

## Partners In Diversity

### A Business Case & Diversity Action Plan

*"By convening employers for discussions on diversity awareness, supporting employee recruitment and retention, and connecting diverse communities, PiD has provided valuable information and services that help us in serving our customers and engaging our employees."*

- Grant M. Yoshihara  
Vice President, Utility Operations  
NW Natural

In 2005, major employers in Oregon and SW Washington joined forces as the Portland Workplace Diversity Task Force to cooperatively support more diversity in the workplace and in the community. Inspired by a coming shift in demographics described by the 2000 U.S. Census, the task force sought to examine regional information and develop a business case for corporate diversity initiatives. The result was a strategic plan which integrates the many ongoing initiatives in the region under one umbrella with a strong business focus. From there, Partners in Diversity was formalized to take this plan forward.

## Why Focus on Diversity?

Our region is changing. The demographics of Oregon and Southwest Washington are shifting radically alongside the rest of our nation, and with that change comes a new pool of customers, clients, employees, and community members. Transformation is required to meet the competitive challenges that the new population brings, with their discriminating interests, needs, and product preferences.

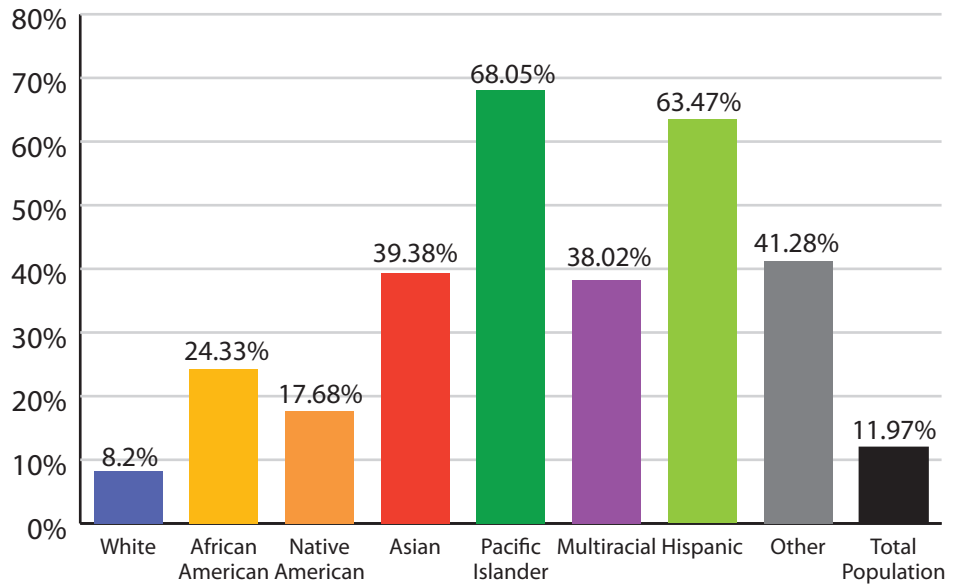
## What's Coming

The even greater shift is yet to come as schools in our region are already more than fifty percent students of color. This is future of our workforce, and these employees and stakeholders will demand that businesses and organizations embrace and reflect this diversity.

*"We recognize that diversity and inclusion are inextricably linked to our ability to achieve our goals, both our aspirations to be an employer of choice and to lead in the markets in which we operate."*

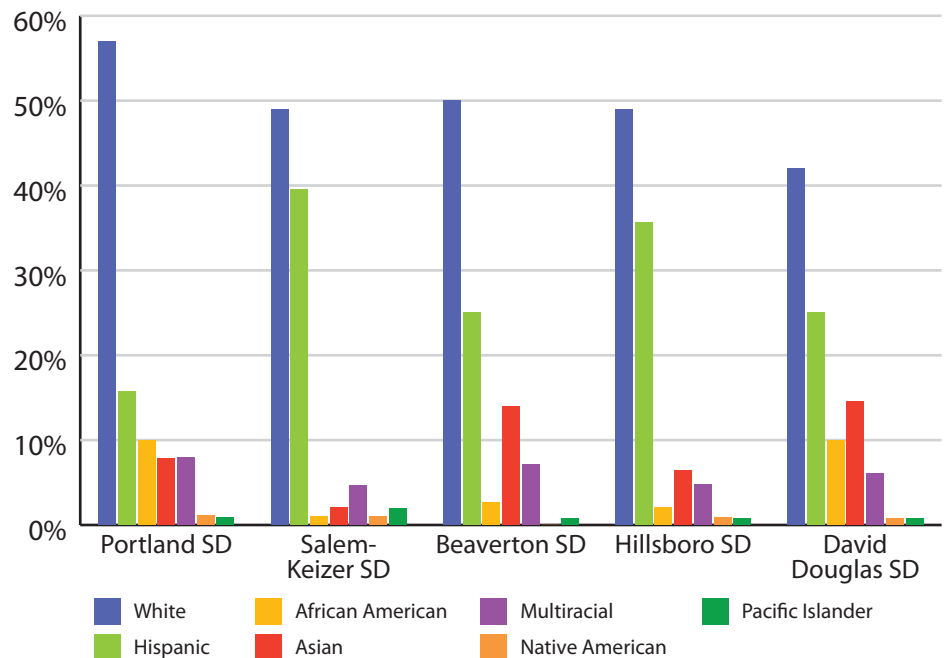
- John R. Strangfeld, Chairman and CEO, Prudential Financial

**Figure 1: Oregon Population Growth, 2000-2010**



Source: U.S. Census Bureau

**Figure 2: Oregon School District Populations**

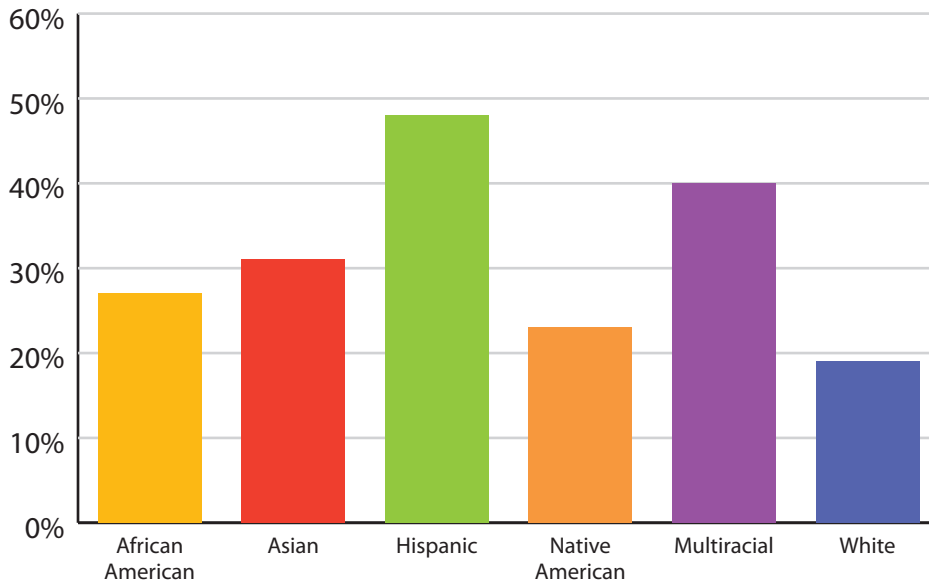


Source: Oregon Department of Education

## How Does this Impact Business?

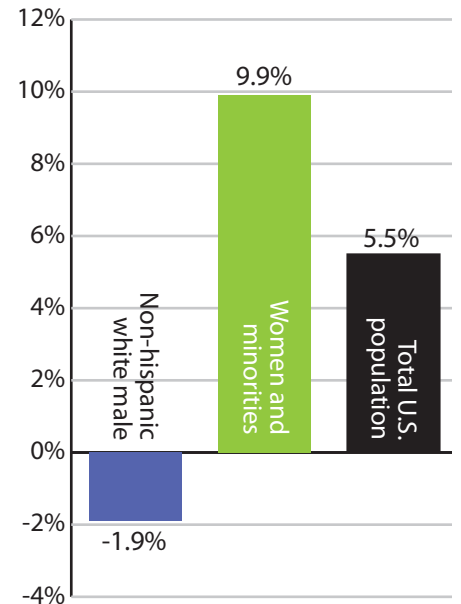
Studies show that employees with similar backgrounds, education, and worldviews tend to approach the world in similar ways. A diverse workforce provides new perspectives and approaches to a business's challenges and opportunities. This signals to investors, potential clients, customers and the broader community that a company is agile and backed by progressive leadership.

**Figure 3: Oregon Buying Power Projected Growth, 2013-2018**



Source: State of Oregon Employment Department

**Figure 4: U.S. Labor Force Growth Projections, 2012-2022**



Source: State of Oregon Employment Department

In addition we know that as the customers and communities we serve become increasingly diverse, changes must be made internally to reflect this. This is an opportunity to connecting with clients and customers in a culturally competent and responsive way which must be leveraged to a greater bottom line. The success or failure of organizations depends on employers and employees' making diversity a significant business issue.

## Notable Partners in Diversity programs



### Say Hey!

A welcoming event for new professionals of color.



### Say Hey! for Interns

An event to jumpstart the networking experience for interns of color while showing off the best of our region as a great place to work and live.



### Breakfast for Champions

Bringing Human Resource and diversity practitioners together to network with one another and share best practices.



### CEO Forum

A safe space for chief executives to discuss successes and challenges encountered while working to diversify their workforce.

## Diversity Best Practices: How to Take Action

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1. Ensure that each organization's vision, mission, values and diversity policy are clearly articulated both internally and externally.
2. Assign the CEO ultimate accountability for diversity and for ensuring that every executive makes diversity a personal priority. Each organization should identify an officer with responsibility for diversity, and ensure that appropriate resources are made available.
3. Integrate measurable diversity objectives for the company into the general business objectives, with a tie to performance evaluations and management compensation.
4. Have senior leaders communicate regularly to internal and external stakeholders about diversity priorities and progress.
5. Implement recruitment and retention programs for people of diverse backgrounds.
  - ◆ Establish coaching and mentoring programs.
  - ◆ Establish funded employee resource groups (ERG's)
  - ◆ Ensure a diverse hiring panel for job interviews
  - ◆ Create partnerships with high schools, colleges and universities.
  - ◆ Offer scholarships for underrepresented students.
  - ◆ Provide workplace internships focused on underrepresented populations.
  - ◆ Work with professional and community-based organizations.
6. Establish ongoing diversity training programs for boards of directors, management and employees.
7. Ensure diverse representation on the organization's board, advisory groups and committees for better results.
8. Stimulate community and civic leadership through community relations, community service and civil engagement at all levels of the organization.
9. Establish an inclusive and welcoming work environment. Develop policies and practices that address discrimination, harassment, cultural competence, diversity, affirmative action and equal opportunity.
10. Establish baseline metrics for diversity in your organization to create measurable goals.
11. Implement strategies to increase opportunities for contracting for construction, goods and services, professional services, public relations and community affairs.
  - ◆ Develop a dialogue with vendors, suppliers, contractors and other stakeholders.
  - ◆ Review prior activity and set targets. Establish strategies for achieving advancement.
  - ◆ Evaluate results and provide feedback.
12. Invest in culturally specific leadership training for employees of color.

### Partners in Diversity

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