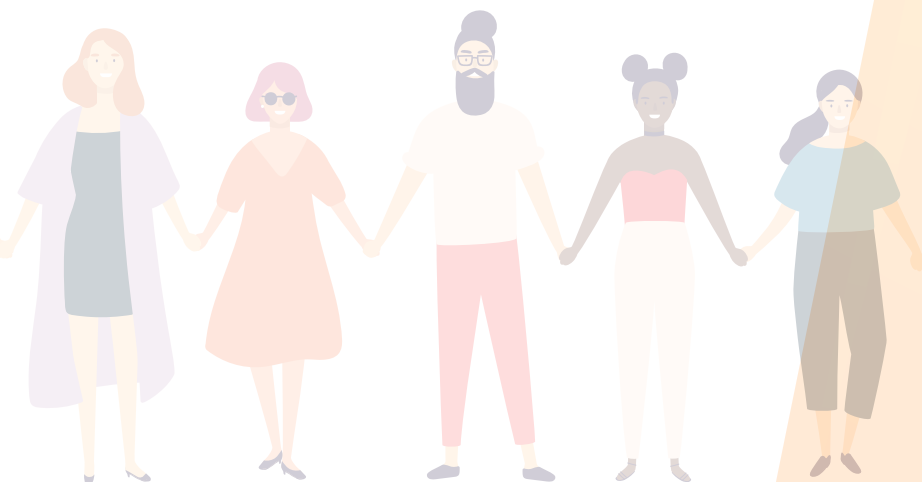
**30** said yes

Participating organizations are involved in a wide variety of diverse community projects, organizations, and initiatives in Pittsburgh as well as other locations, on local and national levels. Partnering organizations in this work included ethnic, cultural, religious, and nonprofit organizations. Respondents marched in parades, funded cultural festivals, and reached out to the community. This list shows the diversity of projects that our respondents supported:

100 Black Men • 2018 Hispanic Bar Association LGBT Division Leadership Summit • 2019 Women in Tech Conference - Colorado • 2020 Women on Board • 30 Days of Music • Accessible YOUNiverse • ACHIEVA • Adelphi Foundation • Adonai Center for Black Males • African American Chamber of Commerce of Southwestern PA • All In Pittsburgh • American Association of People with Disabilities • ATHENA awards • Autism Society of Alabama • Bartko Foundation • Big Brothers Big Sisters of Greater Pittsburgh • Big Brothers Big Sisters of Pittsburgh after school STEM programs • Black History Month • Blind & Vision Rehabilitation Services of Pittsburgh • Capital Partners for Education • Casa San Jose • ChemFest • Chuck Cooper Foundation • Cool Girls, Inc • Coraopolis Youth Creations after school for local at-risk youth • Corporate Equity & Inclusion Roundtable • County Fairs – Westmoreland County Fair, Greene County Fair, Butler Farm Show • Dapper Dan Dinner & Sports Auction (proceeds benefit the Boys & Girls Clubs of Western PA) • Delta Foundation • Disabled American Veterans • DJD Art Foundation, which provides art, education, and experiences to the military-connected community • Dollar Energy Fund • Dress for Success • Duane Williams Scholarship Fund • Elliott West End Athletic Association • FAME (Fund for Advancement of Minorities through Education) • Forward Cities • Garfield Jubilee's YouthBuild program • Girl Scouts Western PA • Girls Hope of Pittsburgh • Global Minds Initiative • Goodwill • Greater Pittsburgh Higher Education Diversity Consortium (GPHEDC) • Greenlight for Girls • Gwen's Girls • Hello Neighbor • Higher Achievement • Highmark Senior Health Expo (events in Western & Central PA) • Hill Dance Academy Theatre • Hill District Block Party • Hispanic Chamber of Commerce • Homeboys Foundation (Homestead area nonprofit) • Homewood Block Party • Homewood Children's Village • International Day of Persons with Disabilities • International Trans Day of Visibility • Juneteenth • Lambda Legal Defense and Education Fund • Latin American & Caribbean Festival at Pitt • Latin American & Caribbean Festival • Latino Community Center • Latino Community Center • Leadership Pittsburgh • LGBT Pride month • Lunar New Year in Pittsburgh • Macedonia Family & Community Enrichment Center • Military Baby Shower with



March of Dimes • Minority Corporate Counsel Association's Diversity Gala • Mission of Mercy Dental Clinic • NAACP Greensburg Branch • Nabhi Christian Ministries • National Association for the Advancement of Colored People's Legal Defense Fund • National Council of Jewish Women Pittsburgh • National Down Syndrome Congress • National Employment Law Council in LA • National LGBT Bar Association's annual Lavender Law Conference & Career fair • National Veterans Wheelchair Games • Negro Emergency Education Drive (NEED) • Neighborhood Allies • New Century Careers • Out & Equal • PA Women Work • PACE inclusive voices • Pennsylvania Black Conference on Higher Education (PBCOHE) • People's Pride • PERSAD Center • PG Intersections: Communities, Voices and Stories (Town Hall events) • Pinay Powerhouse 2 • Pittsburgh Black Pride • Pittsburgh Brown Momma's Monologues • Pittsburgh Collective Community Impact Forum • Pittsburgh Interfaith Impact Network • Pittsburgh Lesbian & Gay Film Society • Pittsburgh Metropolitan Area Hispanic Chamber of Commerce • Pittsburgh Name Change Project • Pittsburgh Pride • Pittsburgh Promise • POISE Foundation • POWER (PA Organization for Women in Early Recovery) • Propel Schools Foundation • PULSE (Pittsburgh Urban Leadership Service) • Robert Morris University Board of Visitors for Veterans & Military Families • Salvation Army • Small Seeds Development Inc. • South Hills Interfaith Movement • Special Olympic • Squirrel Hill Urban Coalition • Standing Firm • STEM Camps • STEP Ahead awards (Women in Manufacturing) • Strong Women Strong Girls • Summit for Racism • The Adaptive Training Foundation • The Advanced Leadership Initiative (TALI) • The Arc • The Bartko Foundation • The Blackburn Center • The Bradley Center • The Highmark Foundation: Social Determinants of Health (Public Forum events) \* The Hispanic Chamber of Commerce • The Mentoring Partnership of SW PA • The Mentoring Partnership, LLC • The Pittsburgh Foundation (100 Percent Pittsburgh campaign) • The SOMOS Network • The Stepping Stone Community • The Women's Network • The Women's Safe House • The Woodlands Foundation • Three Rivers Youth • TRAC Services for Families (Three Rivers Adoption Council) • United Way • United Way of Southwestern Pennsylvania (Coaching Boys into Men campaign) • Urban League of Greater Pittsburgh • Variety Children's Charity annual Halloween Party • Venture Outdoors • Veteran's Job Mission • Veterans Law Student Even • Veterans Place of Washington Blvd. • Vibrant Pittsburgh • Voices of Westmoreland • Volunteer Fire Department Program • Welcoming Economies • Wilksburg Community Development Corporation • Women and Girls Foundation • Women's Law Project • Women's Safe House • Women's network partnered with the Girl's Moon Area High School STEM Club • World Affairs Council • World AIDS Day • YMCA Westmoreland County • YWCA



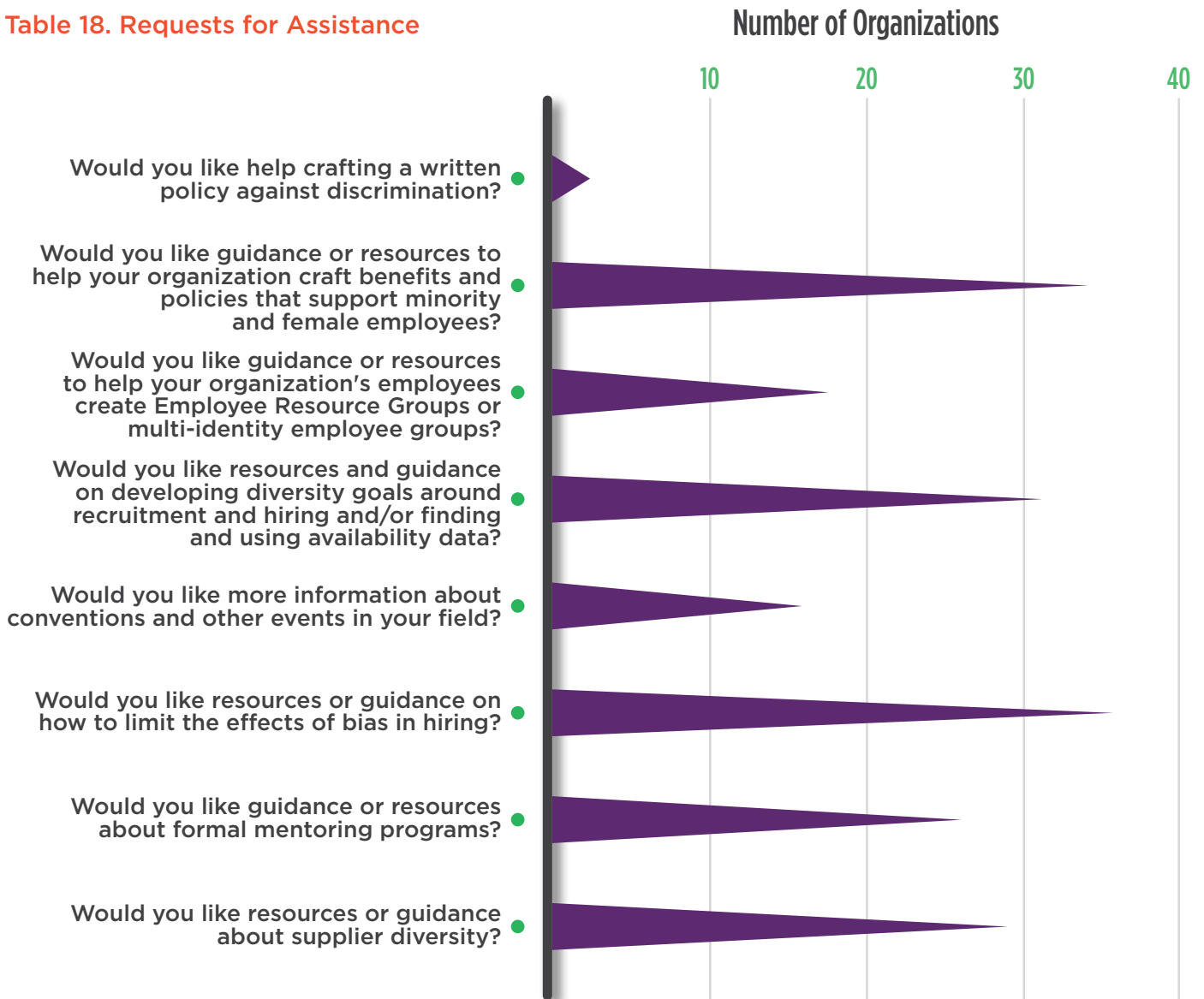
### **Vibrant Recommends:**

A great way for organizations to show interest and support for their associated communities is through the funding of and participation in events and community projects.

## WHERE ORGANIZATIONS NEED HELP

Questions were included asking respondents to identify areas in which they would like additional guidance. The results provide a useful curriculum for training in the diversity and inclusion arena. The most common request for help was in creating benefits packages that support minority and female employees, limiting the effects of bias, finding availability data with which they can develop hiring goals, and navigating supplier diversity.

**Table 18. Requests for Assistance**



## FROM TALK TO ACTION: A CALL FOR CHANGE

The rapidly developing coronavirus pandemic has already begun to impact the economy, society, and our way of life. Diversity, equity, and inclusion must be a significant part of the road to business recovery. The challenges we face as a region and as a country can only be faced if we are all truly in this together.

Prior to the pandemic, Pittsburgh was already facing a significant worker shortfall, while the talent pool across the United States was becoming more diverse. Our region will not attract the talent of the future without significant changes. The recent report from Pittsburgh's Gender and Equity Commission reveals stark inequalities along race and gender lines, leaving little doubt as to why the region has difficulty retaining diverse talent. These disparities are unsustainable, and as a region we must do better. As one of the least diverse metropolitan areas in the United States, with flatlining population growth, our region has a choice to make: southwestern Pennsylvania will become a place where people of color, LGBTQIA+ people, disabled people, veterans, and people from minority religious traditions see an opportunity to settle, create careers and build lives, or our region will stagnate.

As we usher in a new decade and plan for employee re-integration post-pandemic, we must reaffirm our commitment to diversity, equity, and inclusion. In doing so, we must continuously remember that these are not just words, but a commitment to consistent, tangible, and measurable actions that requires us to both recognize and embrace our differences as assets rather than inconveniences. The future of our region depends on ensuring that current and future residents know and understand the importance of diversity, equity, and inclusion as well as develop a culture and strategy that continually fosters improvement. This is a matter of extreme importance and should be valued as much as the budgets, revenue targets, governance, and the technological advancements we support.

During times of challenge priorities tend to shift, and it is still unclear what unique, immediate, and future impacts will change the way we do business. However, there is something which is clear: diversity and inclusion are more relevant than ever. While championing diversity, equity, and inclusion has many times been seen as "the right thing to do," it is more importantly the "crucial thing to do" for the Pittsburgh region to compete effectively in an ever-changing global society.

The 50 organizations that completed the Vibrant Index Diagnostic are to be commended, simply for directing attention to diversity and inclusion and opening to reflection on their current efforts. With the information gathered in the 2019 Diagnostic, Vibrant Pittsburgh highlights the following top 5 actions as a 2020 Call to Action for the region's employers:

1. Engage C-suite leaders in diversity and inclusion initiatives. CEOs and executive leaders are essential vocal and visible champions for DEI efforts.
2. Assign specific responsibility for D&I initiatives to an individual or committee and create diversity, equity, and inclusion performance objectives and reciprocal accountability for all team members.
3. Provide consistent and regular diversity, equity, and inclusion training to human resources and hiring personnel.
4. Track supplier diversity spend and create or adjust goals that improve equity.
5. Increase transparency around personnel demographic data (share with Board of Directors, a third party for analysis, etc.).

Vibrant Pittsburgh stands with our region's stakeholders on the threshold of a new decade. Join us in ensuring a vibrant, vital future for southwestern Pennsylvania.

Yours in the work,



Sabrina Saunders Mosby, *President & CEO*



Sabrina Saunders Mosby



*Growing a diverse workforce.  
And a brighter future for our region.*

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