

DRAFT

REQUEST FOR INFORMATION

METROPOLITAN MILWAUKEE ASSOCIATION OF COMMERCE

This is a request for information (RFI) only. It is issued solely for information and planning purposes and does not constitute a Request for Proposal (RFP) or a promise to issue an RFP in the future.

OBJECTIVE

The MMAC is seeking information on how an interested contractor would design a research project to identify:

1. Employer and community based barriers to increasing the percentage of African American and Hispanic workers in management positions in Milwaukee area companies with 100 or more employees. (See Attachment 1)
2. Programs and practices which have proven to contribute to successful recruitment, retention and/or promotion of minorities in management positions.

BACKGROUND

A survey of 500 business leaders, including the MMAC Board of Directors, identified “racial disparity” as Milwaukee’s biggest liability.

MMAC compiled data on Milwaukee’s diverse populations, including the major indicators of prosperity: education, employment, housing, poverty and workforce participation. This data provided a comparison of the relative racial gap in Milwaukee compared to 20 other peer metro areas. Milwaukee ranked at or near the bottom of peer cities in all of the indicators.

In response, the MMAC board engaged in round table discussions and hosted a panel of business leaders from the African American Leadership Summit. The raw statistics and the raw emotion expressed by the panel on the challenges of living and working in Milwaukee as a person of color moved the board to commit to find ways to make diversity an asset for Milwaukee and its employers.

A volunteer working group of the board discussed the multi-faceted issue of racial disparity and the range of approaches needed to improve outcomes, including early childhood and K-12 education, internship programs, supplier diversity, workforce development and inclusive leadership training.

Based on EEOC data, total employment in Milwaukee-area companies with 100+ employees is 360,000 people - 74% White, 14% African American, and 7% Hispanic. Management employment accounts for 43,000 of the 360,000 jobs. By race 89% are White, 4% African American and 3% Hispanic. (As a percentage of the region's population Whites account for 67%, African Americans 16% and Hispanics 11%).

Following much discussion, and based on the unique strengths of MMAC as a business membership organization, the group identified increasing the number of diverse managers in Milwaukee area companies as a potential goal. In this employer group African Americans and Hispanics hold 7% of the management jobs or about 3000 positions. Adding 1500 diverse managers (50% increase) over the next 5 years, would likely result in corresponding improvements at other employment levels and in overall socioeconomic status.

The next steps are:

- Gain Board approval for MMAC leadership and support of this strategy.
- Identify a partner who could facilitate confidential cross-company surveys, interviews and /or focus groups to provide feedback critical to an assessment of the barriers and assets to working and living in Milwaukee as a person of color.
- Solicit participation from a representative group of employers and their diverse managers.
- Utilize the input and feedback from the diverse management/leadership group to develop a plan of action that will make a difference over the next 5 years.
- Develop a budget and identify the resources to carry out this agenda.

TIMELINE

The timeline for the research phase of the diversity initiative is from April to September, 2018.

DELIVERABLES

MMAC would expect monthly updates on the progress of the study and any significant findings or obstacles encountered to date.

By October 2018, MMAC would expect a written report, with executive summary, presenting significant research findings and strategy recommendations identified by the study. The report would also describe the research methods used, the number of research participants involved and methods used to identify key research findings.

Researchers would also provide a summary PowerPoint of their report and make one or more presentations of the findings to the companies and participants involved in the study.

OWNERSHIP

MMAC will retain sole ownership of the findings, written report and presentation and will make all decision on distribution and use.

LIMITATIONS

At present, for reasons of confidentiality, we do not think interviews and focus groups should be videotaped. Audio tape recording and transcriptions are acceptable, but for use only by MMAC and the researchers.

INFORMATION REQUESTED FROM POTENTIAL CONTRACTORS

1. Outline of research design
2. Timeline
3. Background, qualifications and experience of project and discussion leaders
4. Description of similar prior experience
5. Administrative and other support contractor will need from MMAC
6. Cost and expenses

ATTACHMENTS

1. List of potential corporate/employer participants
2. Comparison data on prosperity indicators for African Americans in metro Milwaukee and 20 peer metro areas
3. Comparison data on prosperity indicators for Hispanics in metro Milwaukee and 20 peer metro areas
4. Selected Indicators for AA population
5. Selected Indicators for AA population

ATTACHMENT 1

Potential employer participation list

	<u>COMPANY</u>	<u>EMPLOYEES</u>
1	Aurora Health Care	32,000
2	Badger Meter Inc.	1,103
3	BMO Harris Bank	4,520
4	Briggs & Stratton Corporation	7,100
5	Deloitte	375
6	Direct Supply Inc.	1,200
7	Fiserv Inc.	30,004
8	Foley & Lardner LLP	550
9	Froedtert / Medical College	8,350
10	GE Healthcare	3,800
11	Harley-Davidson Inc.	9,000
12	HUSCO International	690
13	Johnson Controls Inc.	2,500
14	Kohl's Department Stores Inc.	125,000
15	ManpowerGroup	1,300
16	The Marcus Corporation	3,000
17	Metal-Era Inc.	80
18	MGIC	793
19	MillerCoors	2,430
20	Milwaukee Electric Tool Corporation	500
21	Mortara Instrument Inc.	399
22	Northwestern Mutual	4,000
23	Quad Graphics	8,500
24	Robert W. Baird & Co. Inc.	2,175
25	Rockwell Automation Inc.	20,000