BACKGROUND
MMAC surveyed its board of directors and 500 corporate leaders who identified racial disparity as one of the region’s biggest liabilities. We then formed a working group to identify and recommend actions that would help employers and the region improve metro Milwaukee as a location of choice for diverse talent.

THE DATA
We compared Milwaukee to 20 of its peer regions using seven measures of economic prosperity across each ethnic group (white, African American, Hispanic). We then ranked each region on these measures. Milwaukee ranked 6th among peer regions for the prosperity of its white population and last for the African American and Hispanic populations. Milwaukee also had the largest gap in prosperity between its white and African American and white and Hispanic populations.

THE RESEARCH
MMAC engaged consulting firms with extensive experience in diversity, equity and inclusion to create a baseline of information from diverse talent on the barriers, challenges and opportunities of working and living in metro Milwaukee. This project included:

- 32 participating organizations with 125,000 in collective employment
- 1,100 survey responses
- 17 focus groups
- Talk-Back sessions with HR and Diversity professionals
- HR/D&I Roundtable meetings
- 15 CEO interviews

KEY SURVEY TAKEAWAYS
From more than 1,000 diverse managers responding:

- 60% believe that diversity and inclusion efforts at their company are focused on meeting compliance goals, not on improving company culture
- 62% of African American managers feel they have limited exposure to opportunities
- 56% of Hispanic/Latino managers feel they are overlooked or ignored
- 43% of diverse managers felt discrimination or bias in their workplace
- 64% of diverse managers felt discrimination in the community
**THE GOAL:**
**BY 2025, INCREASE DIVERSE MANAGEMENT BY 25% AND DIVERSE EMPLOYMENT BY 15%**

Organizations committed to the Region of Choice goals are in the process of submitting baseline employment data for 2018. MMAC will annually benchmark against this baseline to chart progress toward increasing diverse management and employment.

**THE PLEDGE**
As of February 2020, nearly 90 companies representing 140,000 employees in metro Milwaukee have committed to achieving this numeric goal in aggregate as well as moving the needle on key metrics for workplace and community culture.

Research shows that African American and Latino/Hispanic communities in the Milwaukee Region have a significant gap in economic prosperity measures compared to 20 peer regions across the country. While we strive to make progress in every aspect of diversity, this pledge is intended to address the acute disparities facing African American and Latino/Hispanic professionals in our community.

**REGION OF CHOICE COLLECTIVE**
February 19, 2020: Representatives from organizations participating in the pledge meet to discuss the challenges and opportunities we face in making this goal a reality. This forum provides a platform for:
- Sharing insights, best practices & challenges
- Building a community of learning
- Strengthening a network with like-minded professionals
- Accessing resources

**THE PATH FORWARD — 2020**

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<thead>
<tr>
<th>February</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>September</th>
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<tbody>
<tr>
<td>1st meeting of ROC Collective</td>
<td>ROC CEOs in Conversation event date TBD</td>
<td>MRA Diversity &amp; Inclusion Leadership Conference May 13, 2020</td>
<td>2nd ROC Collective Meeting: Best Practice Showcase (tentative)</td>
<td>3rd ROC Collective Meeting: Community Partner/ Diverse Pipeline Showcase (tentative)</td>
<td>4th ROC Collective Meeting: Showcase of Tools/Resources (tentative)</td>
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Resource Directory/Web Portal Development

MMAC.org/DiverseTalent.html