

**POST MORNING KEYNOTE
PARTICIPANT RESOURCES**



**“Leveraging the
Commonwealth’s Diversity”**

2021+



Diversity Equity Inclusion Tech Summit
March 19, 2021

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THE VEREEN GROUP
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Principal

Why Today?

Us
We

21st Century Commonwealth Imperative!



Commonwealth of Pennsylvania



Understanding PA's Footprint, Brand, Expectations

Do You Know the Commonwealth?

***NO GOOGLING!** 😊 Opportunity for Self Knowledge - Your Best Guess*



QUESTION	ANSWER Your Answer	
PA 2010 Ranking for slowest population growth of 8 Neighboring States?		4th
National ranking for having an Older State population in 2010 Census?		4th
Median Age of PA Commonwealth?		40.8
PA attracted how many people from 15 states in 2015?		73,249
What is the number of languages spoken in PA?		135
Persons of Color (2010) were what percentage of PA's population?		20.5%
Millennials + Baby Boomers are what percentage of PA's population?		50%
PA's total population growth % between the 2000 & 2010 Census was:		3.4%
Children of Color < age of 18 will be the majority in what year? (USA)		2020
Children of Color (2017) are what percentage of PA's population?		31.8%

DEI Brand Identity

Commonwealth
Varied Regions
TCCP Footprint
Your Organization



WORK SMART.

PA

LIVE HAPPY.



Pennsylvania is a place founded centuries ago on the idea that all are **welcome**, and can practice their **faith** and **culture** as they see fit.

We still live by that grand idea today, not only because it is right to do so — it is — but also because **it's smart**. We want to continue the rich tradition of **openness and inclusiveness**, so that when people are choosing where to go to school, begin their professional lives, or raise their family, they know that **Pennsylvania is open to them**.

Commonwealth of Pennsylvania



**DIVERSITY IS
OUR STRENGTH.**

Kinzua Bridge State Park,
Pennsylvania Wilds

Governor's Goals



- SCHOOLS THAT TEACH

- JOBS THAT PAY

- GOVERNMENT THAT WORKS



- Diversity & Inclusion Executive Orders

- ✓ 2015-11

- ✓ 2016-04

- ✓ 2016-05

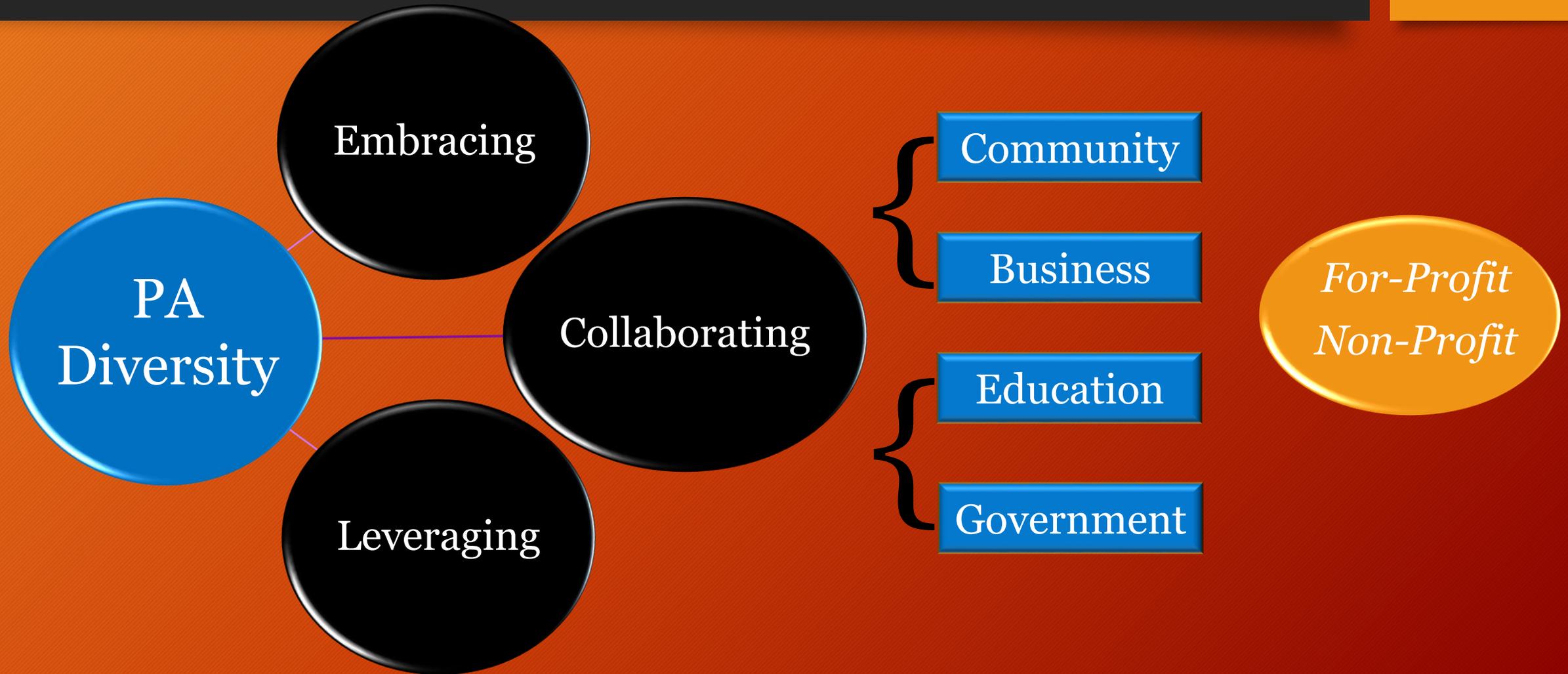
Difference is Natural



This message is presented to you by the Pennsylvania Human Relations Commission. Visit us at phrc.pa.gov

Expectation: Equitable Inclusion

Us
We



Diversity, Equity, Inclusion Alignment



Mission

Priorities

Tactics

Mission

To connect members and organizations to promote technology and fuel economic development. TCCP believes that bringing together the technology community unleashes unimaginable capacity for our region to thrive and delivers on our mission with this “why” in mind by offering a variety of programs, events and services that:

- Connect technologists from diverse industries, backgrounds and experiences with opportunities to learn, collaborate and innovate AND
- Raise the profile of the technology community throughout the Central Pennsylvania region and beyond.

Five Strategic Priorities

Priority A: Collaborate to Solve Strategic Problems

Encourage **the co-creation of solutions** to problems that may be tech specific or where tech innovation may be a solution specific to an industry issue.

Priority B: Recruit Diverse Talent

Help employers **recruit and retain** diverse tech talent with a special focus on currently **underrepresented groups** within the Central PA tech community, i.e. people of color, women, young professionals, people with special needs and veterans.

Priority C: Stay Sharp with Peers

Offer **timely lifelong learning opportunities** that will help tech producers and tech users stay connected to the latest trends, issues and innovations within an industry that is continuously changing.

Priority D: Grow the Business

Create opportunities that assist members with the cultivation of new business leads, improve business and hiring practices and raise their profile **thereby improving their bottom line**.

Priority E: Promote the Region

Play a leading role in the promotion of the tech innovations and **opportunities** that exist throughout the region.

2021-2023 Tactic

Tactic #1 - Inspire Cultural Diversity

Organize a team of Persons of Color, Technologists, Women and Young Professionals to develop an actionable vision/strategy for building **Diversity in the talent pipeline**.

- **Year 1:** Introduce concept via Diversity & Inclusion in Tech summit in March 2021. Use initial summit to help recruit members of team to develop initial strategy/vision & actionable plan.
- **Year 2:** Begin to Implement plan, solicit feedback and adjust accordingly
- **Year 3:** Implementation, Feedback, Adjust

Evolving Role of HR and Talent Development

Yesterday
Today
Tomorrow

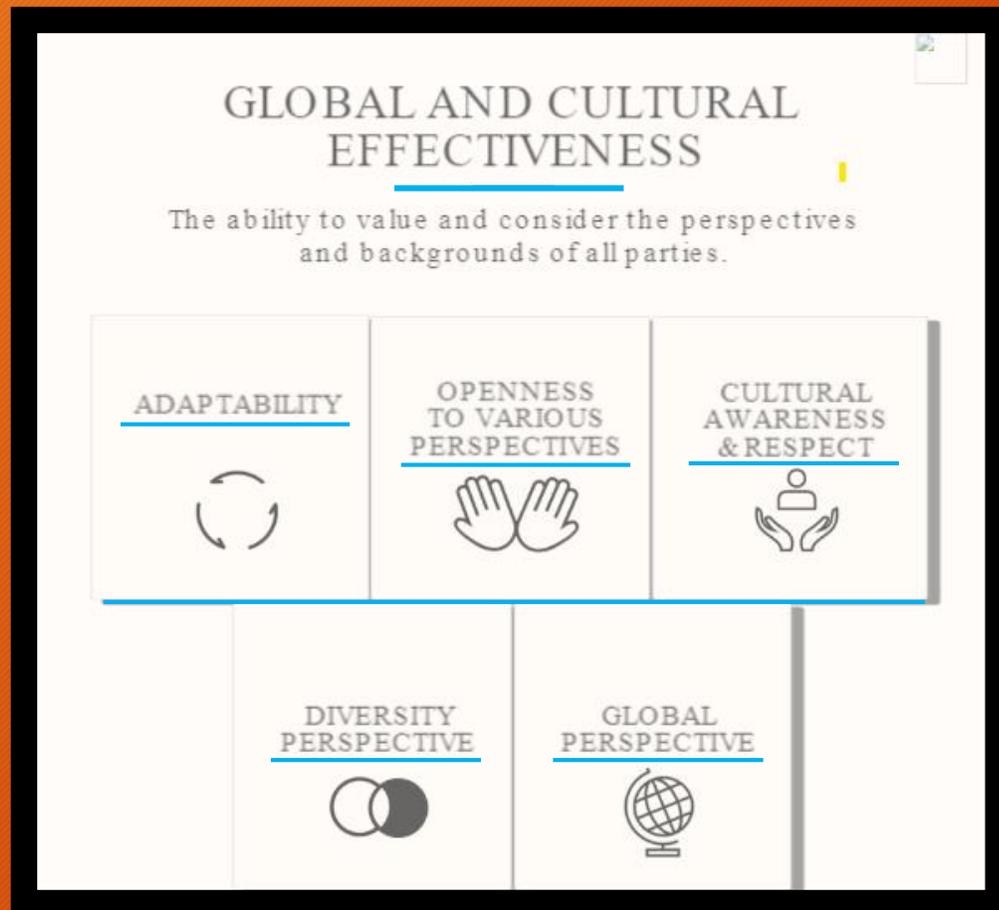
- ✓ From Transactional (Personnel), Putting Out Fires, Compliance, An Expense
- ✓ To Strategic Business Partner (Associate/Employee Relations/Engagement, Talent Management)
 - Business Acumen
 - Understanding and Alignment to Organizational Strategic Objectives
 - Mission, Vision, Core Values
 - Diversity, Equity, Inclusion Strategy, Implementation, Metrics, & Accountability
- ✓ SHRM Competency Model
 - Identifies **what it takes to be a successful** HR professional—across the performance continuum; around the globe; and across all career levels, job roles and job functions.
 - Provides the **foundation for talent management** throughout the HR lifecycle and helps organizations ensure that HR professionals are proficient in the critical behaviors and knowledge necessary to **solve today's most pressing people issues and strategies.**

SHRM Competency Model



- The SHRM Competency Model identifies **what it takes to be a successful** HR professional—across the performance continuum; around the globe; and **across all career levels, job roles and job functions.**
- The SHRM Competency Model provides the **foundation for talent management** throughout the HR lifecycle and helps organizations ensure that HR professionals are **proficient in the critical behaviors and knowledge necessary to solve today's most pressing people issues and strategies.**

Global And Cultural Effectiveness



- The ability to value and consider the perspectives and backgrounds of all parties
- Appreciate the commonalities, values and individual uniqueness of all human beings

Population Demographics



Pennsylvania

PA County Sample

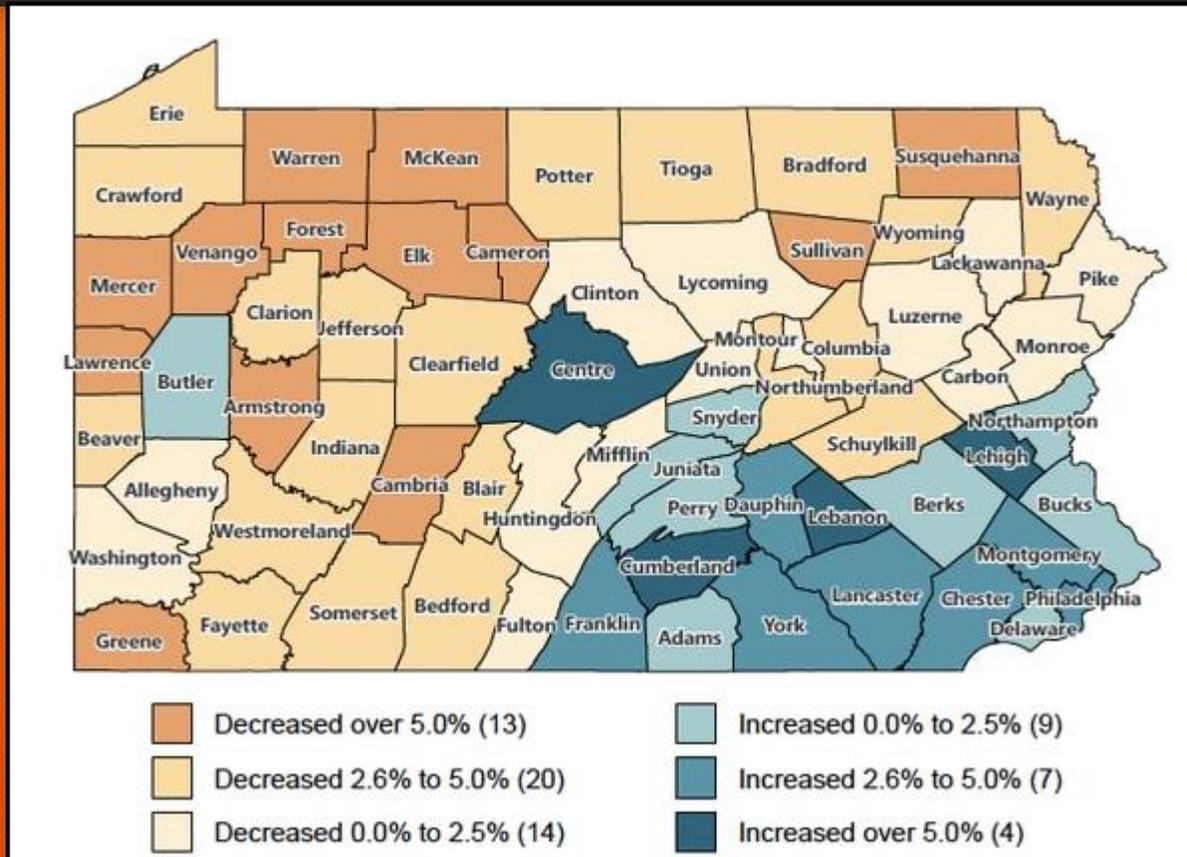
Select Dimensions of Diversity

Gender

Race / Ethnicity

Age

PA's population is flattening after two decades of slow growth, but Philly/Harrisburg corridor continues to grow

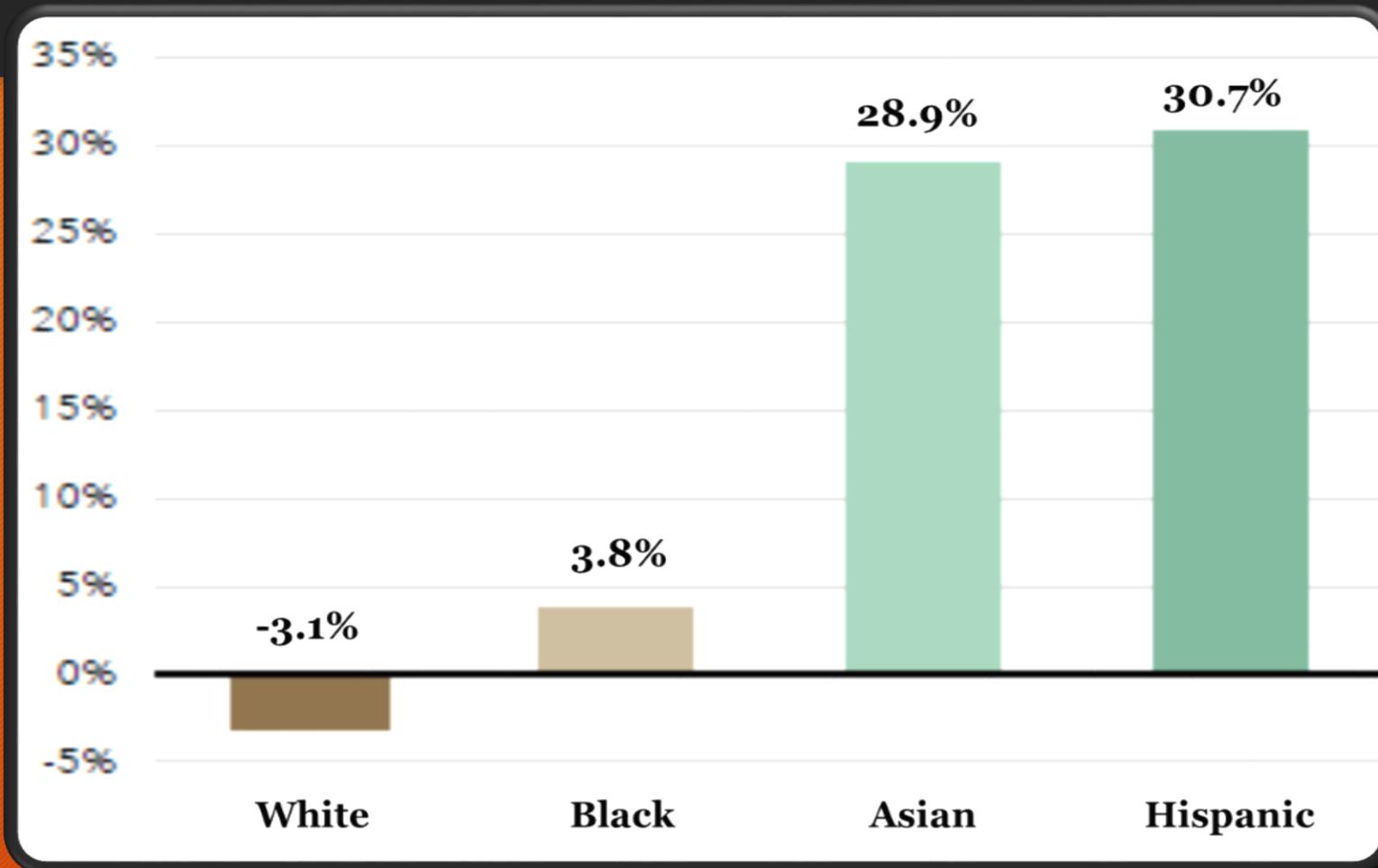


PA State Data Center
This map shows the changes by percentage in Pennsylvania's population **since 2010** at the **county level**. Statewide growth is **0.8%**.



Percent change by Racial or Ethnic Subpopulation in Pennsylvania

2010
to
2017



Commonwealth of Pennsylvania

July 1, 2020 Population Estimate: 12,801,989



Women
51.0%

Age 65+
18.7%

Persons of Color
24.3%

Disability
9.8%

26.4%

Two or More Races
2.1%

Veterans
6.1%

White/Caucasian
75.7%

Households
w/Computer
88.0%

Households w/ Broadband
Internet Subscription
81.5%

Are you and your organization enablers in creating and fostering the PA rich tradition of Openness and Inclusiveness for Everyone?

Live/Learn/Work/Play

Source: U.S. Census Bureau PA Quick Facts
Race Alone/Hispanic Alone
Population Estimates-July 1, 2020
Table Compiled March 18, 2021 by
THE VEREEN GROUP - Attendee Resource

Persons of Color % County Demographics

COUNTIES	2019
Adams County	11.3%
Centre County	14.6%
Cumberland County	15.4%
Dauphin County	35.5%
Lancaster County	18.7%
Lebanon County	17.8%
Montour County	9.2%
Perry County	5.0%
Union County	15.8%
York County	17.4%

65+% County Demographics

COUNTIES	2019
Adams County	21.1%
Centre County	14.9%
Cumberland County	18.8%
Dauphin County	17.4%
Lancaster County	18.4%
Lebanon County	19.9%
Montour County	21.5%
Perry County	19.0%
Union County	18.6%
York County	18.0%

City: 76%/10.4%

City: 59.9%/9.8%

City: 63.8/9.1%

Evolving

Economy

Businesses, Suppliers, Vendors, Contractors



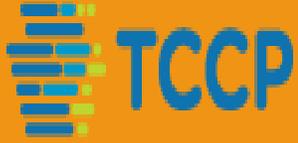
❖ PA Firms / Businesses

- ✓ Women Owned: 304,803
- ✓ Minority Owned: 131,512
- ✓ Veteran Owned: 97,969
- ✓ Men Owned: 579,400

❖ PA Dept. General Services

- ✓ Small Diverse Business
- ✓ Small Business
- ✓ Disability
- ✓ LGBT

Adjusting Your Inclusion Lens



- By around **2020**, "more than half of the nation's children are expected to be part of a minority race or ethnic group," the Census Bureau says, putting Americans under the age of 18 at the front of a trend that will see the overall population follow suit some 20 years later.
- "'When that shift for the U.S. as a whole takes place by **2044**, the Census Bureau predicts no one racial or ethnic group will dominate the U.S. in terms of size.
- "Overall, the U.S. population is set to grow more slowly over the next few decades partly because of declining fertility rates. It's expected to hit **400 million by 2051**."
- By **2030**, **1 in 5** Americans is projected to be 65 and over.
- Another finding states that from **2014 to 2060**, "the **working-age population** is projected to **decrease** from **62** percent to **57** percent of the total population."

Today and Tomorrow's Workforce



- Is your workplace Culture Inclusive and Fostering Belonging?
- Does your Leadership & Management Reflect those you serve?
- Will your Leadership & Management reflect your future and potential People Centers/Stakeholders?
- **Are you recruiting with a short and long-term Global Mind Set?**
- Do you have an Equitable Succession Plan in place that insures access and opportunity for a 21st Century Workforce?
 - Brain Drain / Institutional Knowledge / Retiring Baby Boomers
- Generational Expectations of Fairness – **Practicing Equity & Parity**
- Do you want to continue to “Tread Water” or do you want **to LEAD?**

Where Is Your Organization?



Live

Work

Learn

Play



Delivering Through Diversity

Diversity Dividend



Diversity and Financial Performance

- Companies in the top-quartile for **gender diversity** on their executive teams were **21%** more likely to have **above-average profitability** than companies in the fourth quartile.
 - ❖ Executive teams of outperforming companies have more women **in line versus staff roles**.
- For **ethnic/cultural diversity**, top-quartile companies were **33%** more likely to **outperform on profitability**.
 - ❖ Top-team **ethnic/cultural diversity is correlated with profitability**

There is a Penalty for Opting Out



- The penalty for **bottom-quartile performance on Diversity** persists. Overall, companies in the bottom quartile for both gender and ethnic/ cultural diversity were **29%** less likely to achieve above-average profitability than were all other companies in our data set.

In short, not only were they not leading, they were lagging.



Will you continue to Tread Water? **OR**

Will you do your part and LEAD!

**YOU
ME
OURS**



Engaging Current & Evolving Populations

DEI

Proactive Action Steps

- Being Intentional
- Your DEI Brand Identity
- Your Living Room
- Recruiting Sources & Partners
- Internship Program (Career Interest Awareness)
- Apprentice Initiative
- Equitable Succession Planning
- Reflection Marketing
- Sponsoring Next Workforce Development & Partnering (Career Interest Awareness)

Authentic
Access
Opportunity

My Request / Your Change Agent Role



2021

2023

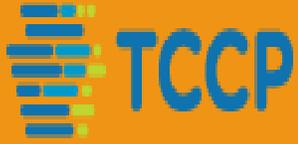
- Digest today's Knowledge Sharing Session and TCCP Five Strategic Priorities
- What is the one DEI action you'll do upon returning to work?
- Give yourself permission to "Become Comfortable with Being Uncomfortable"
- Unlearn "Color Blind", Practice "Color Brave"
- Recognize the Total Sum of "The Individual / Each Person"
- Connect, Engage, Expand your Professional and Personal Networks
- Inclusive Workplaces Moving Forward – Culture, Policies, Processes, Procedures, and **Recruitment**, Sourcing, Retention, Succession Planning, Marketing Approach, Authentic Community Engagement, Bi/Multi-Languages, Commonwealth Brand Identity, etc.
- Leverage Knowledge Sharing Resources (separate attachment)

DEI Discovery Learning Links



- 1) [Color Blind or Color Brave?](#) (14-min TED Talk)
- 2) [Get Comfortable With Being Uncomfortable](#) (10-min TED Talk)
- 3) [The Look](#) (2-min video) [Personal Introspection of Implicit Bias](#) (2-min video)
- 4) [The Lunch Date - A Study of Perceptions](#) (10-min video)
- 5) [Blind Spots: Challenge Assumptions](#) (2-min video)
- 6) [Implicit Association Test \(IAT\) | Harvard Diversity, Inclusion & Belonging](#) (identifying and managing your biases)
- 7) [Beyond Microsoft](#) (Library of Inclusion Training Options for leaders, managers, supervisors)

Achieving More Together



*Working toward a more Inclusive
& Equitable Pennsylvania!!*

Embracing

Collaborating

Leveraging

Success Is A Journey
Not A Destination

Dialogue

Q&A

Thank You! 😊



This Glossary of Key Diverse Terms has been designed as a “living document” tool to assist in creating a common internal Diversity & Inclusion language to foster an Environment of Inclusion within the Technology Council of Central Pennsylvania (TCCP).

ACTIVE LISTENER	<ul style="list-style-type: none"> ◆ Seeks to fully understand before offering a response or solution ◆ Hearing, interpreting, evaluating, and responding. ◆ Is a technique that is used in counseling, training, and solving disputes or conflicts. It requires that the listener fully concentrate, understand, respond and then remember what is being said. ◆ Actively listening is to fully concentrate on what is being said rather than just passively 'hearing' the message of the speaker. Active listening involves listening with all senses.
ASSUMPTIONS	<ul style="list-style-type: none"> ◆ A thing that is accepted as true or as certain to happen, without proof ◆ An assumption is something that you assume to be the case, even without proof. ◆ When a person takes something for granted or literally takes possession of something. ◆ The act of taking for granted – supposition, presumption, conjecture, suspicion, surmise, theory, hypothesis
BARRIER	<ul style="list-style-type: none"> ◆ Obstruction, difficulty, hindrance, obstacle, hurdle, stumbling block, restriction ◆ That which you may not have direct control or authority to remove, but must be aware of and plan for when developing strategies and implementation
BELONGING	<ul style="list-style-type: none"> ◆ The sense of belonging occurs when the person feels that they are part of something bigger than themselves and, therefore, recognizes the rest of the members of their reference group as equals. This can have a very positive effect on their self-esteem, and it is especially important for younger generations. ◆ Feeling of being taken in and accepted as part of a group, thus, fostering a sense of belonging. ◆ It also relates to being approved of and accepted by society in general. Also called belongingness.
BIAS	<ul style="list-style-type: none"> ◆ An inclination or preference, especially one that interferes with impartial judgment. ◆ A leaning or preference in favor of a particular individual or group (essentially the opposite of prejudice). ◆ Preference without facts (in favor of someone or something)
CHALLENGE	<ul style="list-style-type: none"> ◆ Anything that calls for special effort ◆ A test of one's abilities or resources in a demanding but stimulating undertaking
CHANGE AGENT	<ul style="list-style-type: none"> ◆ A change agent is someone who is tasked to "alter human capability (for the better) or organizational systems to achieve a higher degree of output or self-actualization." ◆ Change agent is as much about identity and character as it is any definitions. ◆ Regardless of what is going on today, a change agent has a vision of what could or should be and uses that as the governing sense of action ◆ A change agent has a strong ability to self-motivate. ◆ A change agent must understand people; at the end of the day, change is about people

CHANGE MAKER	<ul style="list-style-type: none"> ◆ A change maker is someone who is deeply passionate about solving a particular issue or a problem for the purpose of the greater good. A change maker often is a highly empathetic and idealistic person who is passionately working on a hopeful mission, no matter how difficult the obstacles or circumstances. ◆ A person who desires change in the world and, by gathering knowledge and resources, makes that change happen. ◆ Change makers are comfortable out of the comfort zone and understand the value and the need to proactively go to those places. ◆ Change makers are driven by partnering with others, getting creative and developing solutions. ◆ Change makers are value driven, mission driven and thrive on meaningful action for purpose, on purpose.
CHANGE MANAGEMENT	<ul style="list-style-type: none"> ◆ Is about understanding Past, Current, and Future State. ◆ Knowing what is the End In Mind. ◆ What is the appropriate approach to ensure Receptiveness, Engagement, and Behavior that will evolve the situation, initiative, and/or person to the next level successfully and with sustainability = value added for the Stakeholders & the Organization.
CIVILITY	<ul style="list-style-type: none"> ◆ Civility is claiming and caring for one’s identity, needs and beliefs without degrading someone else’s in the process. ◆ Courteous; Politeness; a Polite Action or Expression ◆ Civility is about disagreeing without disrespect, seeking common ground as a starting point for dialogue about differences, listening past one’s preconceptions, and teaching others to do the same.
CULTURAL SENSITIVITY	<ul style="list-style-type: none"> ◆ Valuing another’s culture as you value your own ◆ The ability to understand and empathize with a person or a group of people whose demonstrated values, way of life, religion, conventions and possibly language are different from your own. ◆ Awareness about one's cultural assumptions, biases, behaviors, and beliefs. The ability to interact with and understand people from other cultures without imposing one's cultural values.
CULTURE	<ul style="list-style-type: none"> ◆ A culture shares common assumptions about Behavior, a Shared Belief System and Values - People, Departments, Organizations, Family, Geographical Area, etc. ◆ This includes everything from lifestyle choices to food. ◆ The system of common beliefs, shared meanings, accepted behavior patterns, values, assumptions, shared common experiences and traditions that distinguish one group of people from another. ◆ It is a learned set of behaviors, values, skills, knowledge and beliefs.
DEMOGRAPHICS	<ul style="list-style-type: none"> ◆ The statistical characteristics of human populations (as age, race, income, etc.) used to identify current and potential markets/service areas.

DIVERSITY	<ul style="list-style-type: none"> ◆ Diversity means all the ways we are uniquely different. It includes the readily visible differences and the underlying differences that may be below the surface. ◆ Diversity is Different Individuals Valuing Each other, Regardless of Skin, Intellect, Talents, or Years (PHRC-PA Human Relations Commission).
EMPATHY	<ul style="list-style-type: none"> ◆ Understanding what matters to others
EQUITABLE INCLUSION	<ul style="list-style-type: none"> ◆ Equality in Value and Power: Each Individual has a Voice; Each Voice is Valued and Incorporated ◆ Fairness, Impartiality: Access to the Same Opportunities; the Square becomes part of the Circle
EQUITY	<ul style="list-style-type: none"> ◆ Fairness, Impartiality in all disciplines
GLOBAL MIND SET	<ul style="list-style-type: none"> ◆ “A set of attributes and competencies that help current and future global leaders work more effectively with individuals, groups and organizations unlike themselves.” ◆ “It’s the ability to understand the similarities and differences among cultures and their reasons.” ◆ “The ability to avoid the simplicity of assuming all cultures are the same, and at the same time, not being paralyzed by the complexity of the differences.” ◆ “Being comfortable with being uncomfortable in uncomfortable environments.” — Thunderbird School of Global Management
HUMILITY	<ul style="list-style-type: none"> ◆ Humility is not thinking less of yourself; but thinking of yourself less
IMPLICIT BIAS	<ul style="list-style-type: none"> ◆ Occurs when someone consciously rejects stereotypes and supports anti-discrimination efforts but also holds negative associations in his/her mind unconsciously. ◆ The unconscious or subtle associations that individuals make between groups of people and stereotypes about those groups (US Justice Dept.-7.2016) ◆ Implicit bias can affect interactions and decisions due to race, ethnicity, gender, sexual orientation, religion and socio-economic status, as well as other factors.
INCLUSION	<ul style="list-style-type: none"> ◆ The act of encouraging belonging ◆ Insuring the Part is embraced in the Whole ◆ Taking Everything and Everyone into account ◆ Ensuring all Associates/Employees feel valued ◆ Is when it does not matter if you are different & each person has the same access and opportunities ◆ Creating an environment that encourages individuals to be themselves, however different, so they can thrive. ◆ If a person is not distracted/stressed about having to be like someone or something else, they will be focused and productive enabling Engagement & Best Performance

KINDNESS	<ul style="list-style-type: none"> ◆ Kindness is a behavior marked by ethical characteristics, a pleasant disposition, and concern and consideration for others. It is considered a virtue, and is recognized as a value in many cultures and religions. ◆ The quality of being Friendly, Generous, and Considerate.
MULTICULTURAL	<ul style="list-style-type: none"> ◆ A person who is multicultural has the ability to function effectively and appropriately and can select appropriate behaviors, values and attitudes of other cultures.
MULTICULTURALISM	<ul style="list-style-type: none"> ◆ A situation in which all the different cultural, religious, or racial groups in a society have equal rights and opportunities, and none is ignored or regarded as unimportant. ◆ Is the co-existence of diverse cultures, where culture includes racial, religious, or cultural groups. ◆ The view that the various cultures in a society merit equal respect and scholarly interest. It became a significant force in American society in the 1970s and 1980s as African Americans, Latinos, and other ethnic groups explored their own history. ◆ Is the co-existence of diverse cultures, where culture includes racial, religious, or cultural groups
PARITY	<ul style="list-style-type: none"> ◆ Equality in Value and Power
PERSON OF COLOR	<ul style="list-style-type: none"> ◆ Usually used in place of the word “Minority” when referencing populations. ◆ Refers to all Federal EEO classifications except White/Caucasian, non-Hispanic <ul style="list-style-type: none"> ✓ African American/Black ✓ American Indian/Alaskan ✓ Asian/Asian Indian ✓ Hawaiian/Pacific Islander ✓ Hispanic/Latino ✓ Two or more Races
PREJUDICE	<ul style="list-style-type: none"> ◆ A preconceived judgment or opinion, usually unfavorable, which is made before the relevant facts are known (prejudgment). ◆ It is also defined as an irrational suspicion, intolerance or hatred of others.
RACISM	<ul style="list-style-type: none"> ◆ The practice of racial discrimination, segregation, prejudice, bias, bigotry, stereotype ◆ A set of incorrect assumptions, opinions and acts resulting from the belief that one race is inherently/genetically superior to another. ◆ It occurs when people are not treated fairly because of their cultural or ethnic differences and/or the color of their skin ◆ Racism is the system that allows the racial group that’s already in power to retain power.
RESPECT	<ul style="list-style-type: none"> ◆ To treat with consideration, value, regard. ◆ To be kind; show courtesy ◆ To value the individual ◆ Respecting the individual needs, talents and differences of those in our community.

ROLE MODEL FOR DIVERSITY & INCLUSION	<ul style="list-style-type: none"> ◆ Champions are, by definition, Role Models. Role Models address exclusionary behaviors when they arise. ◆ Diversity Champions are able to have candid conversations about difficult issues without resorting to blame. They are willing to coach their colleagues about Diversity and point out inappropriate remarks or actions if and when they surface. ◆ Taking Diversity seriously requires speaking out on behalf of groups other than your own to foster an Environment of Inclusion resulting in a “Belonging” Culture
STEREOTYPE	<ul style="list-style-type: none"> ◆ Forming a belief about an entire group based on limited experience with individual members of that group. ◆ Ascribe characteristics / perceptions to an entire group based on a small representation
SYSTEMIC RACISM	<ul style="list-style-type: none"> ◆ Many sociologists describe racism in the U.S. as "systemic" because the country was founded on racist beliefs that created racist policies and practices, and because that legacy lives today in the racism that courses throughout the entirety of our social system. This means that racism was built into the very foundation of our society, and because of this, it has influenced the development of social institutions, laws, policies, beliefs, media representations, and behaviors and interactions, among many other things. By this definition, the system itself is racist, so effectively addressing racism requires a system-wide approach that leaves nothing unexamined. ~Cole, Nicki Lisa, Ph.D. "Defining Racism Beyond its Dictionary Meaning. ThoughtCo, Feb. 11, 2020, thoughtco.com/racism-definition-3026511."
TCCP MISSION	<ul style="list-style-type: none"> ◆ To connect members and organizations to promote technology and fuel economic development. TCCP believes that bringing together the technology community unleashes unimaginable capacity for our region to thrive and delivers on our mission with this “why” in mind by offering a variety of programs, events and services that: <ul style="list-style-type: none"> ○ Connect technologists from diverse industries, backgrounds and experiences with opportunities to learn, collaborate and innovate AND ○ Raise the profile of the technology community throughout the Central Pennsylvania region and beyond. ◆
TCCP PRIORITIES	<ul style="list-style-type: none"> ◆ Priority A: Collaborate to Solve Strategic Problems <ul style="list-style-type: none"> ○ Encourage the co-creation of solutions to problems that may be tech specific or where tech innovation may be a solution specific to an industry issue. ◆ Priority B: Recruit Diverse Talent <ul style="list-style-type: none"> ○ Help employers recruit and retain diverse tech talent with a special focus on currently underrepresented groups within the Central PA tech community, i.e. people of color, women, young professionals, people with special needs and veterans. ◆ Priority C: Stay Sharp with Peers <ul style="list-style-type: none"> ○ Offer timely lifelong learning opportunities that will help tech producers and tech users stay connected to the latest trends, issues and innovations within an industry that is continuously changing. ◆ Priority D: Grow the Business

TCCP PRIORITIES <i>(Cont'd)</i>	<ul style="list-style-type: none"> ○ Create opportunities that assist members with the cultivation of new business leads, improve business and hiring practices and raise their profile thereby improving their bottom line. ◆ Priority E: Promote the Region <ul style="list-style-type: none"> ○ Play a leading role in the promotion of the tech innovations and opportunities that exist throughout the region.
TCCP TACTIC #1	<p>2021-2023 Tactic #1 - Inspire Cultural Diversity</p> <ul style="list-style-type: none"> ◆ Organize a team of Persons of Color, Technologists, Women and Young Professionals to develop an actionable vision/strategy for building Diversity in the talent pipeline. ◆ Year 1: Introduce concept via Diversity & Inclusion in Tech summit in March 2021. Use initial summit to help recruit members of team to develop initial strategy/vision & actionable plan. ◆ Year 2: Begin to Implement plan, solicit feedback and adjust accordingly ◆ Year 3: Implementation, Feedback, Adjust
UNCONSCIOUS BIAS	<ul style="list-style-type: none"> ◆ Bias is the process by which the brain uses “mental associations that are so well established as to operate without awareness, or without intention, or without control.” ◆ On a daily basis we operate with unconscious bias impacting our interactions and the decisions we make.
VALUING DIVERSITY	<ul style="list-style-type: none"> ◆ Making use of Diversity – Encourage, Support, Leverage ◆ Building on Everyone’s Strengths ◆ Recognizing Diversity as an Advantage in a Competitive Environment ◆ The focus is on recognizing the uniqueness of everyone, valuing what each brings to the table and fostering an environment that respects and promotes those differences. ◆ Valuing, managing or Leveraging Diversity is a Voluntary Process undertaken by organizations to maximize their potential. ◆ Enforcement comes from internal advocates as well as stakeholders-students, parents, community partners, suppliers, and/or investors who demand improvement.
WORLD VIEW	<ul style="list-style-type: none"> ◆ A worldview is a set of beliefs and assumptions that a person uses when interpreting the world around her or him. ◆ A person’s world view is shaped by what they have or have not been exposed to and/ or experienced.



*Together **E**veryone **A**chieves **M**ore!*

Leverage the Commonwealth's Diversity!
Today and Tomorrow