ATTRACTING, RETAINING, ELEVATING AND EDUCATING A DIVERSITY OF TALENT
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LETTER FROM VIBRANT PITTSBURGH BOARD OF DIRECTORS, CO-CHAIRS

DIVERSITY AND INCLUSION are worldwide practices that are critical to an organization’s success. Many organizations recognize the value of inclusive practices and their ability to aid in the growth and engagement of a diverse workforce but lack the direction to execute these practices. Since the launch of Vibrant Pittsburgh, the growth rate of diverse workers has more than doubled from 1.14% to 2.84%. We know that the strategic collaboration between and amongst our Pittsburgh’s employers and diverse community groups contribute to this growth.

Continuing on with our tradition of organizational collaboration, Vibrant Pittsburgh is pleased to present its second Diversity & Inclusion Practices Guide, Volume 2. The guide reveals how our organizations are implementing and measuring diversity, equity, and inclusion across our region. Most of the organization examples are our best of the best, recipients of the annual Regional Economic Inclusion Summit’s Employee Business Resource Group Award. We are thrilled to share this publication series to further our regional transformation. We encourage you to explore the guide, connect with participating organizations, and create and strengthen your employee business resource groups further.

Thank you to all of the organizations that understand that diversity and inclusion can positively shape the workforce, workplace and marketplace, and who have generously agreed to share their practices. We have an established history of organizations coming together to address challenges and advance the aspirations of the Greater Pittsburgh Area. The Diversity & Inclusion Practices Guide, Volume 2 is a continuation of that tradition and it is allowing Vibrant Pittsburgh to continuously share promising practices and fresh, innovative ideas. It is also our desire to position Southwestern Pennsylvania as one of the most welcoming and inclusive regions for attracting and retaining talent of all backgrounds.

We hope you will enjoy reading the second Diversity & Inclusion Practices Guide, Volume 2.

Professionally yours,

Quintin B. Bullock, D.D.S.  
Sunil Wadhwani

Co-Chairs, Board of Directors
WELCOME FROM THE GREATER PITTSBURGH DIVERSITY & INCLUSION FORUM, CO-CHAIRS

The Greater Pittsburgh Diversity & Inclusion Forum is pleased to partner, once again, with Vibrant Pittsburgh in the second volume of the Diversity & Inclusion Practices Guide, highlighting exceptional diversity and inclusion best practices executed by Pittsburgh’s growing and evolving organizations. Our willingness to work together to pursue great opportunities, tackle big challenges and share lessons learned is one of our region’s greatest strengths. This guidebook showcases many of our employee business resource groups (EBRGs), across our organizations, that not only develops and creates our region’s diverse workforce, they are our region’s diverse workforce. We hope you learn more about each other, while further strengthening your own BRGs.

“The Employee Business Resource Groups lead by example and consistently work to ensure that their organizations demonstrate a best-in-class culture of inclusion, enabling them to meet the needs of their diverse employees, customers and communities. Collectively, they are the backbone of our Pittsburgh economic inclusion community.”

Mona Dine

Co-Chairs, Greater Pittsburgh Diversity & Inclusion Forum

“The D& I Forum’s focus on employee business resource groups and sharing best practices is critical in examining regional workplace diversity and inclusion issues. We believe it is how we provide structured paths to continually support and build with one another.”

Anthony Robins, Ph.D.
ENABLE’s vision is to form a strong foundation to meet the needs of employees and their families by providing resources, benefits and tools to support them. ENABLE aims to do the following: work with local communities and organizations to support people with disabilities; promote Bayer’s contribution towards their customers; support the recruitment, retention and advancement of employees with visible and non-obvious disabilities through awareness building; and improve access to facilities, opportunities and resources.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS

- Disability Mentoring Day: For more than 15 years, Bayer has provided Disability Mentoring Day in collaboration with Bender Consulting. ENABLE annually hosts approximately 25 students to job shadow, interact with a work environment, and expose them to the various tools, technology and people at our Bayer campus.

- Mentoring Program: With the goal of promoting an inclusive work environment for people with disabilities, ENABLE provides a mentoring program in partnership with the Special School District (SSD) of St. Louis. Over the past year, the program has gone from an initial concept to a program where there is a waitlist of Bayer employees wanting to participate. This program is the first of its kind to match corporate mentors with SSD students that work on the Bayer campuses in Chesterfield and Creve Coeur, MO.
BNY MELLON

HEART (HELPING EACH ABILITY BY RESPECTING AND TEACHING)

ABILITIES EBRG DESCRIPTION/PURPOSE
HEART elevates the awareness of disabilities, special needs, or health issues to support BNY Mellon employees, businesses, communities, clients and shareholders.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• Ambassador Training: One-on-one mentoring is provided to a Buddy Ambassador, helping participants create, practice and present a speech. The training gives Ambassadors the confidence and preparation in delivering speeches at the annual Best Buddies Leadership Conferences held at Indiana University.
• Buddy Ball: A prom-like event for dancing, singing, and feeling free, without judgment. Over 500 Pittsburgh area college and high school Buddies and 29 BNY Mellon employee volunteers attended the event at the Heinz History Center on March 16, 2019, where Best Buddies presented BNY Mellon HEART with the Partner of the Year Award.
• Best Buddies Friendship Walk: The number one walk in the country raising awareness and funds to support inclusion for individuals with intellectual and developmental disabilities (IDD). In April 2019, HEART was awarded the Top Corporate Team for Fundraising award, raising over $6,000, with the event raising a grand total of over $80,000 for Best Buddies.
• Citizens Program: This matches an adult with intellectual and developmental disabilities in a one-on-one friendship with a peer without a disability. This buddy pair develops a friendship like any other and promotes a more inclusive world for adults with and without disabilities.

HEART cultivates a strategic partnership with organizations like Best Buddies International, a nonprofit organization that creates opportunities for one-on-one friendships, integrated employment, and leadership development for people with intellectual and developmental disabilities. HEART’s goal with Best Buddies is to help advance our joint mission of inclusiveness.

Katie Damiani
Managing Director
BNY Mellon Wealth Management
COMMUNITY COLLEGE OF ALLEGHENY COUNTY

disABILITIES

ABILITIES EBRG DESCRIPTION/PURPOSE

CCAC’s disABILITIES Employee Resource Group’s mission is to foster an environment where individuals with disabilities want to work and where employees are supported, respected, and valued. The disABILITIES ERG’s focus is to educate, empower, and advocate for employees to be optimally productive and fully integrated into the workplace.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS

• Outreach Efforts: CCAC’s disABILITIES conducts surveys requesting anonymous self-reporting of disabilities, creates newsletters, and sends topical monthly awareness/education messages disseminated via college email.
• Educational Sessions: Hosting the Pennsylvania Office of Vocational Rehabilitation (OVR) staff, disABILITIES provide education regarding disability awareness, including the requesting of accommodations. Sessions are offered with various viewing capabilities – virtually and also with on-demand – encouraging participants at all employee levels.
• Persistent Presence: The disABILITIES ERG facilitates the identification and demystification of policies for the understanding of employees at all position levels in order to make CCAC suggestions actionable. Through past newsletters, and now through monthly email messages, the disABILITIES ERG creates a persistent presence and appropriate links to accommodation and FMLA information, in-house contacts, and topical resources.

“The disABILITIES ERG helped me with specific concerns regarding the speeding traffic near handicapped parking on campus and the lack of marked areas of rescue assistance inside the buildings. The ERG forwarded my concerns to higher administrators who are working on solutions that will benefit those with disabilities and all others on campus. This ERG also does frequent follow-ups on the progression of agreed-upon resolutions.”

Helen Urcho
Senior Secretary
CCAC Allegheny Campus
ROCKWELL CULTURES CONNECTED

ALL IDENTITIES EBRG DESCRIPTION/PURPOSE
Cultures Connected EMPOWERS and UNITES culturally diverse field-based employees to thrive and do their best work by bringing visibility to challenges and highlighting successes.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• Annual We’re Connected Event at Automation Fair: Joint event alongside another EBRG, Rockwell Automation Women in the Field (RAWIFI), allows members to network with colleagues, address issues in the field, and inspire cultural change.
• Regional Get Connected Event: Quarterly event in the North America sub-regions to unite Rockwell culturally diverse employees and help overcome isolation in the field.
• Annual Cultures Connected Leadership Planning Meeting: Alignment meeting that includes all Rockwell sub-regional leaders to ensure that Cultures Connected’s Mission is being driven effectively throughout the field.
LEAD (LEVERAGING & ENHANCING ALL DIVERSITY)

ALL IDENTITIES MULTICULTURAL EBRG DESCRIPTION/PURPOSE
Leveraging & Enhancing All Diversity (LEAD)’s mission is to promote an inclusive environment that embraces the vision, furthers the value, and aligns with the inclusion and diversity strategy of U.S. Steel. This will be accomplished by leveraging the mix of diverse thought, personal background, and professional education in order to enhance employee engagement and positively impact business goals.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• University Connections: LEAD meets with other local corporate leaders, as well as business students, to share perspectives and ideas on fostering greater inclusion and diversity within organizations.
• Keeping Employees Engaged: Every two months, LEAD holds a General Body Meeting to keep employees informed of business impacts, inclusion and diversity activity, and how ERGs help create bottom-line value for all aspects of U.S. Steel’s business.
• Having Difficult Conversations: U.S. Steel’s Inclusion and Diversity department, LEAD, and other U.S. Steel ERGs facilitated two key events with the organization CEO Action for Diversity & Inclusion™, the largest CEO-driven business commitment to improving diversity and inclusion within the workplace in the country. U.S. Steel and President & CEO Dave Burritt are signatories to the organization’s I Act On pledge.
  o “Day of Understanding”: Initiated by the significant rise in hate crimes – including the police-involved shooting of a PwC employee in Texas and the mass shooting at the Tree of Life Synagogue in Pittsburgh – U.S. Steel provided open dialogue in all workplaces about inclusion and diversity.
  o “Check Your Blind Spots” bus tour: U.S. Steel requested the bus make a stop at their Downtown Pittsburgh headquarters. Attendees walked through immersive multimedia experiences identifying blind spots of unconscious bias, started and learned how to start meaningful conversations regarding being more inclusive in both their professional and personal lives, and had the opportunity to commit to the I Act On pledge.
• Community Involvement: LEAD strives to help U.S. Steel increase their supplier diversity and company footprint in their local communities and participated in several key activities last year to support these efforts, including a Junior Achievement teaching day, Global Impact-Reading Program, and the Pittsburgh Latino Community Center’s “Back to School” event.
LOOKING AHEAD TO 2020

• LEAD’s focus in 2020 will be on strengthening the career development of current U.S. Steel employees. LEAD has a robust operating plan to build awareness of how to overcome bias, embrace various backgrounds, and help U.S. Steel execute on its strategy to create a world-competitive company that combines the “best of both” integrated and mini mill steelmaking technology.

• U.S. Steel now has six different ERGs, four of which were established in 2019, that support its inclusion and diversity efforts. LEAD (Leveraging and Enhancing All Diversity), WIN (Women’s Inclusion Network), SERVE (Strengthening and Enhancing Relationships of Veteran Employees) NextGenSteel (Empowering the Next Generation of Leaders in Steel), SteelABILITY (Serving Employees with Disabilities and their Caregivers), and SteelPRIDE (Celebrating our LGBTQ Employees and their Allies), all play pivotal roles in the development of ERG-specific metrics to track ERG effectiveness in employee retention and attraction efforts.

• On March 6, CEO Action for Diversity & Inclusion™ will conduct its second Day of Understanding, and U.S. Steel is once again planning to participate. Employees from all locations as well as members of the executive leadership team will join to have an open dialogue and meaningful conversations on diversity and inclusion, exploring blind spots and unconscious biases, and ways all can foster a more inclusive workplace. These conversations will build on the discussions held during the 2018 Day of Understanding. U.S. Steel is committed to engaging more employees in the conversation and looking deeper into taking action on inclusion and diversity to support U.S. Steel strategy.
BNY MELLON IMPACT

ETHNIC-MULTI EBRG DESCRIPTION/PURPOSE
IMPACT is committed to helping cultivate a diverse and inclusive workplace culture that values and appreciates cultural diversity and difference, with a specific emphasis on the recruitment, retention, professional development and advancement of multicultural employees.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• Mentoring Program: A 12-month formal program for emerging leaders providing employees with opportunities for career mobility, development and growth, and facilitates the delivery of resources and tools necessary to navigate their careers.
• Global and Regional Events: IMPACT delivers employee value and business outcomes through hundreds of events. Its 25 chapters operate with a leadership organization, governance framework and accountability measures akin to a small business, and effectively develops its leaders. IMPACT’s extended leadership team and membership includes 75+ employees who have advanced their careers: 100+ graduated IMPACT’s mentoring program, 15+ received external awards, 10 received the BNY Mellon STAR awards, and 2 were named Pittsburgh’s 40 Under 40 by the Pittsburgh Magazine.
• Community Projects: These play a key role in fostering and promoting diversity and inclusion objectives. In 2017, 31 BNY Mellon employees collaborated with Junior Achievement, spending a day at Grandview El-
elementary where they taught kids from kindergarten through fifth grade about financial literacy. In 2018, BNY Mellon was awarded Junior Achievement’s Impact Company of the Year award for “outstanding contributions to the business, social and cultural assets of western Pennsylvania”.

• Signature Leadership Forums: A series of diversity leadership and networking forums providing thought leadership and distinct viewpoints on leading business and global market topics, including diversity and inclusion and leadership. The forums allow for networking and relationship development with emerging leaders and senior professionals of diverse backgrounds for potential opportunities to partner with BNY Mellon (as strategic partners, vendors or through senior-level recruiting).

• DiverseTech partnership: DiverseTech seeks to attract, develop, and grow talented technologists from underrepresented populations. In 2018 BNY Mellon sponsored the National Society of Blank Engineers Convention that attracted 12,000 NSBE members to Pittsburgh. IMPACT and DiverseTech also hosted a kickoff of the Conference at Pittsburgh’s Innovation Centre titled “Ignite.Imagine.Innovate.Impact: NSBE and BNY Mellon Partnership.”

“Diversity is vitally important to our company’s success. Our current and future employees expect a diverse workforce and our clients want the creative ideas and different perspectives that it has to offer.”

Mike Santomassimo
BNY Mellon Chief Financial Officer
IMPACT Executive Sponsor
ETHNIC-MULTI EBRG DESCRIPTION/PURPOSE
The Multi-Ethnic Employee Resource Group (MERG) is dedicated to embracing a culture of inclusion and appreciation for diversity by enhancing awareness of the culture of different ethnicities in the FHLBank Pittsburgh workplace.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• Around-the-World Festival of Lights: This exhibit represents the many cultures using lights for ceremonies or holidays to celebrate momentous occasions, including Diwali, Christmas, Karthighai Deepam, Hanukkah, and the Chinese New Year. This celebration coincided with Light Up Night in Pittsburgh.
• MERG celebrates Asian Lunar (Chinese) New Year with activities including learning Chinese zodiac sign-animal associations and what it means about their personalities and their compatibilities. Interesting facts about the New Year are shared to further education and learning. Traditional food from different regions that celebrate the New Year is shared to raise awareness of different customs and cultures.
• Asian American and Pacific Islander Heritage Month is celebrated with a storytelling lunch-and-learn. Asian Americans, Pacific Islanders, and other ethnicities representative of MERG’s broad membership share their experiences, traditions, and unique perspectives to fellow employees to enhance their understanding of different cultures and experiences.
• MERG hosted an iconic Game Day event that featured classic American and Asian board games that enabled employees to learn about other cultures and ethnicities.
• MERG hosted a trip to the University of Pittsburgh’s Nationality Room to bring awareness to its members of the culture of various ethnic groups that settled in the Western PA area.
• Harvest Festival: This event showcases how cultures around the world celebrate the harvest season. Cultures included the United States, China, India, South Korea, Vietnam, and the Caribbean Islands. Traditions and food were shared to highlight how various communities celebrate the harvesting season. Mehndi (henna) and making of Pongal (Indian dish) demonstrations were also provided by MERG members.
ETHNIC-MULTI EBRG DESCRIPTION/PURPOSE
The Diversity Leadership Network (DLN) is an Employee Resource Group committed to positively influencing the work environment; ensuring the professional development of underrepresented people of color; and assisting the organization in advancing its diversity and inclusion agenda.

The DLN aims to support the recruitment, development, and retention of underrepresented people of color in leadership and executive roles throughout the organization. Membership is voluntary and is made up of employees who hold a leadership position within the organization and have interest in further advancing its mission.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• In 2019, the DLN partnered on developing a mentoring program focused on matching diverse talent at the manager and director level with executives, ensuring connection to future leadership growth opportunities. Both mentees and mentors were provided with a framework to create structure, having guided learning opportunities throughout the duration of the 12-month formal relationship. Mentees are provided meaningful exposure to executive leaders, along with professional development for continual growth and advancement within UPMC.

• The DLN partners with UPMC’s Talent Acquisition to focus on external recruitment of diverse and top talent. DLN members attend, share experiences, recruit and elevate the UPMC brand at national diversity conferences, including: National Black Nursing Association, National Urban League, National Black MBA Association, National Association of African Americans in Human Resources, National Association of Black Accountants Region Student Conference, the National Association of Health Services Executives, National Society of Hispanic MBAs, and Association of Latino Professionals For America.

• DLN members partnered in the identification of diversity and inclusion strategies that advance community health and wellness. Members led and actively participated in community outreach events, board committees, workforce development programs, and volunteer opportunities where they represent and provide expert counsel on behalf of UPMC. DLN members attend community events and forums supporting diverse non-profit organizations making an impact in the region, including programmatic health initiatives centered around gun violence prevention, youth development, and prediabetes prevention. DLN community engagement allows members an opportunity to represent UPMC on matters that reflect personal and professional interests while simultaneously supporting organizational goals of fostering connection with the community.
HIGHMARK HEALTH

SALUD (STRENGTHENING AWARENESS OF LATINO CULTURE USING & UNDERSTANDING DIVERSITY)

ETHNIC-SPECIFIC EBRG DESCRIPTION/PURPOSE
SALUD collaborates and partners with the Latino and Hispanic community to support customer needs and enterprise efforts to recruit and retain diverse talent. The group promotes personal accountability and equitable opportunity of diverse talent through professional development programs and supports marketplace excellence through education of multicultural business and language capabilities.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• SALUD works to increase cultural awareness among Highmark Health’s customers and employees. SALUD collaborates with the Latino and Hispanic communities to support customer needs, while also supporting Highmark’s efforts to gain and increase membership in Latino and Hispanic communities by providing insights and recommendations for bilingual and bicultural market strategies. The group also works to eliminate health disparities for Latino and Hispanic individuals.
• SALUD contributes to Highmark Health’s mission of creating remarkable health experiences by providing culturally relevant translations services to the Latinx community.
• SALUD has leveraged its community partnership with the US Department of Health and Human Services, the PA Office of Health Equity and UNIDOS US to bring awareness through “Understanding Social Determinants of Health in the Latinx Population.” This discussion deepened the understanding of how social determinants of health may affect the Latinx population and find ways to address health disparities, close care gaps, and find collective solutions to positively affect the health and well-being of the communities Highmark Health serves.
ETHNIC-SPECIFIC EBRG DESCRIPTION/PURPOSE
The Pittsburgh chapter of the African-American Employee Business Resource Group strives to provide opportunities for PNC employees to engage, collaborate, share information, build community and positively impact PNC’s business objectives. PGH AA EBRG empowers and strengthens the success and sustainability of members through professional development and programming that fosters healthy relationships and leadership growth.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• Making a Career Connection involves a three-part series featuring senior PNC Human Resources recruiting staff providing ways for employees to: maximize their careers, present open positions, potential candidate factors, and feedback regarding employees’ personal career navigation journeys. Over 160 attendees participated, and the following outcomes were realized: over a dozen employees interviewed within one month of the series and six employees secured new positions. The PGH AA EBRG will continue to offer the Career Connection Series.
• Lunch and Learn Workshops: Ongoing workshops are offered, including: Work Their Network, Optimizing Microsoft Office Applications, Resume Building, Professional & Table Etiquette, and Personal Branding.
• Non-Profit Board Matching Program: The PGH AA EBRG partners with non-profit organizations in the Pittsburgh area to provide opportunities to serve on their board of directors. Employees receive professional training and are matched with local nonprofit boards.
• 20/20 Women on Boards: The PGH AA EBRG joined organizations around the country for the Annual National Conversation on Board Diversity. In 18 events in Pittsburgh, senior executives explored the topic of gender diversity and its impact in nonprofit and corporate boardrooms. The half-day workshop, titled, “Exposure: Building and Sustaining a Strategic Network,” attracted 150 PNC employees and 50 professionals from the Pittsburgh chapter of 20/20 Women on Boards.

• Higher Achievement Mentoring: The PGH AA EBRG and Higher Achievement Pittsburgh – a holistic, college preparatory that expands learning programs for fifth and eighth grade students at sites in Homewood, the Hill District and the West End – partner to present various community volunteer opportunities.

It is my duty as a human being on this earth to help others with the knowledge and experience I have to serve and assist. The PNC AA EBRG allows me to contribute in this manner. I serve the EBRG team and our members as a transformational servant leader. As an EBRG, we are able to positively impact the trajectory of our member’s professional and personal goals. Our speaker series, lunch and learns, workshops, etc., assist in creating a strong, talented, diverse network that creates a pipeline of talent within PNC.

Kenya Matthews
Assistant Vice President, Sr. Product Manager
AA EBRG PNC Pittsburgh & Virtual Chapter President
UNIVERSITY OF PITTSBURGH

CAG (CHINESE AFFINITY GROUP)

ETHNIC-SPECIFIC EBRG DESCRIPTION/PURPOSE
The Chinese Affinity Group (CAG), established in March 2016, is one of the first affinity groups established under the Office of Diversity & Inclusion (ODI) at the University of Pittsburgh (Pitt). The mission of the CAG is to provide a platform for social networking and career development; the group works towards the improvement of work and the attainment of balance in life as well.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• Welcome Picnic, Orientation and Career/Professional Development: Partnering with the Pitt Chinese Students and Scholars Association (Pitt-CS-SA), CAG provides a series of welcome, orientation and professional development services annually, helping students to assimilate to studying and living in Pittsburgh as soon as possible. CAG offers organized lectures introducing students to campus, safety factors, professors, local customs, living resources, first-year needs and career opportunities.
• Badminton Tournament: As part of a health promotion family program, CAG faculty and staff annually offers a day of playing badminton and having lunch as a group.
• Pittsburgh Chinese Culture Festival: CAG provides an informational Pitt table annually, at the festival hosted by the Pittsburgh Chinese Cultural Center (PCCC), a non-profit organization that promotes the awareness of Chinese culture, appreciation of cultural diversity and facilitates assimilation of Chinese immigrants into the Pittsburgh community.
• Chinese New Year & Gala Celebration: Partnering with both Pitt-CSA and PCCC, CAG has organized periodic social gatherings, including the annual gala celebration, since 2016.
• Educational Workshops: To strengthen the benefit, knowledge/application and understanding of medical welfare, CAG provides Medical Leave and Financial Planning Workshops.
UPMC & THE UNIVERSITY OF PITTSBURGH

PICUP (THE PHYSICIAN INCLUSION COUNCIL AT UPMC AND THE UNIVERSITY OF PITTSBURGH)

ETHNIC-SPECIFIC EBRG DESCRIPTION/PURPOSE
The Physician Inclusion Council at UPMC and the University of Pittsburgh (PICUP) serves as a core constituent of the physician infrastructure charged with developing strategies to recruit, retain, and promote the professional success and advancement of diverse physicians and trainees, especially those who are underrepresented within UPMC and the University of Pittsburgh. PICUP strives to: ensure the UPMC organizational culture is a model of inclusion, personal growth, and considered a best practice; increase underrepresented physicians within the academic medical center; and establish an overall experience for underrepresented physicians that mirrors the experience of all other physician populations.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• Engaging and developing an early connection with medical residents and fellows is critical to the long-term success of UPMC’s efforts to attract and retain the best physician talent. PICUP has created a more inclusive training environment by developing programmatic efforts focused on building an internal support system and community. Through a series of professional and educational forums, PICUP connects underrepresented residents, fellows, and medical students with senior staff and experienced physicians:
  o The Career Advancement Forum focuses on career navigation, equipping residents, fellows, and medical students with support in guiding their development and growth. Panel discussions feature physician leaders discussing their own career exploration, including how they overcame challenges and obstacles.
  o The Networking Forum provides a welcome for new residents, fellows, and medical students to UPMC and the community, serving as an introduction and initial connection between new trainees and physician leaders. Many connections develop further into formal and informal coaching relationships.
  o PICUP provides important infrastructure to drive intentional efforts in delivering high-quality culturally competent care to all population groups. Candid dialogue between PICUP members and administrators create an opportunity to identify potential systemic roadblocks to inclusion and to implement initiatives to eliminate barriers and improve services. For example, PICUP members partner on studying health disparities by developing platforms to link cultural indicators to quality outcomes and patient experience data, to better understand and address gaps and identified root causes.
EXECUTIVE SPONSOR

COMCAST
KEYSTONE REGION
DIVERSITY & INCLUSION COUNCIL

EXECUTIVE SPONSOR: CHRISTINE WHITAKER

Christine Whitaker served as Senior Vice President of Comcast’s Keystone Region, leading an employee base of nearly 4,000 employees serving more than 1.7 million customers, when she created the first regional Diversity & Inclusion Council in Comcast’s Northeast Division in 2018. Christine, recently promoted to a Division role, developed a strong leadership team that continues to enhance and guide the vision of the region while inspiring the organization to drive new levels of performance. She advocated improving the customer and employee experience with a committed focus on diversity and inclusion. That approach continues today with the executive lead Lisa Birmingham, regional Vice President of Government and Regulatory Affairs, and the executive sponsor Michael Parker, regional Senior Vice President.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS

- The Diversity and Inclusion Council is comprised of 26 members that include customer-facing employees as well as leaders. The Diversity and Inclusion Council believes the foundation and principles of Christine’s leadership style directly contributed to today’s success of having more than 1,000 employees belonging to one of the seven Comcast Employee Resource Groups (ERGs).
- Best Place to Work: The work of both the Diversity and Inclusion Council and
the ERGs pushed their community outreach as a region to an all-time high. Comcast was recognized in 2019 by both the Pittsburgh Post-Gazette and the Pittsburgh Business Times as a Best Place to Work winner for, among other things, its inclusiveness and culture.

- Christine encourages others around her to recognize their full potential and pursue new learning and career development opportunities. She believes mentorship is a key part of her daily responsibilities and mentors more than a half dozen employees.

- Christine is intentional in attracting, retaining, and promoting high-quality talent and modeled this through the selection of her own senior leadership. In selecting members of her team, she strategically took people from varying backgrounds and put them in different roles to stretch their leadership capabilities, which has contributed to the region’s overall impact and success.

FEDEX GROUND

VETSNET

EXECUTIVE SPONSOR: JEFFERY SMITH

Jeffery Smith, FedEx Ground Senior Vice President of Human Resources, and VetsNet Officer was integral in enabling FedEx Ground employees to form the Veteran Employee Network. Jeff’s military background includes service in the Army Special Forces and as a Chief Warrant Officer and helicopter pilot in the Army. This experience has made Jeff a tireless champion of the VetsNet, and he routinely attends the VetsNet community service events and participates in endeavors such as handing out coffee to veterans.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS

- Jeff frequently helps the VetsNet find the best routes or solutions to accomplish the group’s goals. Without a leader as passionate and willing to embrace the mission, the VetsNet would not be nearly as effective. Jeff can frequently be heard questioning, “What do we need to make this happen?”

- Jeff serves as an advisory board member of Team Rubicon, a 501(c)3 non-profit that pairs the skills and experiences of veterans with first responders to expeditiously deploy emergency response teams. FedEx Ground’s work with Team Rubicon has included pledges in both in-kind shipping as well as donations in support relief across the country.

- As VetsNet grows, Jeff anticipates an increase in volunteer opportunities for veterans and all employees with Team Rubicon to be prepared to support in times of disaster in the communities we live and work.

... And while FedEx Ground certainly believes in giving back, their desire to recruit more veterans comes not just from a sense of duty, but from the value that veterans add to their company...

Jeffery Smith
FedEx Ground Senior Vice President of Human Resources
VetsNet Officer
COVESTRO CONNECT

GENERATIONS EBRG DESCRIPTION/PURPOSE
Connect is one of Covestro’s original Employee Resource Groups, whose mission is to enhance company culture and efficiency by breaking down silos and connecting Covestro employees of all experience levels through cross-functional and cross-generational collaboration, networking and learning opportunities.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• The Executive Breakfast Series invites employees to participate in an informal breakfast with Covestro leaders. This event breaks down barriers to Covestro leadership and gives employees an opportunity to learn and ask questions about their personal and professional lives, as well as their career journeys. To date, this series continues to be one of the most well attended and most valued events.
• The Speed Networking Mixer is a corporate twist on speed dating, encouraging employees to step out of their comfort zones and make connections with colleagues outside of their normal work environment. Participants spend three-minute rotations talking to each colleague about their personal and professional backgrounds.
• The C3 Social Series is a fun networking event series encouraging attendees to engage with the Covestro culture and to connect with colleagues outside of their normal business or functional groups. Over the past few years, they have played Covestro Jeopardy, created a giant Covestro puzzle, got to know each other through people bingo and played a fun game of “who’s who?” using employees’ childhood photos.
MSA-THE SAFETY COMPANY
#MSAyp (MSA YOUNG PROFESSIONALS)

GENERATIONS EBRG DESCRIPTION/PURPOSE
MSAyp started in 2015 at the MSA Cranberry location with a mission of “Promoting the development of career-minded individuals with opportunities to develop socially, professionally and to making changes that attract and retain employees.”

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• Take Your Child to Work Day gives approximately 100 students an opportunity to take on STEM challenges and explore both professional and vocational opportunities with MSA. Take Your Child to Work Day is not only a great opportunity for a child to see what their parents’ responsibilities are daily, but it’s also a great opportunity for students to start considering their own career paths.
• Cultural Diversity Day: In conjunction with MSA’s Talent Acquisition Diversity Advisor and other associates from many different functions, an MSA’s first Diversity Day was hosted, celebrating 10 different cultural backgrounds of fellow MSA associates. Associates put together fantastic display tables that showcased an array of information, fun facts, artifacts, unique art and paintings, food and drink samples, traditional attire, and much more. Other featured attractions included a Chinese calligrapher, cultural trivia game, giveaways, a henna station, and Indian dance lessons. More than 200 MSA associates explored each display table and gained a better understanding of and appreciation for the different cultures and backgrounds of their associates! The team also put together a digital booklet of the posters that were on display, as well as recipes from each country.

“By planning #MSAyp events, we are not only able to gain exposure but also experience... allowing us to come up with an idea that we are passionate about and actually execute it...

Rachel Kromka
SAP Security Analyst
MSA Safety

Derick Florian
Supply Chain Systems Analyst
MSA Safety
iGEN

GENERATIONS EBRG DESCRIPTION/PURPOSE
iGEN bridges generational differences through activities and forums that generate awareness, foster respect and facilitate inter-connectivity among PNC’s employees, customers and communities.

iGEN was created to study the generational shift in the workplace and ways to leverage the five generations in the workforce.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
- iGEN Grows Considerably: Prior to 2017, the EBRG ‘bridged generational differences’ and served only the Pittsburgh market members. The group currently operates as a virtual EBRG, which gives employees across PNC’s footprint the ability to join iGEN and participate in the group’s many events and activities. Membership grew to over 1,700 members and participation in iGEN’s events increased considerably within the past year.

- Market Ambassador Program: Market Ambassadors provide leadership and act as liaisons between the iGen leadership team and their respective market membership, with a separate chapter created for northeastern Pennsylvania in May 2019. A separate chapter is normally launched when the membership concentration can sustain and support the development of an entire leadership team, when there is a business case, once an executive sponsor is identified, and following the approval of the market regional president and diversity & inclusion department.

- Strength in Generations: In collaboration with BNY Mellon’s GenEdge EBRG, the “Strength in Generations” event featured generationally diverse panelists from both PNC and BNY and was livestreamed to more than 3,000 participants globally.
• Virtual Meeting Presentation Skills are provided to iGen members to learn more about tactical development tools and insights when leading or participating in a virtual presentation or meeting. The session offers an overview of the full functionality of Skype, and highlights additional communication/presentation resources and tips.

• iGEN Mentoring Program – In conjunction with PNC’s Diversity and Inclusion office, iGEN participates in and matches members to serve as both mentees and mentors in a 9-month mentoring program. Via the program, iGEN members have developed personally and professionally, and increased their potential to contribute to the success of PNC through networking and establishing strong connections with other PNC employees.

“I am passionate about the possibilities afforded by understanding and utilizing the uniqueness of each generation to achieve success. The opportunity to help drive that impact within iGEN was just too good to pass up.”

Denis McLaughlin
Executive sponsor
PNC
BLEND is the global resource group at Bayer for lesbian, gay, bisexual, transgender and intersex (LGBTI) employees and their allies committed to open and respectful handling of sexual orientation, gender identity and gender expression in the workplace. BLEND’s vision is to support Bayer in becoming a globally visible role model for equality and encouraging individuals to be/express themselves. BLEND contributes to a better LIFE for LGBTI and ally employees as a strategic partner for Bayer.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• BLEND is one of ten ERGs supported by Bayer in the US and advocates for openness and respect for all employees. The branch in Pittsburgh supports local charities and events throughout the year.
• Best of the Best Award: On April 18, 2018, Bayer received a Best of the Best Award, presented by the US National LGBT Chamber of Commerce in conjunction with the National Business Inclusion Consortium. The Best of the Best designation honors corporations for their commitment to America’s diverse employees and business owners, which includes LGBT, people of color, women, and people with disabilities.
UNIVERSITY OF PITTSBURGH

PQP (PITT QUEER PROFESSIONALS)

LGBTQ EBRG DESCRIPTION/PURPOSE

The mission of the LGBTQIA+ Affinity Group at the University of Pittsburgh is to promote the professional and social development of LGBTQIA+ staff and faculty and advocate for the needs of the community by hosting, or participating in various social events, educating the greater University of Pittsburgh community, fostering a climate of outreach and inclusion, and acting as an agent for the collective voices of the university's LGBTQIA+ professional community.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS

• Bringing Pitt LGBTQIA Together: PQP collaborates on networking and educational events with Pitt Alumni Council, the Gender Sexuality and Women’s Studies Program (GSWS), Office for Diversity and Inclusion, the Center for Creativity, 10+ Pitt LGBTQIA+ professional, graduate, and undergraduate student organizations, and CMU graduate students.

• Pitt at People’s Pride: PQP organizes the University of Pittsburgh student, faculty, and staff marching and tabling at People’s Pride.

• Panel Discussions: Last year, PQP hosted a panel discussion with GSWS on being out in the workplace and this year PQP is co-hosting a panel with OUT-Law, the PittLaw student organization on the Supreme Court Cases around Title VII of the Civil Rights Act’s protections for Gender Identity and Sexual Orientation.

• Advocating Change: Working with upper administration, PQP addresses issues on campus relevant to the Pitt queer community. PQP has advocated for more information on blood drives and the LGBTQIA+ community

An inclusive workspace fosters a collaborative atmosphere allowing employees to feel comfortable being themselves while they are at work. Employers have a responsibility to ensure that their staff feels respected and appreciated for their diverse attributes.

Matthew Comito
Pitt Queer Professionals Event Director
VETERAN EBRG DESCRIPTION/PURPOSE
The FedEx Ground VetsNet is a network whose 310 members strive to: attract - by educating on the benefits of hiring veterans, National Guard and active reservists and developing resources to fuel a pipeline for veteran hiring; retain - by improving personal and professional development; and support - by connecting veterans, those passionate about veteran issues and non-veterans through education, celebration and targeted diversity and inclusion activities.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• Veterans Breakfast Club: Partnering with the Veterans Breakfast Club (VBC) of Mt. Lebanon, breakfasts showcase interviews with employees who are either a veteran, a family member of a veteran or an individual who has supported veterans. Breakfast events are provided quarterly in Pittsburgh, with call-in participation available to other US and Canadian employees.
• Veteran/Remembrance Day: An annual celebration in November, we honor US and Canadian veterans and provide veteran service education.
• Corporate Warrior Award: In 2017, FedEx Ground received the Corporate Warrior Award from the Association of the United States Army (AUSA) Fort Pitt Chapter during the Annual Armed Forces Ball at the Naval Operations Support Center.
• Best for Vets #90: In 2019, FedEx was listed as number 90 on the list of for-profit companies in the Military Times Best for Vets employers.
• Internal Website, Newsletter, May Military Appreciation Month, and Military Recruiting Handbook: VetsNet created and maintains these publications, providing invaluable veteran-related information, opportunities, programs, and events.
• Transitioning Service Member Training Program: In collaboration with the Department of Defense, VetsNet created a program providing participants on-the-job training prior to leaving military service and becoming employed by FedEx Ground.
PNC

MERBRG (MILITARY EMPLOYEE BUSINESS RESOURCE GROUP)

VETERAN EBRG DESCRIPTION/PURPOSE
PNC’s Military Employee Business Resource Group, (MERBRG), Virtual Chapter, brings together PNC’s military veterans: employees who are actively serving in the National Guard or Reserve, who are Retired, and those who wish to support veteran causes. Initiated in 2011, with nearly 1,200 members across PNC’s footprint, the MERBRG’s mission involves leveraging the group’s diverse talents and unique backgrounds to positively impact PNC’s workplace, workforce, and marketplace.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
- Mutt Strut: The MERBRG takes a leading role in partnering with Florida-based nonprofit Guardian Angels Medical Service Dogs, to host community dog days to raise awareness of veteran suicide and raise funds to provide service dogs to veterans in need of their life-saving benefits. After four years, the Mutt Strut has grown from Pittsburgh, to Erie, to Dayton, with more markets to come, and has raised $1.5 million to help change the lives of 50 struggling veterans.
- Paralyzed Veterans of America Hand-Cycling: gives disabled veterans the opportunity to come together, compete, and share a day of healing and camaraderie. Dozens of MERBRG volunteers staff the PNC tent at Station Square, sponsoring the “Military Mile” to support and cheer on the hand-cyclists, providing encouragement, drinks, and medals to relay runners completing their legs.
- The Honor Foundation: assists over 300 members of Special Operations Forces as they transition from active duty to civilian life. PNC hosted eight Honor Fellows last June 2019 in Pittsburgh. The MERBRG assisted in coordinating their two and a half day visit, connecting the Fellows with over 15 companies in the greater Pittsburgh area, and demonstrating the vibrancy of Pittsburgh as a great place to start a new career.
- “Best of the Best”, “Top 100 Military Friendly Employer” and “Top 25 Veteran Employer”: As a result of our efforts to attract and develop veteran talent in the Greater Pittsburgh region and nationally, PNC has been recognized as a best practice company for providing excellent job opportunities to transitioning service members, earning “Best of the Best” by U.S. Veterans Magazine, “Top 100 Military Friendly Employer” by GI Jobs and “Top 25 Veteran Employer” by Profiles of Diversity.
- Grow-up-Great: is one of PNC’s flagship community outreach programs designed to support education and development for preschoolers. Last year,
62 MEBRG members in Pittsburgh built art stations and Daniel Tiger kits to enrich local classrooms and entice young artists and readers to engage in learning activities. Grow-up-Great volunteers also supported the Mutt Strut by providing fun, educational materials to local children who showed up for our day of dog fun.

• Stand Down: is an annual, one-day event providing essential supplies and services to homeless veterans, such as food, shelter, clothing, health screenings, and VA Social Security benefits counseling. Dozens of MEBRG volunteers take a leading role in setting up and executing this event, passing out supplies, meals, and services to hundreds of Western PA’s homeless and at-risk veterans. Several MEBRG volunteers took their passion for this cause even further. Five members participated in the “335 Ride for Veterans” over the 4th of July, biking 335 miles from Pittsburgh to Washington, D.C. Their five-day ride raised $2,500 for the Veterans Leadership Program’s support of Western PA’s homeless veterans.

“ I am proud of the way PNC has responded to the call to get involved in supporting the life-saving work of Guardian Angels Medical Service Dogs. The battle against PTSD often leads to tragic results, with 22 veterans a day making a life-ending decision. We’re talking about our parents, children, siblings, friends, and employees. These are preventable tragedies, and it is our duty to do everything we can to help.

Stacy Juchno
General Auditor, Executive Sponsor of the Military EBRG
As quoted in Military Spouse Magazine, August 2019
WOMEN EBRG DESCRIPTION/PURPOSE
At American Eagle Outfitters (AEO), we believe a truly diverse workplace is the result of an inclusive culture. WIT@AEO was established in 2018 with a mission to create awareness and action to help increase gender parity in technology, both within AEO’s technology teams and in their local communities. A cross-functional team of associates has been driving the program to ensure focus and programming for each of their target segments. From professional women to young dreamers, WIT@AEO is dedicated to its mission of a more diverse tech field.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
- WIT@AEO was the first Inclusion & Diversity ERG at American Eagle Outfitters. It has grown to more than 100 women and allies in the technology department and beyond.
- Above the National Average: With a focus on recruiting and hiring more women candidates, AEO has increased its overall women in technology at AEO by 2% in one year – beating the national average of women in technology in the workplace (WIT national average - 25%, WIT AEO - 27%).
- Key Initiatives: AEO has defined their WIT journey through three core
initiatives, exploring opportunities across these life-phases to educate, attract, and retain the best female tech talent in retail:

- **Women in Tech Dreamers**: Working with local and national non-profits, WIT@AEO educates and inspires young women and girls to learn about the variety of careers in technology and at AEO. AEO identifies new opportunities to partner with organizations to continue to educate and encourage young women and girls to enter the tech field.

- **Women in Tech Seekers**: With established partnerships with local universities, technical women from AEO can share their passion for their careers and insights on how they achieved their career goals. Students can gain insight into what it is like to work in AEO’s digital and technology departments, learn about career opportunities and make connections with professional women in tech.

- **Professional Women in Tech**: AEO believes in supporting an inclusive and diverse workforce of individuals and learning from diverse perspectives in a collaborative environment. From Lunch & Learns to Hackathons, there is an opportunity for all tech associates to be a part of this community with a focused effort on professional and personal development.

"We want women and girls to know that there is a place for them to pursue a career in technology. AEO believes that by helping to break down the barrier to entry, we can move this cause along in a truly diverse way that will allow us to deliver the best experience and products for our customers."

Susan Eshleman
VP – Customer Product & Program Management
American Eagle Outfitters
VIBRANTPITTSBURGH.ORG

BNY MELLON

WIT (WOMEN IN TECHNOLOGY)

WOMEN EBRG DESCRIPTION/PURPOSE
As a catalyst for change, Women’s Initiative Network (WIN) supports the advancement of BNY Mellon women by providing opportunities for professional development, leadership, greater connectivity and enhanced visibility. Women in Technology (WIT) is a sub-group of WIN, focused on increasing the retention, recruitment and advancement of women in technology.

KEY ACCOMPLISHMENTS AND CONTRIBUTIONS
• #SitwithBNYMellon Campaign: Adapted from the National Center for Women & Information Technology, BNY Mellon uses the “red chair” as a fun and inclusive way to spark conversation, highlight talent and bring attention to women in technology. Additionally, we provide weekly profiles, drawing over 2,000 views; attend internal and external events relevant to Women in Technology; and post social media photos with “#sitwithme”, promoting as trending content.
• Inspiring the Next Generation of Women in STEM: WIT participates in several school-age focused events throughout Pittsburgh.
• Cyber Security: With volunteers from BNY Mellon, local universities, and organizations, WIT partnered with the Girl Scouts of Western PA to provide a 3-hour cybersecurity workshop to grades K-5 Girl Scouts. BNY Mellon was voted 2019 Company of the Year by the Girl Scouts of Western PA.
• Pittsburgh Technology Council STEM Summit: Hosting two groups of 40 high school students and educators, the summit aims to inspire students of diverse backgrounds to pursue a STEM career.
• American Heart Association: Go Red Go STEM: For a Digital Get Down session, volunteers provided BNY Mellon’s Digital Strategy and a design exercise to 75 middle school-aged girls.
• Career Day with Gwen’s Girls and South Hills Interfaith Movement: In August, WIN volunteers hosted at-risk girls from local communities. The event highlighted possible career paths, a tour that included our Lockbox and Wealth Management areas, and a Q+A session with women in leadership positions at BNY Mellon.
The 2020 Diversity & Inclusion Guidebook provides a snapshot of how the Pittsburgh Region brings diversity and inclusion to life through collective efforts that positively impact our economic development. We are committed to leveraging diversity as a way to continue creating an inclusive culture, and are proud of the accomplishments we are able to achieve through our employee business resource groups, executive sponsors and board members, and collaboration between and amongst our community partners. We express sincere gratitude to the EBRGS and organizations who contributed to this publication.

We recognize that our strength lies in people – our organizations, employees, customers, clients, and our community. Vibrant Pittsburgh reflects the value we place on recognizing and celebrating the people who make us stronger and healthier every day. To all our organizations, we say, “Thank you.” Thank you for respecting our individual [organizational] differences while focusing on the collective whole, and for helping us change the way our Pittsburgh economy is produced and generated.

We thank you for learning more about some of our EBRGs, and we welcome your continued successes for our region.

**Vibrant Pittsburgh:** Attracting, Retaining, Elevating and Educating a diversity of talent.

Sincerely,

Sabrina Saunders Mosby
President & CEO
Vibrant Pittsburgh
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