



**vibrant**<sup>®</sup>  
PITTSBURGH

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

**2018 YEAR IN REVIEW**





**Vibrant Pittsburgh:** Building a thriving and inclusive Pittsburgh Region by attracting, retaining and elevating a diversity of talent.

# history

OF VIBRANT PITTSBURGH

**In the early years of what is now Vibrant Pittsburgh, a few leaders in the Jewish community came together to address a critical need: an increasing number of immigrant families and refugees who needed to become more connected and find employment in the Pittsburgh region.**

The Welcome Center for Immigrants and Internationals — as it was known then — eventually grew into an entity, supported by the broader community, that provided assistance for both immigrants and those who were being marginalized in terms of employment in our region. As the Welcome Center became more well-known, it became clear that it had a larger purpose around economic development and as the Regional Opportunity Center, it gained the support of the foundation community and some key corporations who recognized the importance of diverse populations and their role in creating a growing and competitive Pittsburgh region with a vibrant workforce.

In 2010, the Regional Opportunity Center hired its first CEO, Melanie Harrington, and became Vibrant Pittsburgh. With Melanie at the helm and a core group of community leaders, Vibrant Pittsburgh launched a 10-year strategic work plan with the support of Pittsburgh's business, nonprofit, government, education, and philanthropic leaders.

Since 2010, Vibrant Pittsburgh has increased programming and staffing, and now has in place a team of seven individuals. This team works hard to attract a diverse workforce to the Pittsburgh region and to make sure that diverse talent is retained and elevated. The organization has built a strong record of collaboration and strategic action, and today people of color, immigrants and refugees are helping stem population decline and contributing to the influx of new, younger workers in the region.

## Why Vibrant Pittsburgh?

Our region has seen decades of population decline that has left it with an aging workforce and is one of the least diverse major metros in the United States. Retaining and attracting minority workers is crucial to the region's future since more than 50% of the people entering the U.S. workforce today are minorities.

If we do nothing, our region's population growth will trail behind national and competing region growth rates.

We can overcome this challenge if we can increase the diversity of our workforce from its current state to 26% over the next ten years.

One employer cannot address this challenge on its own. It requires an organized, intentional and collaborative approach.

## Growing Diversity

Vibrant Pittsburgh was established as an economic development nonprofit to address one of the greatest challenges facing the Pittsburgh region, its aging population and workforce, by providing leadership to accelerate the growth rate of diverse workers in the region.

### We do this in three ways:

- **Work with employers** and diverse community groups to organize, promote and implement initiatives that are designed to welcome, retain and elevate more diverse talent
- **Conduct targeted talent attraction** initiatives at diverse national conventions, cultural festivals and career fairs using traditional and digital marketing tactics
- **Serve as the region's central resource**, spokesperson and convener on workforce diversity and inclusion issues

14.3%  
IN 2018

Since our December 2010 launch, the percentage of diverse employees in the Pittsburgh region's workforce has increased from 9.5% to 14.3%.

## President's Letter

I had the extraordinary experience of moving to Pittsburgh to build an economic development organization that brings employers together to help grow the diversity of our region's workforce. This is work that requires the collective will and action of hundreds of employers, partners and volunteers making the commitment to challenge convention.

If traditional approaches are not addressing the human capital needs of our organizations and, therefore, the needs of an economically competitive region, then we must throw convention out of the window. For the more than 500,000 job seekers and the thousands of community members and newcomers that have utilized Vibrant Pittsburgh's resources, we are grateful to our members, sponsors and partners joining us on a journey down a new and different path.

Our Vibrant Community is taking an alternative approach building on Pittsburgh's transformation, by sharing our shortcomings, exchanging promising practices, taking action, and applying a healthy dose of peer pressure to hold each other accountable for making progress. Together, we are taking the road less traveled but nonetheless one that will yield essential benefits for the Pittsburgh region.

We are very proud of the distance we have covered and grateful for those who have made our journey possible. As we continue our work, Vibrant Pittsburgh remains focused on the road ahead, as there is still much more work to do. With your continued support and engagement, the Pittsburgh region will show the world how to create a growing, thriving place where people of all backgrounds are welcomed.



MELANIE HARRINGTON  
President & CEO

## Board of Directors Letter

In 2011, Vibrant Pittsburgh was born from conversations with corporate and community leaders, comprehensive data analysis and research and the stark realization that the Pittsburgh region cannot sustain opportunities for economic growth and vitality unless it dramatically increases the diversity of its population and workforce. Today, Vibrant Pittsburgh's mission to embrace inclusion and ensuring the Pittsburgh region's growth by attracting, retaining and elevating a diversity of talent is making a difference. We have positioned Pittsburgh nationally and internationally as a diverse, welcoming region of opportunities for everyone.

As employers have joined forces with Vibrant Pittsburgh to affirm their commitment to grow the diversity of the Pittsburgh region workforce, Southwestern Pennsylvania's opportunity for economic and cultural vitality has experienced an upward trajectory. This positive employment trend positions Pittsburgh ahead of benchmark cities, many of which have not fully recovered from the recession. However, the region cannot sustain this growth unless we accelerate the growth of the population.

The opportunity is before us. The conclusion is clear: If we want to ensure the continued economic vitality of the Pittsburgh region – and the employers that comprise our economy – we must become even more effective at attracting, retaining and elevating diverse workers and the diverse points of view and rich culture that they and their families will bring.

The challenge is formidable and our goals are attainable, if we combine our resources and will to ensure the path is clear and direct. We are thankful for the foundations, employers and community leaders who have continuously provided various forms of support to Vibrant Pittsburgh for nearly a decade. We invite all CEOs, human resource executives and talent leaders to join and support this important challenge to move the Pittsburgh region forward.



SUNIL WADHWANI  
Co-Chair  
Vibrant Pittsburgh Board of Directors



QUINTIN BULLOCK  
Co-Chair  
Vibrant Pittsburgh Board of Directors



## DIVERSE TALENT attraction

Vibrant Pittsburgh coordinates diverse talent attraction initiatives designed to increase the flow of diverse talent pursuing jobs and building their careers in the Pittsburgh region. We do this through our convention strategy as well as through digital marketing campaigns designed to showcase career opportunities in the region.

In March 2018, Vibrant Pittsburgh, together with our members hosted the National Society of Black Engineers (NSBE) for their 44th Annual Convention in Pittsburgh at the David L. Lawrence Convention Center. With more than 17,000 members in the United States and abroad, NSBE is one of the largest student-governed organizations based in the U.S. NSBE's mission is "to increase the number of culturally responsible Black Engineers who excel academically, succeed professionally and positively impact the community."

The 2018 Convention showcased black students and professionals who have a passion for science, technology, engineering and math (STEM), who are high achievers in these fields and who are channeling their dedication to advance their communities and society at large.

## DIVERSE TALENT retention

**In a region with the largest number of people who live less than one mile from where they grew up, people create strong, established networks that are often not open, accessible or visible to newcomers or "outsiders".**

These networks are vital, as they provide access to social support systems and an array of essential opportunities: mentoring, career advancement, job searching support, social/personal connections. Stable connections to these networks and the resources that they can offer lead to greater effectiveness and perceptions of organizational (or environmental) support and increased attachment to the environment.



2,300

Since 2015, more than 2,300 newcomers have been welcomed through Vibrant Pittsburgh's retention initiatives.



## connection accelerator Vibrant Pittsburgh's programmatic brand for our talent retention activities and initiatives.

### **PGHNewcomerConnect**

Pittsburgh's diverse newcomers often find it difficult to break into local networks in such a way as to significantly increase their likelihood to stay in the region. PGHNewcomerConnect helps foster connections for newcomers to the region using three types of interactions: social, mentoring, and networking. Through the cohort, we create an environment where participants feel comfortable to connect with each other and create meaningful relationships all while fostering roots here in the Pittsburgh region.

### **Executive Dine-Arounds**

These events provide newcomers and their spouses or partners with an opportunity to connect with their peers in a stress-free environment. Executive newcomers to the Pittsburgh region are invited to attend Dine-Arounds – small, intimate get-togethers held at private residences or unique venues around Pittsburgh. These events support the onboarding of new executives so they may meet their peers in casual, stress-free environments with great food and great company.

### **Connection Accelerator Mentorship Program**

Vibrant Pittsburgh launched the Connection Accelerator Mentorship Program in early 2018. The program matches underrepresented minority students from eight of the region's colleges and universities with a business professional for the purposes of personal and professional development, and to provide students with a wide variety of career experiences. The mentoring relationship helps make a deeper connection for the students to the business community, so they consider remaining here in Pittsburgh following graduation.

### **Pittsburgh's Affinity Groups**

Diverse Community Groups are major assets in the region that provide critical support networks to their members and newcomers who connect with them. That is why we want to increase the visibility of diverse communities and their organizations and facilitate connections between groups and diverse new residents in the region.

### **Mini-Grants Program**

Vibrant Pittsburgh and the Urban Affairs Foundation, part of the Community Relations Council (CRC) of the Jewish Federation of Greater Pittsburgh, joined forces to implement this year's initiative: 2018 Civic Inclusion and Engagement Fund. Each organization committed \$25,000 to create a \$50,000 pool to fund projects that increase the civic engagement of diverse and immigrant communities. The 2018 theme was "Language Access through the Use of Technology."



3,500

Building a talent community  
of more than 3,500 diverse  
job seekers looking for  
work in Pittsburgh.

## dine-around

### **Robert James, Highmark Health**

Shortly after my return to Pittsburgh in 2016, I was invited to attend a Dine-Around at the beautiful home of Ken Spruill and Lara Washington in Squirrel Hill.

I found it was a wonderful, unique opportunity to meet diverse, friendly people – both new to the city and longstanding residents. It made me feel more comfortable with my decision to return to Pittsburgh with my family. I have continued to stay in touch with friends who I met at that event.

Given the warm welcome that I experienced, I committed to myself to pay it forward and offer a similar welcome if presented with the opportunity to host. In summer 2018, my wife Natasha and I hosted our first Dine-Around, enjoying the company of about 40-50 people at our home on a beautiful summer day. It was wonderful to see the connections being made and hearing the stories of how the newcomers came to be in Pittsburgh – as well as the advice of attendees on how they might better navigate Pittsburgh to maximize their social experiences in their new home city.

**There is no doubt that Vibrant Pittsburgh and its Dine-Arounds make a difference as to whether diverse talent stays or leaves our region.**



# TALENT elevation

From our studies and interactions with newcomers, affinity groups, ERGs and talent management professionals in the region, we know that one of our greatest opportunities to retain talent in the region is to ensure individuals of all backgrounds view Pittsburgh as a place where they can grow their careers and achieve their aspirations.

Vibrant Pittsburgh serves as a catalyst for advancing ideas, partnerships, and actions that create greater pathways to career advancement for professionals of color. Through our reporting, convening, education, tools and services, we are raising awareness throughout the region and generating actions that will build the diversity of the region's professional pipeline.

**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 convenings where we have presented in the past year:

Access & Opportunity Breakfast, Hershey, PA

Forging Ahead: An Atlantic Forum on Industry & Inclusion, Hosted by Atlantic Media, Pittsburgh, PA

PANO Event: Diversity, Inclusion, and the Shifting Landscape of Southwest PA, Canonsburg, PA

Diversity Training, Institute of Entrepreneurial Excellence, Pittsburgh, PA

BNY Mellon's IMPACT Annual Signature Event for African American History Month, Pittsburgh, PA

Pittsburgh Legal Diversity and Inclusion Coalition, A Case for Diversity and Inclusion in the Pittsburgh Region, Pittsburgh, PA

**Regional Economic Inclusion Summit**  
The Regional Economic Inclusion Summit has been hosted by Vibrant Pittsburgh since 2017 and is the region's premier conference for CEOs and executives, HR leaders, and Employee Resource Groups.

The Summit examines ways in which organizations can advance diversity and inclusion in their organizations. Each year, achievement awards are presented to EBRGs that are making significant contributions to marketplace, workforce, and workplace. An Executive Sponsor of the Year is also recognized.

**Vibrant Voices**

A breakfast speaker series held quarterly, Vibrant Voices convenes diversity and inclusion professionals, human resource professionals, and other regional leaders for networking and inspirational learning.



## membership

**Our relationship with the region's large, mid-size and small employers is key to Vibrant Pittsburgh's success.**

Through our membership program, we work closely with many of the region's influential business leaders to ensure our mission will be effective in increasing the diversity of our region. It is that alliance that has elevated Vibrant Pittsburgh to a key role in sowing the seeds of economic revitalization through an increasing population of diverse workers. More importantly, Vibrant Pittsburgh is the bridge between the employers and the affinity group arena to ensure a connected effort to attract, retain and integrate workers in the region and its many amenities.

### Leading the Way

Allegheny County  
BNY Mellon  
City of Pittsburgh  
Highmark Health  
Peoples Natural Gas  
PNC  
UPMC

### Regional Inclusion Leader

University of Pittsburgh

### Regional Inclusion Partner

Covestro LLC  
FedEx Ground

### Regional Inclusion Patron

American Eagle Outfitters, Inc.  
Comcast Keystone Region  
Community College of Allegheny County  
Dollar Bank  
EQT  
Pittsburgh Mercy  
Pittsburgh Post-Gazette  
Rivers Casino  
Wesco Distribution

### Regional Inclusion Supporter

Alcoa  
Allegheny County Airport Authority  
Ansys, Inc.  
Arconic  
Bayer  
Carmeuse  
Chevron North America  
Deloitte  
Federal Home Loan Bank of Pittsburgh  
Kennametal, Inc.  
Koppers, Inc.  
Pittsburgh Public Schools  
Pressley Ridge  
Propel Schools  
Robert Morris University  
Westmoreland County Community College

### Member

Allegheny Housing Rehabilitation Corporation  
Armada  
Children's Museum of Pittsburgh  
Edward Marc Brands, Inc.  
Jones Lang LaSalle Brokerage  
Kopp Glass  
Larson Design Group  
Macy's  
Mattress Factory  
PITT OHIO  
Pittsburgh Ballet Theatre  
Pittsburgh Career Institute  
The Pittsburgh Cultural Trust  
The Pittsburgh Promise  
SAE International  
Seton Hill University  
VisitPITTSBURGH  
Wesley Family Services

**Among Vibrant Pittsburgh members, diverse hiring rates are exceeding the regional average.**

## Board of Directors

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Supreme Court

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**MARCUS THOMPSON**  
Independent Consultant and  
Millennial Business Advocate

**SUNIL WADHWANI**  
Managing Director,  
SWAT Capital, Co-Chair

**LARA WASHINGTON**  
President, Allegheny Housing  
Rehabilitation Corporation

## Pittsburgh Regional Employee Business Resource Group Council

The Employee Business Resource Group Council consists of representatives from Vibrant Pittsburgh members' employee/business resource groups. The Council is a new initiative that provides an opportunity for EBRG leaders to share practices and work together across organizations on community projects, social networking events or professional development initiatives.

## Next Gen Council

The Vibrant Pittsburgh Next Generation Council is comprised of emerging leaders thinking critically and acting collaboratively with regional stakeholders to elevate a racial, ethnic, and generational diversity of talent in the Pittsburgh region. The Next Generation Council acts as a think tank, supporting Vibrant Pittsburgh, its board of directors and other regional stakeholders invested in a more diverse and inclusive Pittsburgh region.

## Staff list

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President & CEO

**PATRICIA A. BUCEK**  
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Vice President,  
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**KATE MADEY**  
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Member Services Associate

