

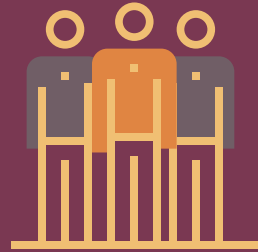


# RACIAL JUSTICE AND ECONOMIC EQUITY PROGRESS REPORT

SUMMER 2020 - SPRING 2022



After George Floyd's murder in 2020 sparked a nationwide racial reckoning, the Detroit Regional Chamber recognized the need to improve its diversity, equity, and inclusion (DEI) work and play a more dynamic role in creating lasting, systemic change. This led to the creation of its Racial Justice and Economic Equity initiative. As an organization, the Chamber took this charge to leverage its position as a convener of business to ensure pervasive and long-term change both societally and economically. This ongoing work is rooted in a reflective focus on accountability as an organization and enduring commitment to ensuring the region's equitable future.



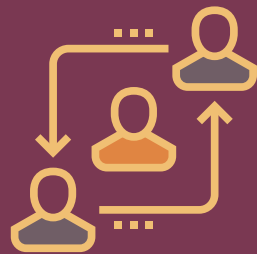
## COMMITTING TO INTERNAL IMPROVEMENTS

“Walk the walk” and address internal changes.



## SUPPORTING OTHERS

Leverage the Chamber’s influence and support other organizations making a difference in economic equity.



## EXPANDING PROGRAMS AND COMMUNICATIONS

Enhance racial justice and economic equity-related objectives in current Chamber programs and create new platforms to improve this work.



## DEVELOPING, LEADING, AND CREATING

Establish new data and research, professional development, and advocacy initiatives to support racial justice and economic equity.



Chamber staff at annual staff recognition luncheon in February 2020.

# COMMITTING TO INTERNAL IMPROVEMENTS

## AUDIT AND COMPILATION OF EXISTING WORK AND RESOURCES

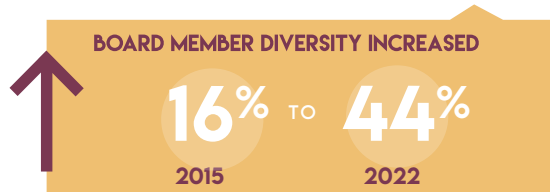
The Chamber conducted a detailed audit and published compilation of its existing portfolio of equity-focused programs including its education and talent programs – like Detroit Drives Degrees and the Detroit Promise – NeighborHUB grant program, and Leadership Detroit.

## REVIEW OF BUSINESS DEI LANDSCAPE

The Chamber researched regional and national organizations currently spearheading racial justice and economic equity-focused efforts and resources like key definitions, data and publications, programs, and messaging.

## IMPROVING DIVERSITY OF CHAMBER LEADERSHIP

The Nominating and Governance Committee of the Chamber's Board of Directors reviews a demographics matrix of the entire 82-person Board before they begin the nomination process to identify opportunities for diversity.



## RACIAL JUSTICE AND ECONOMIC EQUITY BOARD COMMITTEE

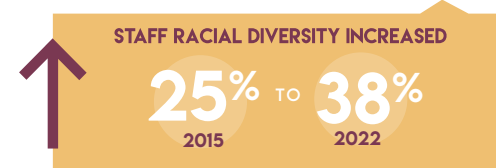
In January 2022, the Chamber's Board of Directors created a standing Racial Justice and Economic Equity Board Committee. Originally launched as a steering committee in 2020, the group is chaired by Dennis W. Archer Jr. and is now a standing committee that identifies opportunities to advance DEI.

Composed of Chamber board members, it guides the organization's engagement in long-term societal and economic change through three workstreams: internal focus, external programming, and leveraging the Chamber's regional reach and convening power.

## INTERNAL EQUITY TASK FORCE

The internal task force is made up of 18 Chamber staff members from varying departments with engagement and support from the Executive Management Team. Its work focuses on:

- PROCUREMENT POLICIES
- INTERNAL COMMUNICATION PRACTICES
- HIRING AND RETENTION POLICIES



Advised by a Chamber board member, each internal task force team issued recommendations with timelines and metrics. Implementation of these recommendations remains in progress.



Board Committee members host a panel discussion, “Racial Equity in the Workplace,” at the 2021 Mackinac Policy Conference.

## MANAGEMENT AND ALL-STAFF UNCONSCIOUS BIAS TRAINING

The Chamber implemented unconscious bias training for all managers and staff and distributed DEI surveys conducted in partnership with Davenport University that provided anonymous feedback from staff that the Chamber will use as a benchmark moving forward.

## COURAGEOUS CONVERSATIONS SPEAKER SERIES

The Courageous Conversations speaker series featured regional leaders who spoke to Chamber staff about timely DEI-related topics and advised how to advance its racial justice and economic equity efforts.

## COMMUNICATIONS GUIDE

The Chamber team developed a communications resource, Talking About Diversity: Courageous Conversations in the Workplace, to help staff navigate important and sometimes uncomfortable DEI-related conversations and encourage honest, respectful, and productive dialogue.



THE COMMUNICATIONS GUIDE WAS HIGHLIGHTED AS A BEST PRACTICE BY CEO ACTION FOR DIVERSITY AND INCLUSION.





# SUPPORTING OTHERS



The Chamber and General Motors partner annually to offer neighborhood-based nonprofits and small businesses funding and in-kind business support. Organizations are invited to apply for funding for projects addressing issues in the neighborhoods in which they reside. Since 2017, NeighborHUB has provided more than \$1 million in grants to 44 organizations in Detroit, Hamtramck, and Highland Park.

As the region's economy continues to emerge from the COVID-19 recession, the program recognizes the need to support small businesses as important foundations for neighborhoods, especially in traditionally underinvested small business corridors. With its largest applicant pool yet of over 200, the fourth cohort included 20 small businesses and nonprofits that received \$500,000 in grants and additional consulting and support services.



MICHauto, in partnership with the Center for Automotive Diversity, Inclusion, and Advancement (CADIA), created the Coalition to convene automotive chief executive officers committed to improving the industry's DEI efforts. The Coalition's work focuses on identifying the industry's challenges in this space, increasing inclusion, leveraging diverse talent, better engaging the workforce, and creating economic opportunity in the communities in which the industry operates and serves. The Coalition has developed a model for actionable change and regularly shares best practices and learnings that help each company to continuously make meaningful DEI improvements.





The Chamber is engaging Detroit Means Business (DMB) and sponsored its first summit designed to support aspiring and existing Detroit-based small businesses in May 2022. The Chamber has staff members serving DMB's advisory team and government, advocacy, and policy group. In this capacity, the Chamber offers guidance on how to connect small businesses with opportunities with Chamber member businesses. The Chamber also highlighted DMB during the 2021 Detroit Policy Conference as a cornerstone of its Small Business Street exhibit. It continues to amplify DMB's "Buy Detroit" B2B procurement portal and engages in cross-promotion of programs, resources, and opportunities between their respective communications platforms to extend the reach and impact of its mission.

## CEO **ACTION** FOR DIVERSITY & INCLUSION

The Chamber signed on and committed to the group's pledge in 2020 to act on supporting more inclusive workplaces. The group was founded on a shared belief that DEI is a societal issue, not a competitive one, and that collaboration and bold action from the business community is vital to driving change. For more than a year, Chamber staff has been working with CEO Action for Diversity and Inclusion and leveraging its robust resources to better educate and engage staff and members. Chamber President and Chief Executive Officer Sandy K. Baruah participated in the Real-Talk Dialogue Podcast to discuss Equity vs. Equality. Baruah shared how the Chamber has become more comprehensive and intentional in engaging employees, leadership, and board members to create a more diverse, inclusive, and equitable workforce.



*Detroit Means Business hosted an exhibitor booth and networked with attendees at the 2021 Detroit Policy Conference.*



# EXPANDING PROGRAMS AND COMMUNICATIONS

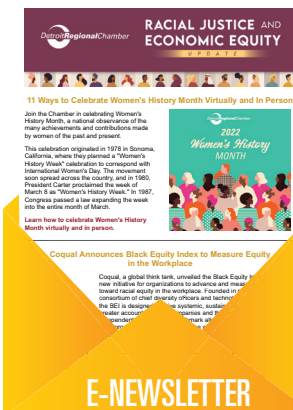
## COMMUNICATIONS PLATFORMS DRIVE DIALOGUE IN REGION

The Chamber continues to publish a dedicated website with racial justice and economic-related thought leadership, resources for businesses, features, news, and events. It regularly distributes a newsletter to promote timely discussions across the region while marketing other related efforts such as the Detroit Means Business Summit and the Michigan Chronicle's Small Business Toolkit.

NEWSLETTER AND BLOG CONTENT REFLECT TIMELY TOPICS AND PERIODS OF RECOGNITION SUCH AS JUNETEENTH WHILE OFFERING READERS WAYS TO CELEBRATE BLACK AND WOMEN'S HISTORY MONTHS.



BLACK HISTORY MONTH  
71%  
OPEN RATE



WOMEN'S HISTORY MONTH  
62%  
OPEN RATE

## DETROIT REGIONAL TALENT COMPACT

The Detroit Regional Talent Compact launched in 2020 to increase the postsecondary education attainment rate to 60% and reduce the racial equity gap in degree attainment by half by 2030, a goal which has been adopted by Gov. Whitmer and the State of Michigan. The program's vision is a Detroit with systems, policies, and resources that allow every resident to access and succeed in postsecondary education and careers that fill the region's talent needs. This will then allow citizens to earn a family-sustaining wage and contribute to the economic and social well-being of communities.

37

BUSINESS, HIGHER-ED, K-12, COMMUNITY, AND PHILANTHROPIC PARTNERS THAT HAVE COMMITTED TO SPECIFIC ACTION PLANS WITHIN THEIR OWN ORGANIZATIONS TO REACH THESE GOALS.



(Left) Wayne County Community College District Chancellor Dr. Curtis L. Ivery and (Right) Rock Central Chief Learning Officer KimArie Yowell share their reasons for signing the Detroit Regional Talent Compact.



## INCLUSION OF EQUITY DATA IN ALL RESEARCH REPORTS

The Chamber is a premier, trusted source of business data for the region, and its Research and Data Team is leveraging its resources and expertise to stay at the forefront of economic and social equity data. This data enhances and offers new, valuable insights to Chamber Signature Reports and Publications, like the annual State of the Region and State of Education reports, as well as the Detroit Regional Dashboard. The dashboard provides a snapshot of socioeconomic regional metrics, with a focus on equity measures across data sets including economics, business, talent, education, community, and infrastructure.

The Chamber's website includes resources and links to additional racial equity reports and data resources to help members and the public better understand the racial equity condition in the region. Further, the Detroit Data Center website provides public access to demographic measures, including metrics by race and ethnicity. The Research and Data Team supports Chamber programs, partners, and the public with access to data and information to address inequities and gain greater understanding to enact change.



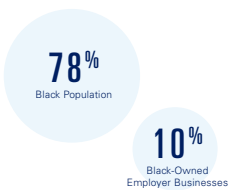
### RACIAL DISPARITIES IN DETROIT BUSINESSES

The U.S. Census Bureau's Annual Business Survey reported **716 Black-owned businesses in Detroit**, which employ workers, compared to 6,153 non-Black-owned employer businesses. Over 5,400 more Black-owned businesses in the city of Detroit would exist if there were a proportional number of Black-owned employer businesses to the Black population of Detroit, with the total number of businesses kept static.

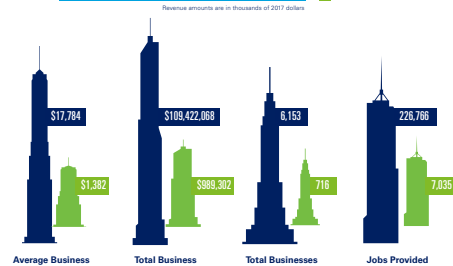
**Microbusinesses represent over 70% of Detroit small businesses**, according to research completed by New Economy Initiative. These businesses, with under 10 employees and under \$250,000 in annual revenue, generally have fewer connections to traditional forms of capital and support. The impacts of the pandemic on small businesses were greater, with over 65% of small businesses with between one and four employees in a weak financial position in September 2020 compared to just 32% of businesses with 50 or more employees, according to the Small Business Credit Survey report by 12 Federal Reserve Banks.

Prior to the pandemic, barriers to growth, including accessing capital, existed for Black business owners. **As challenges remain, reducing barriers for Black-owned businesses would encourage economic recovery and improve opportunities for Detroiters.**

### BLACK POPULATION SHARE VS. BLACK-OWNED BUSINESS SHARE, DETROIT



### DETROIT BUSINESS AT-A-GLANCE

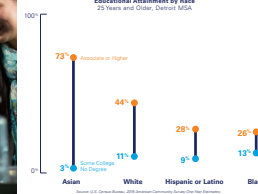


Source: What Would Detroit Businesses Look Like with Racial Parity? Published Aug. 2, 2021, on ChicagoFed.org

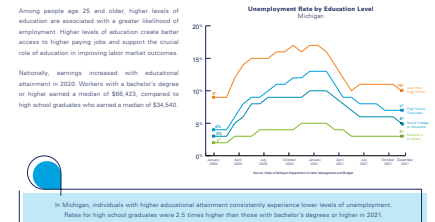


### Educational Attainment Varies by Race and Ethnicity Among Adults

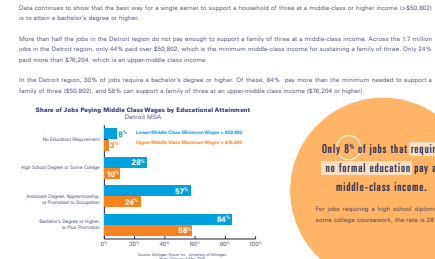
The Asian population reflects the highest rate of associate degree or higher attainment, along with the smallest "some college, no degree" population. The Black and Hispanic or Latino adult population in the region reflects the lowest adult educational attainment rates (28% Black and 28% Hispanic or Latino). The racial groups with the largest share of "some college, no degree" are Black (23%) and white (11%).



### Higher Education Levels Associated with Greater Likelihood of Employment



### Jobs Paying Middle-Class Wages Require Higher Educational Attainment



Only 8% of jobs that require no formal education pay a middle-class income.

For jobs requiring a high school diploma or some college coursework, the rate is 26%.



# EXPANDING PROGRAMS AND COMMUNICATIONS



**ROCKET**  
Mortgage



## BLACK- AND DIVERSE-OWNED BUSINESS SERIES

The Chamber is rolling out targeted professional development sessions on topics like access to capital, small business growth, procurement matchmaking, the digital divide, talent needs, and more. These sessions will feature partners like the Michigan Economic Development Corp.'s Pure Michigan Business Connect program.

In addition, new events will feature roundtable sessions led by by Chamber President and Chief Executive Officer Sandy K. Baruah for medium and large diverse-owned businesses to share ideas and consult with the Chamber.



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION

**PURE MICHIGAN**  
Business Connect

## DETROITERS THINK BIG SMALL BUSINESS PODCAST

Sponsored by Rocket Mortgage, the Chamber launched the podcast to showcase the robust community of small businesses that have reopened and reinvented to continue serving their communities through the pandemic. The speakers shared insight into the perseverance and innovation that got them through trying economic times and how they've charted a course for other small businesses to follow.

In 2022, the Chamber aligned its Detroiters Think Big podcast with NeighborHUB to better promote grantees. Presented in partnership with General Motors, speakers on the podcast share their stories on how they have thrived with the support of their community, and their plans for future community development.

## MINDING MY OWN BLACK BUSINESS SERIES

In partnership with Real Times Media and the Michigan Chronicle, the Chamber is launching the Minding My Own Black Business live event, conversation, and discussion series. The quarterly program features successful Black entrepreneurs and business leaders for unscripted, authentic conversations about their experiences. It is designed to help small- and medium-sized Black businesses throughout the region explore critical topics and overcome challenges or obstacles to their success.

# Detroit

## POLICY CONFERENCE

### DETROIT POLICY CONFERENCE SESSIONS FOCUSED ON EQUITY

The 2021 Detroit Policy Conference gathered business leaders and community members to discuss ways to create equitable economic and policy opportunities for Detroit-based businesses. Sessions included the Future of the Inclusive Workplace, The Future of Neighborhood Investment and Equitable Development, and What's at Stake with Changing Voting Rights.

9 OUT OF 17

SPEAKERS WERE **BLACK**

(Top Left to Right): Detroit Future City's Anika Goss; Blue Cross Blue Shield of Michigan's Bridget Hurd; Detroit Small Business Owner at Small Business Street Exhibit; (Center): Detroit Pistons' Dwane Casey; (Bottom Left to Right): Detroit Small Business Owner at Small Business Street Exhibit; Build Institute's Regina Ann Campbell; Lt. Gov. Garlin Gilchrist II







# EXPANDING PROGRAMS AND COMMUNICATIONS

*Mackinac*  
POLICY CONFERENCE

## RACIAL JUSTICE AND ECONOMIC EQUITY ON MICHIGAN'S CENTER STAGE

One of the pillars of the 2021 Mackinac Policy Conference, under the theme of Reimagining a Healthy Michigan, was advancing racial justice and equity for all. Thought leaders such as Dennis W. Archer Jr., Carla Walker-Miller, Carladenise Edwards, Andre M. Perry, and Suzanne Shank, took the stage to provide insight into the importance of DEI in the workplace, postsecondary education, and Michigan's economic recovery. Equity was a common thread through every discussion, especially in sessions including Racial Equity in the Workplace, High Expectations, High Returns: Investing in Minority Entrepreneurship, Poverty to Prosperity: Building Equity into Michigan's Economic Future, and Investing in Health Equity.

41%

OF SPEAKERS WERE  
PEOPLE OF COLOR

30%

OF SPEAKERS  
WERE WOMEN

(Top Left to Right): Ignition Media Group's Dennis W. Archer Jr.; 2021 Conference Chair and Henry Ford Health's Wright L. Lassiter III; Siebert Williams Shank & Co., LLC's Suzanne Shank; (Center) Walker-Miller Energy Services LLC's Carla Walker-Miller; (Bottom Left to Right): Henry Ford Health System's Carladenise Edwards; Former Republican National Committee Chairman Michael Steele; Brookings Metropolitan Policy Program's Andre M. Perry



WRIGHT L. LASSITER III  
2021 CONFERENCE CHAIR





## ADVOCACY IN ACTION: RALLYING THE BUSINESS COMMUNITY ON VOTING RIGHTS

The Chamber leveraged its clout in the business and political communities in the Detroit region and Lansing to advocate on voting rights issues, specifically against measures that would unreasonably impact people of color. This includes working to find compromise on items like:

- Finding a balance between public support for voter ID at the polls and expanded voting and ballot drop off options.
- Requiring identification for first time in-person voters.
- Implementing regular, periodic affirmation to be on permanent absentee list.
- Ensuring robust signature verification for vote-by-mail ballots.
- Dedication of time and resources to secure appropriate identification for the roughly 130,000 individuals currently without it before requirements are enacted.

In addition, the Chamber recruited more than 40 C-Suite leaders from Michigan's largest companies to issue a joint statement on the importance of access to the ballot and issued its own statement in defense of voting rights with the support of the Chamber Board leadership. Signatories include DTE Energy, Ford Motor Company, General Motors Co., Henry Ford Health System, Quicken Loans/Rocket Mortgage, and Stellantis among others.

### FEATURED SIGNATORIES



**MARY T. BARA**  
CHAIRMAN AND CHIEF EXECUTIVE OFFICER,  
GENERAL MOTORS CO.



**JIM FARLEY**  
PRESIDENT AND CHIEF EXECUTIVE OFFICER,  
FORD MOTOR COMPANY



**WRIGHT L. LASSITER III**  
PRESIDENT AND CHIEF EXECUTIVE OFFICER,  
HENRY FORD HEALTH



**RYAN MAIBACH**  
PRESIDENT AND CHIEF EXECUTIVE OFFICER,  
BARTON MALOW HOLDINGS



**JERRY NORCIA**  
PRESIDENT AND CHIEF EXECUTIVE OFFICER,  
DTE ENERGY



**CINDY PASKY**  
PRESIDENT AND CHIEF EXECUTIVE OFFICER,  
STRATEGIC STAFFING SOLUTIONS



**SUZANNE SHANK**  
PRESIDENT AND CHIEF EXECUTIVE OFFICER,  
SIEBERT WILLIAMS SHANK & CO., LLC



**ARN TELLEM**  
VICE CHAIRMAN,  
PISTONS SPORTS AND ENTERTAINMENT

### KEY TAKEAWAYS

**CHANGES TO VOTING RULES AND PROCESSES** MUST BE MADE CAREFULLY AND NOT CREATE UNREASONABLE IMPEDIMENTS FOR VOTERS.

**IMPROVING SECURITY** COUPLED WITH MORE CUSTOMER-CENTRIC VOTING PROCESSES NEED NOT BE A PARTISAN ISSUE.

**HURDLES TO VOTE**, INCLUDING RESTRICTED PERSONAL RESOURCES AND MORE DIFFICULT POLLING PLACE ACCESS, MUST BE ADDRESSED.

**MORE RESTRICTIVE VOTING RULES** SEND AN UNWELCOMING MESSAGE TO PROSPECTIVE TALENT AND HINDER THE STATE'S ECONOMIC COMPETITIVENESS.

### NATIONAL NEWS HIGHLIGHTS

**The New York Times**

HUNDREDS OF COMPANIES UNITE TO OPPOSE VOTING LIMITS, BUT OTHERS ABSTAIN



FORD, GM AMONG MICHIGAN COMPANIES OPPOSING REPUBLICAN-BACKED VOTING LIMITS



# DEVELOPING, LEADING, AND CREATING

## THE RACIAL EQUITY BLUEPRINT GROUP WORKS TO CLOSE EQUITY GAPS FOR BLACK DETROITERS

The Chamber is one of the initial stakeholder organizations to establish the Racial Equity Blueprint Group, which aims to make the region a national model for closing equity gaps and increase access to opportunity for Black Detroiters. The Blueprint Group was launched by The Skillman Foundation and includes a collaborative of business, philanthropic, and nonprofit entities that are working together with a two-part focus to create measurable, systematic change.

### FOCUS 1: Equity Data

Within the Blueprint Group, a broad spectrum of organizations specializing in gathering and analyzing of equity-based data is convening to better collaborate and coordinate. The group aims to publicly highlight the region's existing equity data assets and make them more publicly available. The group is also providing direction to shape Detroit's upcoming survey in partnership with the Gallup Center on Black Voices.

### FOCUS 2: Collective Action

The Blueprint Group aims to recruit 5,000 regional leaders from boardrooms to neighborhoods who will commit to driving collective action. The leaders will use their sphere of influence to advance equity in Detroit by committing to actionable plans to improve the lived experience of the next generation of Detroiters.

In spring, the initial Blueprint Group stakeholders held two community briefings to share its vision and intended work with nearly 80 leaders from business, philanthropy, and nonprofit entities. The purpose of the briefings was to discuss work underway and increase stakeholder engagement.

## INITIAL BLUEPRINT GROUP STAKEHOLDERS

THE REGION'S LEADING DATA PROVIDERS AND CIVIC, BUSINESS, AND PHILANTHROPIC LEADERS

BANK OF AMERICA

DATA  
DRIVEN  
DETROIT

DETROIT  
FUTURE  
CITY

DetroitRegionalChamber

GALLUP®

M&MFisher  
Max M. & Marjorie S. Fisher Foundation

NEW  
DETROIT  
A RACIAL JUSTICE ORGANIZATION

M POVERTY SOLUTIONS  
UNIVERSITY OF MICHIGAN

The Skillman  
Foundation

WAYNE STATE  
UNIVERSITY  
Damon J. Keith Center for Civil Rights

## BRINGING THE GALLUP CENTER ON BLACK VOICES TO DETROIT

As part of its efforts to increase equity and outcomes for all Detroiters, the Chamber is leading the charge to bring the Gallup Center on Black Voices to Detroit. The Center is Gallup's flagship research initiative devoted to studying and highlighting the experiences of more than 40 million Black Americans and tracking progress and outcomes.

Detroit will be one of the first cities in the country working with Gallup to launch a hyper-local survey of the experience of Black Detroiters. The Blueprint Group members and other business and philanthropic stakeholders are working with Gallup to shape Detroit's survey. The survey will launch in Detroit summer 2022 and the results will provide new, unique data that shows the perceptions, feelings, desires, and life experience of Black Detroiters.

## DATA TO DRIVE COLLECTIVE ACTION

Gallup will assist the region in forming a new data center that combines analysis of the region's existing data with the new Gallup data. Blueprint Group stakeholders and other community partners will use the data to drive new collaborative collective action initiatives in the city with the goal to increase equity and improve outcomes for Black Detroiters. The ongoing partnership with Gallup will also measure the impact of the collective action initiatives year-over-year and inform future collective action.

### HOW WILL THE DATA ANALYSIS AND COLLECTIVE ACTION WORK?



### COMMITTED STAKEHOLDERS

**Barton  
Malow**

**DTE  
Foundation**

**GILBERT  
FAMILY FOUNDATION**

**HENRY  
FORD  
HEALTH**

**PISTONS  
SPORTS & ENTERTAINMENT**

**The Skillman  
Foundation**

**The Song Family  
Foundation**



**DETROITCHAMBER.COM/EQUITY**