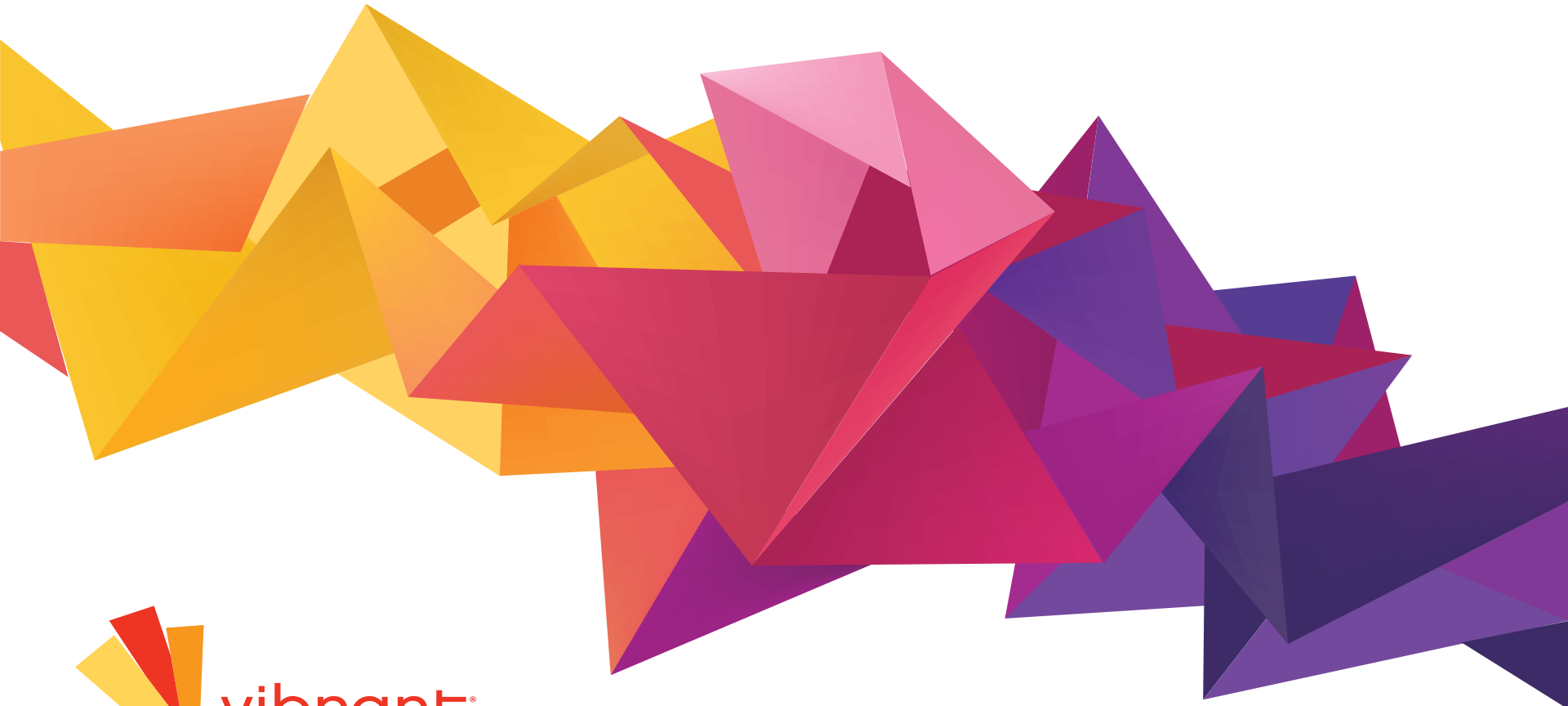


2020-21 ANNUAL REPORT

A Year Like No Other



vibrant[®]
PITTSBURGH

A Letter From The President

2020 was a year like no other. Each of us dealt with difficult personal challenges and many of us experienced loss. We faced the realities of a global pandemic, recession, unprecedented government actions, and deeply felt social and racial injustice.

For a decade, Vibrant Pittsburgh has grown our region's commitment to economic development through diversity, equity, and inclusion. Last year, we remained focused on what Vibrant Pittsburgh could do to make a greater impact. I issued not just a call to action but a call for change. I also discussed my optimism for the future of this work and our region. I have that same optimism today. Initial words of promise made by our region's businesses have been followed by actions from many Pittsburgh companies.

We also made a promise to our members. A promise that we would showcase the investment businesses are making in diversity, equity, and inclusion (DEI) as best practices for adoption across the region and beyond. We vowed to educate our regional employers and provide cutting edge DEI resources while tapping into the data that has negatively impacted how people of color view the region and its opportunities. We released our recommendations for critical improvements required through the Vibrant Index Summary Report to help change the narrative and perceptions about inclusion in Pittsburgh.

Our members also have taken steps to change the root cause of these disparities. Pittsburgh continues to move the needle with hiring practices, review of leadership succession and diversity gaps, as well as measuring and increasing investments into minority and local women-owned businesses. Employers have committed to donating to communities of color, creating partnerships to diversify the pipeline and their current workforce, and some have released reports designed to show accountability for their DEI commitments.

A Letter From The President

In July 2020, Vibrant Pittsburgh began building a high-functioning team which has allowed us to achieve a culture of growth and development. We are on track to add new revenue generating products and services to our offerings and developing tools to address the rapidly changing member needs. Throughout 2020, Vibrant Pittsburgh solidified and strengthened our brand by representing our members and region in forums across the state and country, launched two initiatives, and utilized what we learned in the inaugural year of the Vibrant Index to improve and increase participation.

We have experienced an outpouring of corporate and community support. Our call to action was answered, a testament to the power of the Greater Pittsburgh community to which we all belong and have built together. We thank every committed individual who has helped to advance DEI initiatives throughout the region.

Vibrant Pittsburgh is in it for the long haul. We continue planning with the interest of our region's businesses in mind, as well as the needs of top talent demanding a compelling Pittsburgh. Such vital work cannot be done alone. I look forward to collaborating with current and future Vibrant Pittsburgh members as we aspire to higher levels of diversity, equity, and inclusion in the years ahead.

Please join us in our commitment to excellence, empathy, and action.



Sabrina Saunders Mosby

Vibrant Pittsburgh, President & Chief Executive Officer

Delivering On Our Promises

Establish **credibility** for companies that wish to brand themselves as diverse and inclusive places to work, change the culture within their organizations, and increase the diversity of their workforce through the attraction and retention of top diverse talent.

Showcase the **investment** businesses are making in diversity, equity, and inclusion DEI as best practices for adoption.

Educate regional employers, and provide cutting edge DEI resources.

Utilize data that negatively impacts how people of color view the region and its opportunities to recommend policy improvements that change the negative narrative and perception about inclusion in Pittsburgh.

Partner with regional business members to realize our vision of making the Pittsburgh region a career destination of choice for people of color.



Vibrant Pittsburgh is the Premier Diversity, Equity, & Workplace Inclusion Membership Organization for Pittsburgh Regional Businesses

MEMBERSHIP VALUE

Increasing the value of Vibrant Pittsburgh for stakeholders and growing our small - midsize markets.



INNOVATION

Using innovation to improve our internal processes and maximize resources by implementing new strategies.



BRAND AWARENESS

Maximizing our brand by proactively building consistent media messages and leadership opportunities.



COLLABORATION

Collaborating with members to identify and understand their needs and expectations and achieving satisfaction through service and resource delivery.



CAPACITY

Achieving a culture of growth and development by building a high functioning team.

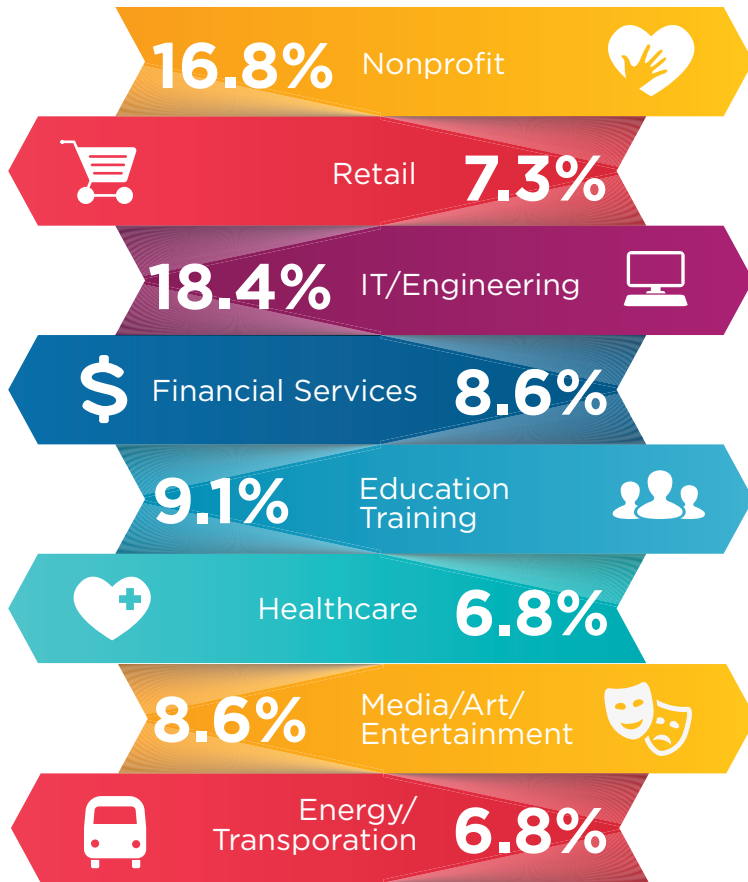


Capacity

Growing Our Team & Expanding Our Reach

Outreach & Engagement

by Sector



Meet Our New Team Members




Sabrina Saunders Mosby
President & CEO




Allegra B. Elson
Director of Training & Development




Gina Winstead
Assistant Vice President of Membership
Development & External Relations

Programming, Training & Development



With the hire of our new Director of Training and Development, Vibrant Pittsburgh is broadening and deepening training opportunities.



Utilizing the web-based learning platform, Teachable, Vibrant Pittsburgh to offer pre-recorded, asynchronous learning for executive, mid-level, and individual contributor populations.



The Vibrant Pittsburgh team conducted a full reboot of programs and services as well as a pivot to virtual learning. We saw an increase in customized learning requests. We've conducted **24 specialized trainings** and webinars, facilitated **6 townhall discussions**, and **built 8 customized member trainings** for "off the shelf" use across the membership base.

Collaboration

ELLENFREEMAN
IMMIGRATION LAW GROUP PLLC

Demystifying the Hiring of Foreign Nationals in the U.S.
July 1, 2020

By Ellen Freeman, Esquire

The Business Case for Supplier Diversity

Eastern Minority Supplier Development Council

DLC
DUGUESNE LIGHT CO.

Launched Resilience Through Equity Series: 6 NEW webinars!

A Resilience Through Equity Series Virtual Experience

NEW VISIONS FOR IMMIGRATION

Led by Ellen Freeman, Managing Partner of Ellen Freeman Immigration Law Group

VISA

MARCH 17, 2021
1:00PM - 2:00PM

vibrant PITTSBURGH

ASIAN AMERICAN EXPERIENCES IN THE WORKPLACE: A PANEL DISCUSSION

CO-HOSTED BY VIBRANT PITTSBURGH AND THE ASIAN AMERICAN LEADERSHIP FORUM

VIBRANT PITTSBURGH'S RESILIENCE THROUGH EQUITY SERIES

**JUNE 2ND
2 PM**

Register: bit.ly/AAPIExperiences



IMMIGRATION

- 1 Demystifying the Hiring of Foreign Nationals with Ellen Freeman
- 2 New Visions for Immigration with Ellen Freeman

WORKPLACE INCLUSION

- 3 Resilience Through Equity Series - Then is Now: The Role of Businesses in Disrupting Modern Day Racism with Mary-Frances Winters
- 4 Asian American Experiences in the Workplace: A Panel Discussion

DEI MEASUREMENT

- 5 Vibrant Champions Panel Discussion with PNC, Reed Smith, and UPMC
- 6 The Business Case for Supplier Diversity

A Resilience Through Equity Series Virtual Experience

THEN IS NOW: THE ROLE OF BUSINESSES IN DISRUPTING MODERN DAY RACISM

Led by best-selling author and consultant Mary-Frances Winters

MARCH 3, 2021
1:00PM - 3:00PM

RESILIENCE THROUGH EQUITY SERIES WEBINAR:

VIBRANT CHAMPIONS PANEL DISCUSSION

FEATURING 2019 VIBRANT CHAMPIONS

PNC ReedSmith UPMC
Driving progress through partnerships LIFE CHANGING MEDICINE


FEBRUARY 24, 2021 | 11:00AM - 12:00PM

REGISTER NOW

vibrant PITTSBURGH

Membership Value

OUR COMMITMENT, OUR VALUE



Amplify the efforts of members to monitor, measure, and meet diversity goals.

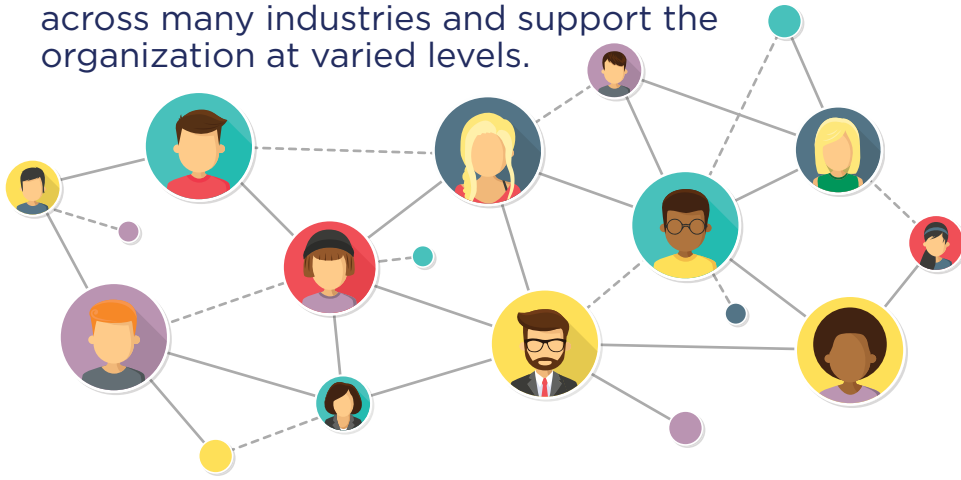
Assess and compare DEI policies and practices throughout the region and offer recommendations to improve employer workplaces.

Cultivate experiences that are welcoming, engaging, and exciting for residents and newcomers of color.

Membership Value

By The Numbers

Our **97** participating organizations span across many industries and support the organization at varied levels.

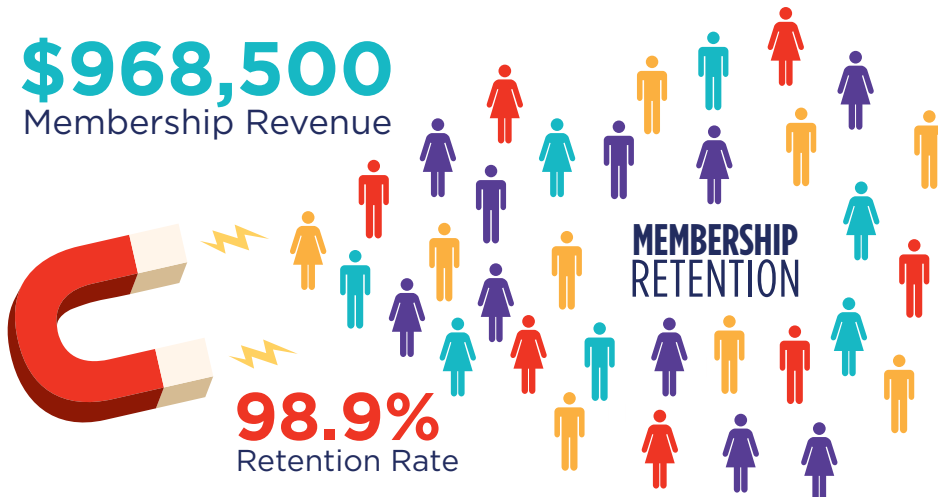


MEMBER GROWTH

\$218,500
New Member Revenue



\$968,500
Membership Revenue



Members by the Numbers

5	Distinguished Inclusion Community Pillars	\$50K+
5	Regional Inclusion Leaders	\$35K
5	Regional Inclusion Partners	\$20K-25K
12	Regional Inclusion Patrons	\$10K
35	Regional Inclusion Supporters	\$5K
35	Vibrant Members	\$2,500

Brand Awareness

Vibrant Pittsburgh In The Region

Vibrant Pittsburgh serves as the region's central resource, spokesperson, and convener on workforce diversity and inclusion issues.

Here are just a few of the highlights of how we made an impact the past year:



Brand Awareness



In a series of articles and newscasts, Vibrant Pittsburgh highlighted the impact of two pandemics — Covid-19 and systemic inequities — on marginalized workers, offering best practices for a more inclusive and equitable region and economy.

2



Published Articles Authored by Vibrant President & CEO

29+
Media Impressions



4

News & Media Appearances

36+
Speaking Engagements



Brand Awareness

Increasing Social Media Brand Recognition

FOLLOWERS
3,537
Followers on LinkedIn

UNIQUE VISITORS
3,310
Unique Visitors on LinkedIn Pages



Broadening Our Reach

UNIQUE IMPRESSIONS
80,372
Unique LinkedIn Impressions

61%
Increase in Average Monthly Unique Impressions

LINKEDIN PAGE VIEWS

73% Home page	20% About	7% People
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DEI AMBASSADOR TO THE REGION LINKEDIN

266
Posts Shared
June 3, 2020 - May 28, 2021

78%
DEI-Related Hashtags

Innovation

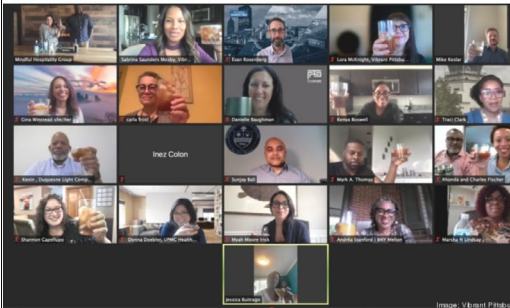


Finding new ways to have impactful & successful events & programming during a pandemic.

The challenges of the 2020 coronavirus pandemic made connecting with Vibrant Pittsburgh membership and other stakeholders an obstacle. We chose to evaluate and re-allocate budgeting for our events, such as our annual **Regional Economic Inclusion Summit**. While remaining sensitive to the needs of our audiences, we were able to make the inevitable and sometimes challenging pivot to a virtual stage.

CAREER & WORKPLACE

Vibrant Pittsburgh welcomes, connects minority newcomers with "Executive Dine-Around"



Participants in Vibrant Pittsburgh's Executive Dine Around raise a toast during the May 25 event.

VIBRANT PITTSBURGH

AUGUST 10, 2021
8:30AM-9:30AM | VIA ZOOM
1 RECERTIFICATION CREDIT (HRCI & SHRM)

**THE VIBRANT INDEX:
PROMISING PRACTICES AND
MEASURING WHAT MATTERS**

bit.ly/VibrantIndexPromisingPractices

**PRESENTED BY: LORA MCKNIGHT, COO AND VICE PRESIDENT,
PROGRAMS AND SERVICES, VIBRANT PITTSBURGH**

ABOUT THE SPEAKER
LORA MCKNIGHT IS RESPONSIBLE FOR STRATEGIC 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 DEI FORUM, NEXT GENERATION COUNCIL, #CHANGEMOVEDCONNECT, THE VIBRANT INDEX, AND VIBRANT TALENT CONSULTANTS.

**JOIN US
BREAKOUT SESSION #3:
VIBRANT INDEX: REPORT TO THE REGION**

Speaker: Vibrant Pittsburgh CEO

**TOMORROW
10:00AM-10:25AM**

bit.ly/VibrantAI

Sabrina Saunders-Mosby



Innovation

Launched Vibrant Book Salons

Featured **3** Authors



4 Diversity & Inclusion Forum Convenings Hosted



VIBRANT INDEX 2.0

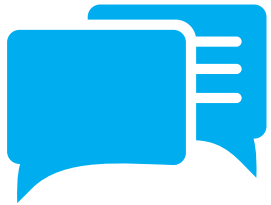
78 Participating Organizations
56% Increase in the Year



Improved Diagnostic Now Features

83 Questions

2xs the Number in 2020



24

Specialized Member Trainings & Workshops Delivered

8

Custom Member Trainings Developed



2 Hosted Dine Around Newcomer Events

50

Newcomer Participants Engaged During a Global Pandemic

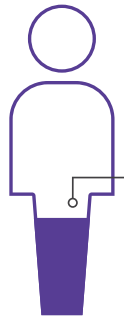


Innovation

Vibrant Pittsburgh's Focus on Talent Retention

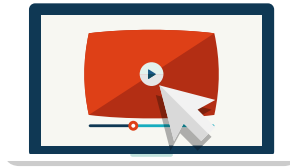
REVAMPED NEXT GENERATION COUNCIL

39 Council Members Represented



35%
(34/97 total members)

34 Vibrant Pittsburgh Member Companies



Created **Next Gen & Chill** (NGxC) Program to Engage Members Virtually During the Pandemic



Convened

8 Accelerator Mentorship Program (CAMP) Events

in partnership with Member Organizations and Universities
CAMP Participants by the numbers:

138

Mentees

183

Mentors

(Representing 41 Members Companies)

LAUNCH OF NEW PROGRAM! ALLEGHENY ALLIES



Allegheny Allies

supports individual employees from small to mid-sized businesses without Employee Business/Resource Groups (EBRG)

58

Active Matches

21

Participating Colleges/Universities

Membership Network

#1 Cochran

Achieva

ACLU Pennsylvania

ALCOA

Allegheny Conference Trade

Allegheny County

Allegheny County Airport Authority

Allegheny Housing Rehabilitation Corporation (AHRCO)

American Eagle Outfitters, Inc.

Ametek, Inc.

ANSYS, Inc.

Armada

Auberle

Bayer Corporation

BIKEPGH!

BNYMellon

Boys & Girls Clubs of W PA

Carmeuse Lime & Stone

Carnegie Library

Carnegie Mellon University

Carnegie Robotics LLC

Civil & Environmental Consultants Inc.

Clearview Federal Credit Union

Community College of Allegheny County

Condado Tacos

Covestro

Dick's Sporting Goods

Dollar Bank

Duquesne Light Company

Encentiv Energy

EQT Corporation

Equitrans Midstream, Corp.

Federal Home Loan Bank of Pittsburgh

FedEx Ground

Fred Rogers Productions

Giant Eagle Inc.

GNC

Greater Pittsburgh Community

Food Bank

Greater Pittsburgh Fulbright Association

Henne Jewelers

Highmark Health

Howard Hanna Real Estate Services

Howmet Aerospace

Inclusion, Diversity & Awareness Council (IDAC)

Jones Lang LaSalle Brokerage, Inc.

Kennametal Inc.

KeyBank

Koppers, Inc.

Level Agency

Literacy Pittsburgh

2018
53 members

2019
62 members

2020
64 members

2021
97 members



Membership Network

Locomotion, Inc.
Macy's Inc.
Mainstay Life Services
National Aviary
Niche.com, Inc.
Nielsen
Olympus Energy LLC
Oxford Development Company
Penn Hills Charter School of Entrepreneurship
Peoples
Pitt Ohio
Pitt-Ohio Express
Pittsburgh Ballet Theater
Pittsburgh Business Times
Pittsburgh Community Broadcasting, Corp.
Pittsburgh Cultural Trust
Pittsburgh Parks Conservancy
Pittsburgh Penguins
Pittsburgh Symphony, Inc.
Pittsburgh Technical College
Pittsburgh Technology Council
Pittsburgh Water and Sewer Authority

PJ Dick-Trumbull Corp.
PNC Financial Services Group
Port Authority of Allegheny County
Pressley Ridge
Propel Schools
ProspHire
Rivers Casino Pittsburgh
Robert Morris University
Schell Games
Seegrid Corp.
Seton Hill University
Softwriters, Inc.
The Mattress Factory
The Pittsburgh Promise
Three Rivers Business Alliance
Tri-State Capital Bank
Trib Total Media Inc.

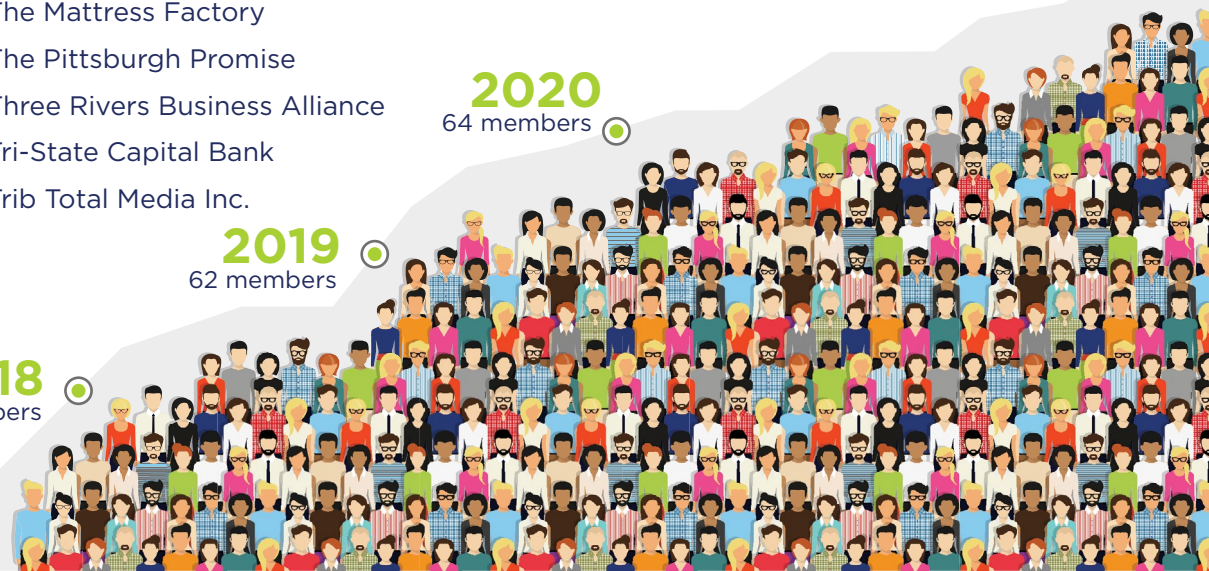
Turner Construction Company
UPMC
Urban Redevelopment Authority of Pittsburgh
Visit Pittsburgh
WESCO Distribution, Inc.
Wesley Family Services
Westmoreland County Community College
Womxn in Tech PGH (WITPGH)

2018
53 members

2019
62 members

2020
64 members

2021
97 members



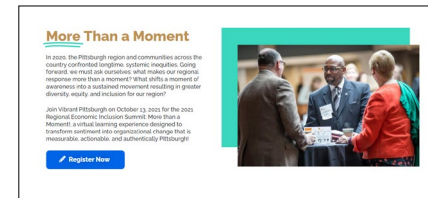
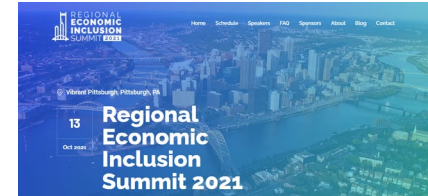
A Recap of Our Year in Review

This year we tackled a global pandemic and supported our members as they addressed a national outcry for racial justice and workplace equity. In the midst of significant challenges, Vibrant Pittsburgh maintained a **Membership Retention rate of 98.9%** and saw **Membership Network Growth of 51%**. Our Brand presence is strong. With the **development of 2 new initiatives**, Resilience Through Equity Series and Allegheny Allies, Vibrant Pittsburgh managed an organizational shift and successfully pivoted to virtual work and program delivery.

A Look Ahead

The Return of the **Regional Economic Inclusion Summit**

**Oct 13
2021**



Our Focus: Addressing Membership Needs for Greater Impact





www.vibrantpittsburgh.org • 412.281.8600