

DIVERSITY, EQUITY & INCLUSION BUSINESS CASE

INCLUSIVE REGIONS PROSPER



EMBRACING THE CHALLENGE

THE DIVERSITY, EQUITY AND INCLUSION IMPERATIVE FOR CHAMBERS OF COMMERCE

Why should your chamber care?

Our country is becoming increasingly diverse, and these diverse communities represent a key part of our economic future. The United States will be majority-minority by 2042, and the workforce will be majority-minority a decade earlier.

Economists at the Cleveland Federal Reserve found that high levels of racial inclusion and progress on income equality correlate with strong economic growth. Income inequity, geographic concentrations of the poor, city-suburb disparities and racial segregation are all associated with slower growth over the last three decades.

Diversity is not just about race and income inclusion. The presence of a large LGBT population has been found to be a better predictor of a high-tech location than many other indicators of social and cultural diversity.

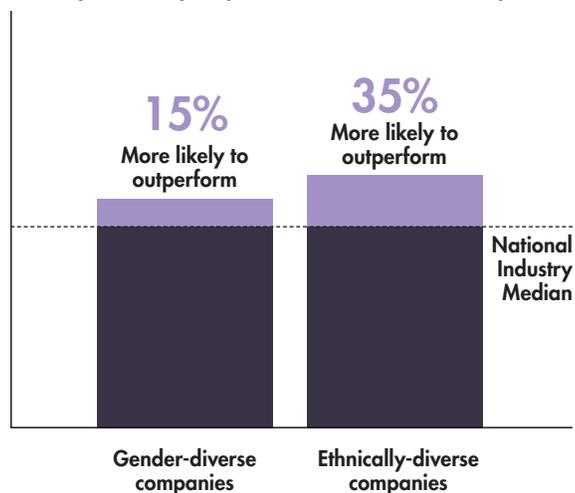
Business leaders see the opportunity change brings and they increasingly recognize that there is a strong economic case for embracing our growing diversity. McKinsey & Company research found that diverse companies perform better. Researchers outlined the following factors that drive better performance from companies with diverse teams. Diversity management helps companies:

- Win the war for talent.
- Strengthen customer orientation.
- Increase employee satisfaction.
- Improve decision making.
- Enhance the company's image.

Chambers of commerce that don't embrace inclusion are likely to find themselves marginalized. By building relationships, showcasing data and providing leadership, chambers of commerce can help guide their cities, states and regions to a more prosperous and interconnected future.

DIVERSITY'S DIVIDEND

What's the likelihood that companies in the top quartile for diversity financially outperform those in the bottom quartile?

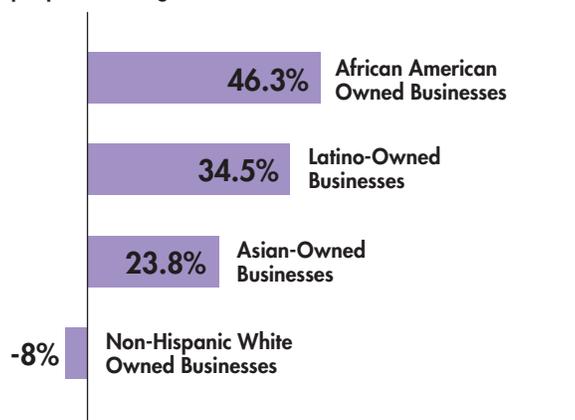


¹ Results show likelihood of financial performance above the national industry median. Analysis is based on composite data for all countries in the data set. Results vary by individual country.

Source: McKinsey analysis.

DIVERSE BUSINESS OWNERSHIP

Between 2007 and 2012, the number of non-hispanic owned businesses declined, while the number of businesses owned by people of color grew.



HELP GETTING STARTED

What can your chamber do?

The ACCE Diversity, Equity and Inclusion Division has compiled information about chamber-led efforts to drive diversity and inclusion outcomes. The division provides chamber of commerce professionals with the opportunity to network with peers, connect with industry leaders, share information and learn best practices about diversity, equity, inclusion and minority business development. Learn more online at www.ACCE.org/diversity

ACCE'S DIVERSITY, EQUITY & INCLUSION DIVISION

270

Chamber professionals in the DEI Division

190

Resources included in ACCE's online Chamberpedia

59

Chamber best practices featured in ACCE's Sample Library

Focus Areas and Best Practice Programs

- **Workforce** – Concerted effort to recruit qualified employees from traditionally underrepresented groups.
 - **The Greenville Chamber of Commerce** Community Leadership Pipeline connects individuals interested in volunteer leadership roles with organizations in need of volunteers with different backgrounds, talents and skills whose diversity mirrors the community.
 - **The Cincinnati USA Regional Chamber** Diverse by Design program is a regional initiative to attract, develop and retain diverse, high-potential talent to the region. The program conducts research, raises awareness and develops programming to create economic advantage through inclusion.
- **Workplace** – Adopting policies and practices that include people who have historically been absent from your organization.
 - **The Grand Rapids Chamber** Institute for Healing Racism is the area's leading program for uncovering racism and understanding its impact on individuals and the workplace. Through presentations and exercises, participants from all backgrounds engage and build a shared understanding of racism together.
 - **The Knoxville Chamber** Diversity Champions program is a group of 60 business leaders that works to define diversity and inclusions goals for the region, promote workplace and marketplace inclusion and develop an accountability process to assess and report community progress.
- **Marketplace** – More deeply involve minority owned enterprises in the regional economy and recognize the enormous purchasing power of minority groups.
 - **The Tulsa Regional Chamber** Mosaic program is designed to raise awareness about the competitive advantage of having a diverse and inclusive business climate. The program emphasizes inclusion in all elements of the region's economic development strategy, from talent attraction to business recruitment and retention.
 - **The Greater Kansas City Chamber** POWERConnections program is designed to assist minority and women small business owners by leveraging the expertise of corporate partners to empower small businesses for success.

NEW REPORT

Cities and regions that embrace diversity do better economically. A new ACCE commissioned report, **Embracing the Challenge: The Diversity, Equity and Inclusion Imperative for Chambers of Commerce**, outlines the business case for why chambers need a strategy to leverage diversity and champion inclusion.

DOWNLOAD THE REPORT: WWW.ACCE.ORG/DIVERSITY.

Join ACCE's Diversity, Equity & Inclusion Division
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