



WHERE WE ARE TODAY

CHAMBER'S INVENTORY OF PROGRAMS ADDRESSING EQUITY

Talent

Community

Local & National Partnerships

Events & Outreach

Advocacy

Automotive

Research & Data

eq · ui · ty

noun

The quality of being fair and impartial.

Equity means fairness and justice and focuses on outcomes that are most appropriate for a given group, recognizing different challenges, needs, and histories. It is distinct from diversity, which can simply mean variety (the presence of individuals with various identities).

It is also not equality, or “same treatment,” which does not take differing needs or disparate outcomes into account. Systemic equity involves a robust system and dynamic process consciously designed to create, support, and sustain social justice.

A DETROIT REGION WITH ECONOMIC AND RACIAL EQUALITY

12%

economic increase
in GDP annually

**\$28
BILLION**

additional GDP
generated annually

Source: PolicyLink

BY 2050, MICHIGAN STANDS
TO GAIN \$92 BILLION IN
ECONOMIC OUTPUT BY
CLOSING THE RACIAL
EQUITY GAP.

Source: W.K. Kellogg Foundation

TALENT

If the Detroit region reaches the 60% by 2030 goal, there will be an estimated ROI of **\$42 BILLION.**

The talent pipeline in the Detroit region directly impacts the workforce needs and per capita income of our region. Students in the city and region are falling off at various points of their education – before graduating high school, before obtaining a college degree or skilled certificate, and before joining the workforce. Since the majority of Detroit students are Black, Latinx, or of other minority races, these populations are being disproportionately impacted by the broken talent pipeline.

With a goal to **increase postsecondary education attainment to 60% and cut the racial equity gap in half by 2030**, the Chamber’s strategy seeks to:

- **Increase access** by removing barriers for individuals to pursue postsecondary education.
- **Ensure success** by providing robust support to ensure all students in pursuit of a postsecondary education achieve it.
- **Grow talent** by ensuring graduates remain in the Detroit region and continue to thrive.

700

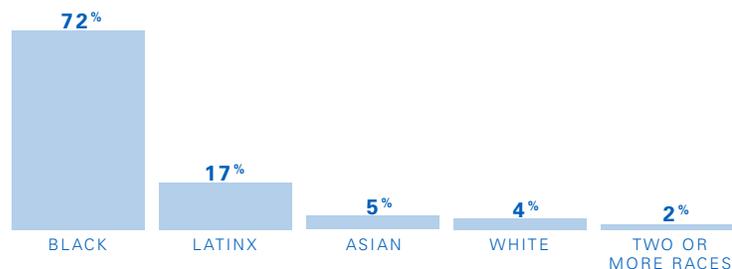
Detroit high school students annually

98%

of students are low-income or Black, Latinx, or another minority.



Detroit Promise is a tuition-free pathway to high school students in the City of Detroit. The Detroit Promise team works within high schools to promote the tuition-free pathway to college to students and parents from ninth to 12th grades. While in the schools the team is an advocate for students on a number of items pertaining to helping them obtain a postsecondary degree.



Detroit Promise Path students are **TWICE AS LIKELY** to complete 24 or more credits within their first year.

Through a study with the MDRC of student outcomes in the early stages of their college experience, the Chamber found that Detroit Promise students were facing many roadblocks in their first year that often led to the students dropping out. The Detroit Promise Path was created to add “campus coaches” to provide intrusive advising full-time on the community college campuses.

These Coaches meet with Detroit Promise students regularly, provide them a monthly stipend, and ensure they have access to resources beyond school, such as food assistance, transportation, time management, and more.



Detroit Drives Degrees' collective impact has brought together more than 100 stakeholders in business, education, and philanthropy to meet the Chamber's education attainment and racial equity goals.

Through unprecedented collaboration, these partners worked together on the Detroit Regional Talent Compact, a roadmap to meet both goals and ensure all sectors are working in alignment.

REGIONAL DEBT FORGIVENESS

The Chamber worked in partnership with Henry Ford College, Oakland University, and Wayne State University to expand college debt forgiveness as a means to remove barriers to finishing a degree for this population. The partnership was established to increase enrollment while helping students who may have dropped out due to not being able to pay a hold on their account.

While **21%** of adult stop-out students in the region are Black,

45% of stop-out students **with debt** are Black.



It is estimated that 676,545 adults in the Detroit region have some college experience but have not earned their postsecondary degree or certificate. Helping these adults reconnect and complete their education is a priority to achieve 60% of the region's population having a postsecondary degree by 2030. Reaching this goal will increase the per capita income for the region and reduce the equity gap for many Black and minority adults.

The Chamber's Detroit Reconnect initiative connects directly with these adults and helps them evaluate their education and career options. Staff offer counseling, support, and resources to ensure they succeed when they restart their education. The ultimate goal is to ensure these individuals not only receive a postsecondary degree or certificate but also obtain a pathway to earn a sustainable living wage to support themselves and their families. These efforts are now also being supported by the State through the Futures for Frontliners program, which is helping essential workers who have served through the COVID-19 pandemic begin or complete a degree or certificate program.

COMMUNITY



44% of Leadership Detroit's annual class are people of color.

Over the past 41 years Leadership Detroit has provide a transformational leadership experience to over 2,000 leaders focused on solving the region's biggest challenges. Racial disparities are at the foundation of Leadership Detroit's program, raising discussion on topics related to the region's educational equity and funding gaps, public safety and how law enforcement interacts with communities of color, inclusive measures taken to lift up women and minority entrepreneurs, awareness of the barriers people of different racial groups experience, and a focus on understanding the state of race relations and opportunities for improvement.



Most of the projects receiving grants have been **LED BY WOMEN OF COLOR.**

Through grants and in-kind business support, the Detroit Regional Chamber and General Motors Co. support nonprofits focused on innovative and collaborative solutions to the issues facing neighborhoods in the City of Detroit, Hamtramck, and Highland Park. Often times these are small nonprofits who normally do not receive large grants or funding opportunities, which creates opportunity to fund ideas which otherwise may not be possible.

10 of 13 projects are led by people of color.

9 of 13 projects are led by Black people.

8 of 13 projects are led by Black women.

\$18,000+ is lost over 10 years for every Detroiter who is not counted in the census.

Source: City of Detroit



As one of the hardest-to-count populations in the county, Detroit has various barriers to an accurate count, including COVID-19 which disrupted census efforts. The Chamber served on both the Mayor's and Governor's Census count task forces, and supported the Be Counted Detroit 2020, Census 2020 Michigan Nonprofits Count Campaign, and Southeast Michigan Counts campaigns, to help mobilize efforts to encourage participation in the census in communities that are at significant risk of being undercounted. Further, the Chamber created a toolkit and communications plan to mobilize employers to drive Census participation within their workforces and emphasize its importance.

The Chamber has forged several partnerships with local and national programs that support entrepreneurs. In its supporting role, the Chamber serves as a conduit between these organizations and the regional business community to ensure more equitable opportunities and sustainable solutions.



One such organization is the AWE Foundation, which provides entrepreneurial support, mentorship, and a digital business platform to Black and Latinx female entrepreneurs in Metro Detroit. The program offers a four-day bootcamp and mentoring services to Black and Latinx female entrepreneurs from Metro Detroit in households with less than \$50,000 in income. The Chamber is also involved with Hello Alice, an “ecosystem of doers” that provides small businesses with the resources, funding, and experts to help establish and grow their ventures. Hello Alice’s machine learning technology helps business owners find their path by matching them to personalized opportunities and resources in the Detroit region.

The Chamber has continuously aimed to to increase diversity of demographics on event committees, speaker and panelist selection. Program committees and partner organizations assist with finding diverse candidates to create quality programming.



The COVID-19 business resource center provides federal, state, and local resources including information on funding, re-opening strategies, and sector-specific guidance, providing support to the minority-owned businesses. In late spring, the Chamber began to use the platform it created through its Town Hall Series to convene discussions on the movement for racial justice and achieving equity. Topics included ensuring racial justice and equity in the COVID-19 economic recovery, civility and racial equality, diversity in the workplace.

LOCAL & NATIONAL PARTNERSHIPS

EVENTS & OUTREACH

While these resources have been made available to businesses across the state, reporting indicates Detroiters rank as the number one source of website traffic.

82% of businesses in the city of Detroit are minority owned.

EVENTS & OUTREACH

continued

31% of mainstage speakers in 2019 were people of color.

Mackinac POLICY CONFERENCE

For years, the Detroit Regional Chamber has made it a priority to bring topics of race and influential Black voices to Michigan's center stage. Some thought leaders of past programming include Stacey Abrams, John Hope Bryant, Mayor Duggan, Melody Hobson, Mitch Landrieu, Soledad O'Brien, Eugene Robinson, and Darren Walker.

The official launch of the Detroit '67 project, acknowledging the 50th anniversary of the civil unrest of 1967 also happened at the 2016 Mackinac Policy Conference.

Additionally, since racial justice discussions have been top of mind, the Chamber has continued to lift up these important narratives throughout mid-2020 with MPC20 Conversations pillar "Real Actions: Racial Justice and Achieving Equity."

5 of 7 external planning committee members in 2020 were Black.

Detroit POLICY CONFERENCE

One of the major goals of the Detroit Policy Conference is to highlight issues and voices in the city of Detroit. Previous sessions have featured local leaders discussing how the economic growth of Detroit must include equitable goals and ensure citizens of Detroit are part of the decision-making process.

Power Perspective speakers regularly showcase community voices and amplifying their message, including topics such as economic opportunity in Detroit's housing market, quality education as a right for Detroit children, diversity in downtown Detroit's growing business community, and ensuring that returning citizens and homeless youth in the city are given the resources and opportunities to succeed.

The Detroit Regional Chamber's advocacy team is the voice of business for the greater Southeast Michigan in Lansing and Washington D.C. From promoting policies that increase access to health insurance while opposing policies that drive up costs for employers and individuals, to education reform that helps students succeed and provides the districts the resources needed to help them, the team has advocated on behalf of the community on smart legislation that is fair and equal for all.

CRIMINAL JUSTICE REFORM

As a longstanding supporter of juvenile detention reform, the Chamber supported a package of 16 bills that sought to reform the state's criminal justice system. Under the legislation Gov. Whitmer signed into law last year, 17-year-olds are now subject to the juvenile justice system instead of state prisons. This legislation changes Michigan statute so that minors currently entrapped in the penal system can instead receive age-appropriate rehabilitation and then participate in Michigan's workforce without the disadvantage of a criminal record. Gov. Whitmer also recently signed Chamber-backed legislation making it easier for residents to get past convictions erased from their record. It is the latest sweeping criminal justice package to become law during the 2019-20 legislative term. The Chamber has been a longtime advocate of policies creating pathways for returning citizens to rejoin the workforce and create new talent pools for businesses.

LAW ENFORCEMENT AND DE-ESCALATION TRAINING POLICY

Amid the COVID-19 pandemic, another public health crisis became clear concerning racial justice due to the killing of George Floyd. The Michigan Legislature quickly got a bill together that would require and establish minimum training standards for all incoming and existing law enforcement officers, including de-escalation techniques, implicit bias training, procedural justice training, and mental health resources for law enforcement officers. The Chamber was an advocate for the package that ensured the state had financial resources to execute the programs for immediate and long-term impacts.

RISING INCOME FOR ALL

The Chamber joined efforts to call on political leaders to start developing strategies to ensure the growing economy in Michigan benefits all. It made the recommendation that reducing the ALICE (Asset Limited Income Constrained Employed) rate statewide, in every county for every subgroup, become a universal measure of success. The measurement captures households that don't earn enough money to pay for necessities such as childcare, housing, food, transportation, healthcare, a cellphone, and taxes. According to the latest ALICE data, 43% percent of Michigan households don't earn enough money to pay for those items. To tackle this this, one of the most significant economic challenges of our time, the Chamber will continue to push for state and regional economic development; community development and housing; and workforce development policies and programs to drive continued economic growth that is equitable.

AUTOMOTIVE



MICHauto has formed a partnership with Center for Automotive Diversity, Inclusion & Advancement (CADIA), whose mission is to double the number of diverse leaders in automotive by 2030. The MICHauto team has committed to increase outreach and measurable impact on Diversity, Equity, and Inclusion across the automotive and mobility industry through engagement and education.

RESEARCH & DATA

Research and analysis offered by the Detroit Regional Chamber provides opportunities to further understand the racial equity landscape in the Detroit region. The Detroit Data Center website provides public access to demographic measures, including metrics by race and ethnicity. The research portfolio also includes equity measures integrated into our signature reports, publications, and website presence. The research team supports Chamber programs, partners, and the public with access to data and information to address inequities and gain greater understanding to enact change.

The Detroit Regional Chamber Board of Directors, senior leadership team, and human resources have made a commitment to do better. Our leaders have made a personal commitment to racial equity, diversity, and inclusion and will continue to address the need for a Board and staff that fully represents the 11-county Detroit region moving forward.

THE DETROIT REGIONAL CHAMBER

BOARD OF DIRECTORS

The Detroit Regional Chamber strives for diversity of race, ethnicity, gender, generation, business size, and business type in its governance practices.

- The Governance and Nominating Committee reviews a demographic matrix of the entire Board of 80 directors prior to the nominating process to understand where there are opportunities to diversify representation.
- Board meetings include communication for the need for diverse director candidates and requests of Board members to submit names of candidates.
- Board committees are continually examined for diversity and when open seats become available, diversity needs are addressed.
- Concerted effort over last three years to recruit Board members of color from existing Board member referral.

Board member diversity increased from **16% in 2015** to **36% in 2020.**

HUMAN RESOURCES

An internal staff diversity council builds a foundation of D&I conversations and provides opportunities to staff such as Conversations and Education on Diversity and Workplace Inclusion training, Leadership Luncheon series featuring business leaders of color, staff participation in New Detroit's Multicultural Leadership Series and nomination of staff for inclusion in the Birmingham-Bloomfield Race & Diversity Task Force Annual Diversity Champion Awards. Also, Historically Black Colleges and Universities are included in recruitment job postings at the Chamber.

Staff racial diversity increased from **25% in 2015** to **34% in 2020.**

