



**REGION
OF CHOICE**
INITIATIVE

**Improve the recruitment,
retention and advancement
of Black & Brown talent**

MMAC
METROPOLITAN MILWAUKEE
ASSOCIATION OF COMMERCE

Julie Granger
Executive Vice President

Corry Joe Biddle
VP, Community Affairs



REGION OF CHOICE PATHWAYS



Representation pledge (Pathway 1)

Improve the recruitment, retention and advancement of Black and Brown talent in their workforce.



Educational attainment & career development opportunities (Pathway 2)

Eliminating the education gap between White and Black and Brown students by growing the number of seats in high-quality schools by 5,000



Supplier diversity & entrepreneurship (Pathway 3)

Increase the diverse spend within corporate supply chains to help new businesses start and scale growth.



REGION OF CHOICE REPRESENTATION PLEDGE

120+ organizations with 119,700 employees
committed to advancing Black & Brown
talent over five years



Region of Choice Companies

ABAXENT

Addison-Clifton

Advocate Aurora Health

American Family Insurance
Group

American Roller & Plasma
Coatings

Ascend Talent Strategies

Ascension Wisconsin
Corporate Office

Associated Bank

Astronautics Corporation of
America

ATI Forged Products

Badger Meter

Beer Capitol Distributing Co.

BMO Harris Bank

Briggs & Stratton

Broan-NuTone

C2

Centers for Independence

CG Schmidt Inc.

Charter Manufacturing Co.

Children's Wisconsin

Circa

City of Wauwatosa

Colorful Connections

Columbus McKinnon Corp.

Cross Management Services

Dedicated Computing

Deloitte

Diamond Discs International

Educational Credential

Evaluators

Ernst & Young

First Midwest Bank

FIS

Foley & Lardner

Froedtert Health

GE Healthcare

Generation Growth Capital

GenMet

GO Riteway

Transportation Group

Godfrey & Kahn

Good Karma Brands
Milwaukee

Goodwill Industries of
Southeastern WI
& Metro Chicago

Grant Thornton

Greater Milwaukee
Foundation

Greendale School District

HARIBO of America

Harley-Davidson

Haywood Group

Herzing University

Husch Blackwell

Husco International

Independence First

Johnson Controls

Johnson Financial Group

JP Cullen

JWS Classics

Kane Communications Group

Kohl's

Komatsu Mining Corp.

KPMG LLP

LifeWorks Coaching
& Training

Lubar & Co.

Luxe Incentives

Magellan Promotions



Region of Choice Companies

ManpowerGroup

Marcus Center for the
Performing Arts

Marcus Corporation

Medical College
of Wisconsin

Metal-Era

Metro Milwaukee Society
for Human Resource
Managers (MMSHRM)

MGIC

Michael Best & Friedrich

Milwaukee Area
Technical College

Milwaukee Brewers
Baseball Club

Milwaukee Bucks
& Fiserv Forum

Milwaukee Tool

MMAC

Molson Coors Beverage
Company

Mortenson

MRA-The Management
Association

Mueller Communications

Northwestern Mutual

Old National Bank

PAX Holdings

Payne + Dolan | A Walbec
Group Company

PNC Bank

PricewaterhouseCoopers
(PwC)

Prism Technical Mgt
& Marketing Services

Professional Dimensions

PS Capital Partners

QPS Employment Group

Quad

Quarles & Brady

Reinhart Boerner

Van Deuren

Rexnord

Rivera & Associates Marketing

Robert W. Baird & Co.

Rockwell Automation

Rogers Behavioral Health

SaintA

SEEK Careers/Staffing

Selzer-Ornst Company

Sikich

SPEARity

Superior Support Resources

TEMPO

Town Bank

Trans International

Trefoil Group

University of Wisconsin
- Milwaukee

University of Wisconsin
- Parkside

Versiti Wisconsin

VISIT Milwaukee

von Briesen & Roper

Waukesha Metal Products

WEC Energy Group

Wells Concrete

Wenthe-Davidson
Engineering Co.

Willis Towers Watson

YMCA of Metropolitan
Milwaukee

Zurn Water Solutions



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Employment Data

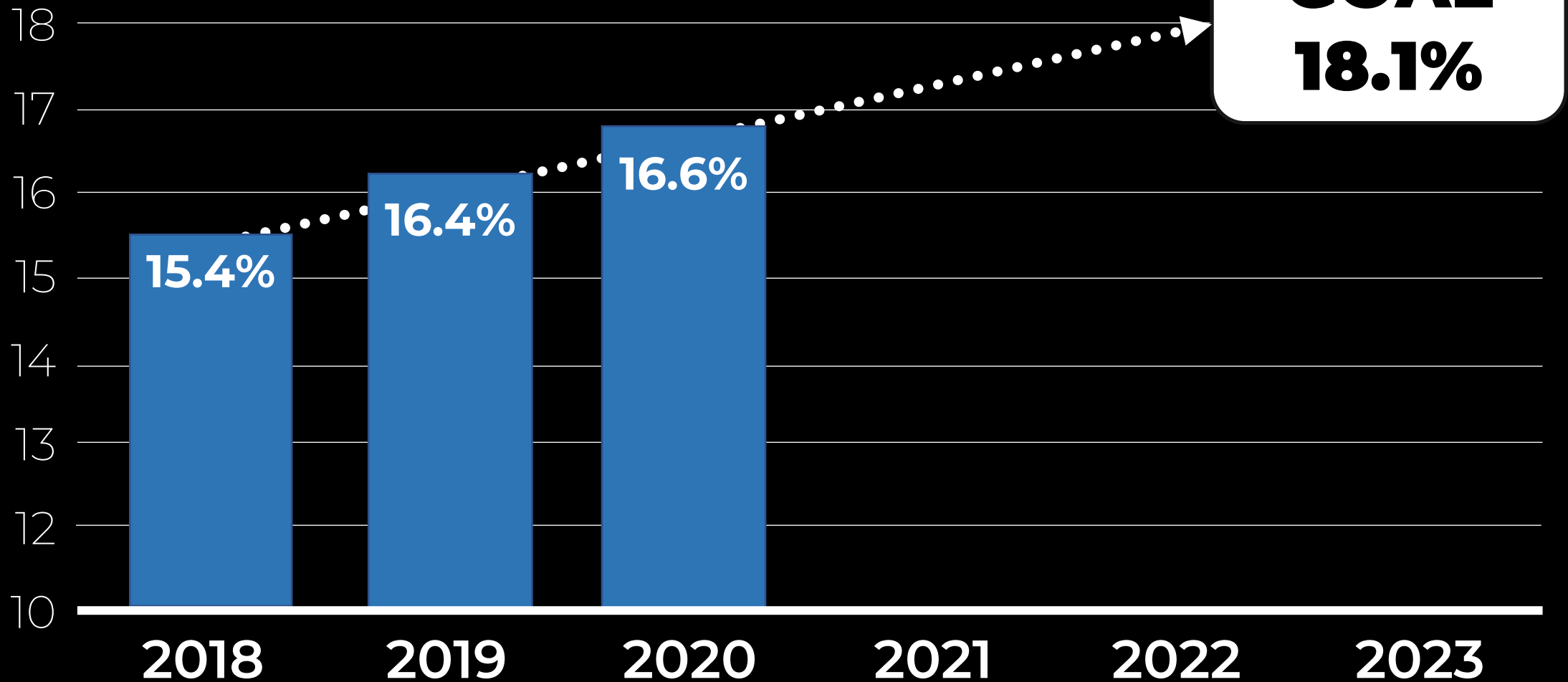


Region of Choice Companies

% change in total employment

	2020	Change from 2018	
Total Employment	119,423	-1,167	-1%
African American	12,748	+556	+6.2%
Hispanic/Latino	6,959	+602	

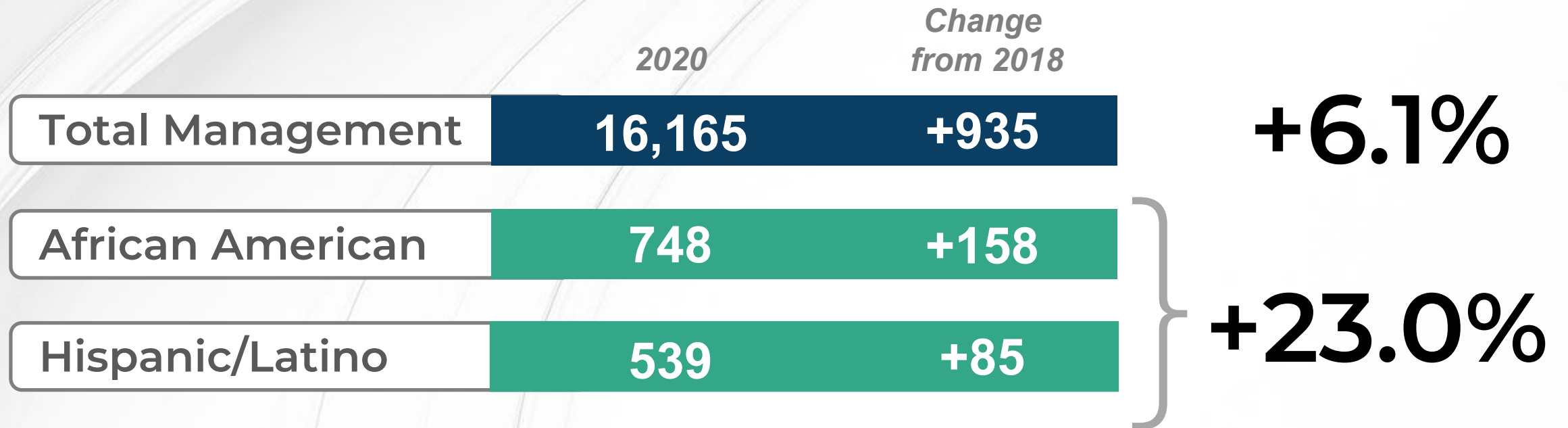
Black & Brown talent as a % of total employment



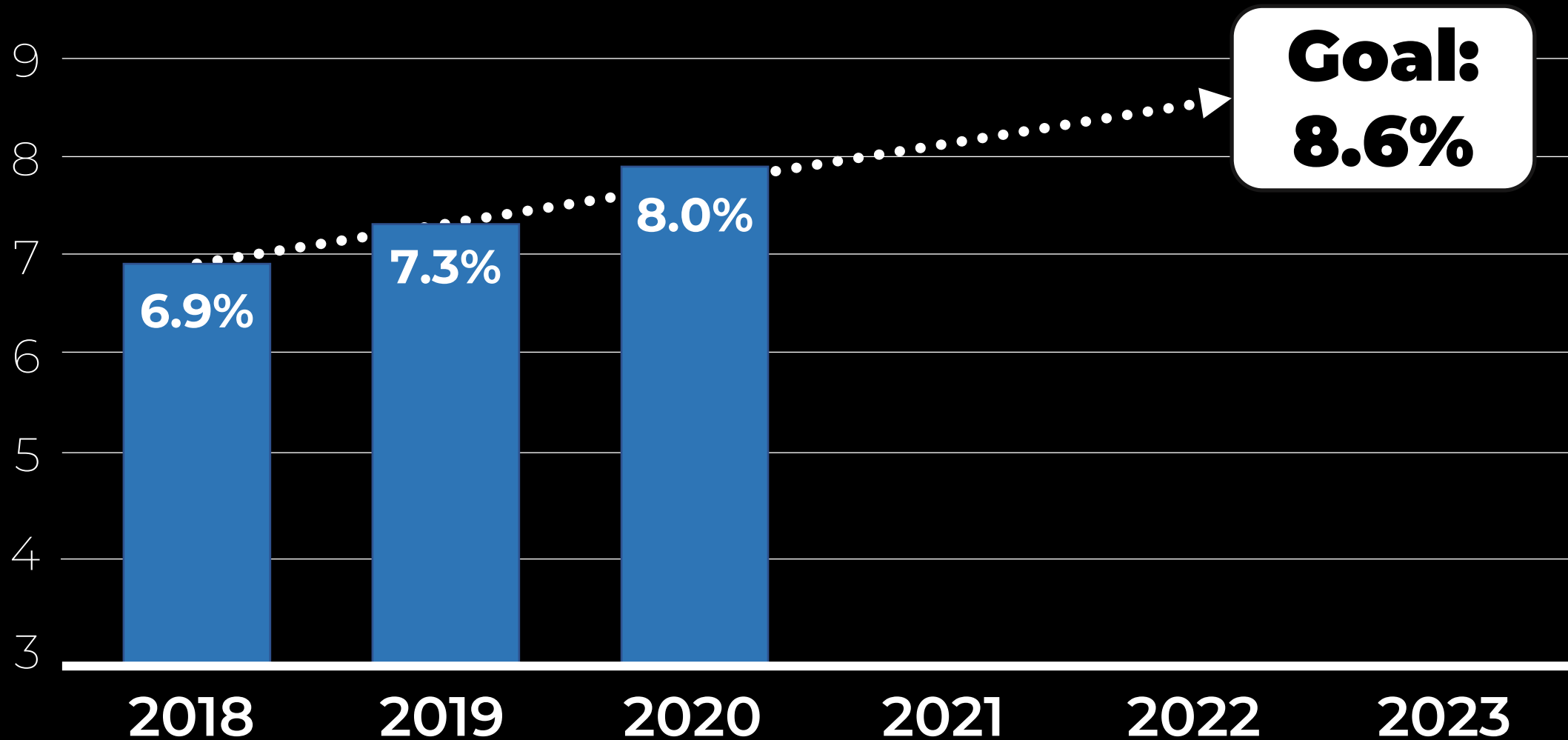


Region of Choice Companies

% change in total management



Black & Brown talent as % of total management





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Culture Survey



Culture Survey: **2,000** management employee responses

**Would you
recommend
your company as
a place to work?**



**Would you
recommend
Metro Milwaukee as
a place to live?**

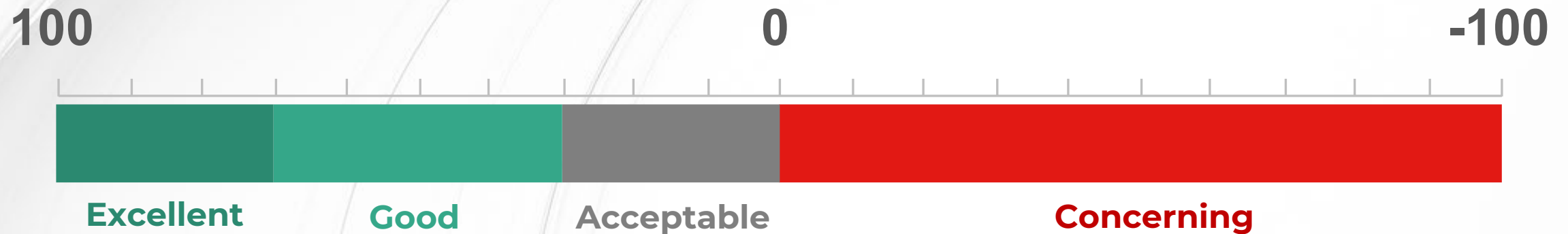
Net Promoter Score



Scoring Example:

PROMOTERS – **DETRACTORS** = Net Promoter Score

$$60\% - 20\% = 40$$

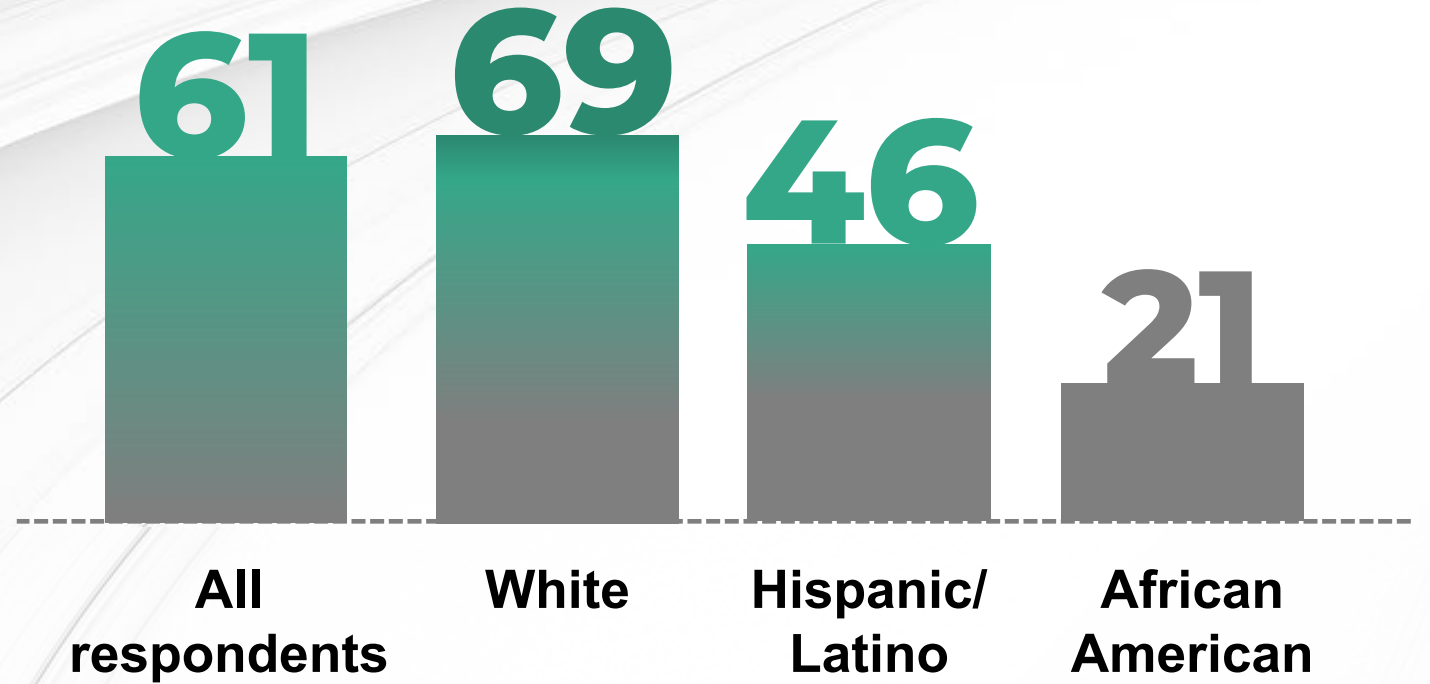


**How likely
are you to
recommend
working at your
company?**

100
0
-100



Net Promoter Score



*How likely
are you to
recommend
working at
your
company?*

“At work, I feel great sense of mission and a firm commitment to making a difference for our community, region, and state.”

“While workloads are always high at our company, it is rewarding to be part of one that is always striving to do things well.”

“There is still a lot of work to do to get hiring leaders to implement the practices we talk about.”

“The volume and pace are a bit challenging right now, and for talent of color, there are areas of improvement needed for a strong inclusive culture.”

*How would
you assess
your
company's
efforts to
create
a culture of
inclusion &
belonging?*

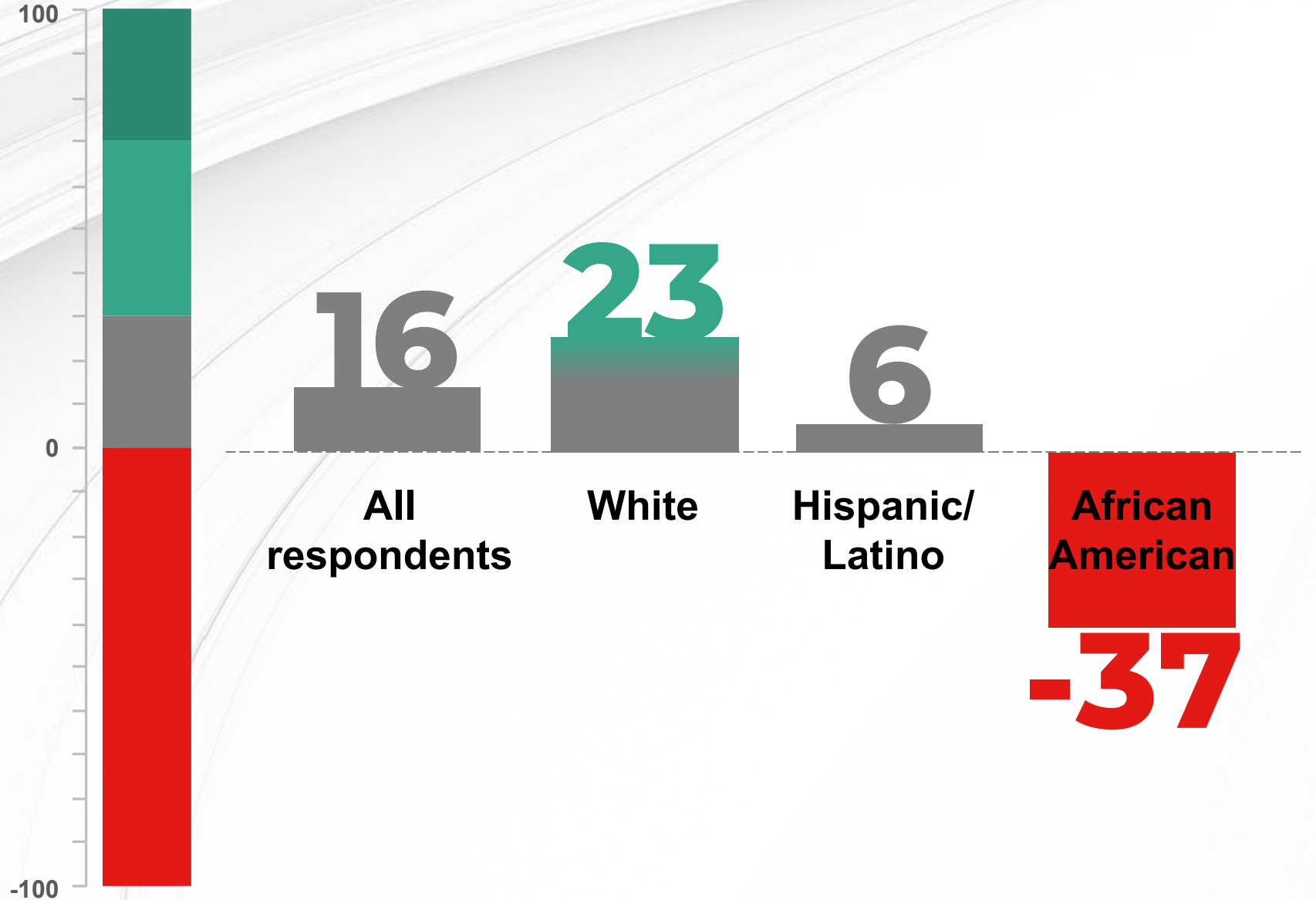
"I feel the Executive Team is serious about diversity and inclusion. I've never worked with such a diverse group of people and truly enjoy how everyone's differences are accepted and respected."

"I think there is a high level of engagement and commitment coming down from senior leaders, but leaders lack a skill set to handle difficult scenarios involving DE&I."

"We don't seem to focus on the basic understanding needed to have effective change and conversation. (Example - my manager doesn't even understand what white privilege means.)"

Net Promoter Score

Would you recommend Metro Milwaukee as a place to live?



*How likely
are you to
recommend
metro
Milwaukee as
a place to
live?*

“We have a terrific lakefront, lots to do, arts, music, sports. And education opportunities are abundant.”

“I was hesitant moving to Milwaukee but once I got here, I quickly realize that the city is diverse, small and a nice place to live.”

“It is hard enough to recruit to Milwaukee because of the winters. Now there are increasing concerns of personal safety.”

“The systemic problems caused by racism have created poverty, which breeds hopelessness, which breeds crime.”

“Milwaukee is a fine enough city but it's missing the thriving Black and Latino middle class. The brain-drain is a deterrent to the attractiveness of the city and one of the driving forces behind my desire to relocate.”

Action Plan



**Regularly
convene
CEOS, HR/DEI
leaders &
managers**



**Convene
recruiters for
best practices
in recruiting
Black/Brown
talent to MKE**



**Provide
“playbooks”
for companies
at all stages
of DEI
strategies**



**Connect
Black & Brown
talent to
metro MKE
and each
other**



REGION OF CHOICE SUPPLIER DIVERSITY & ENTREPRENEURSHIP

*Mobilizing private sector action for wealth creation
through business development & entrepreneurship*

Opportunity: Business Growth for Wealth Creation

Among 21 peers, Milwaukee ranks 17th lowest in Black and Brown entrepreneurship rates. Growing diverse businesses offers shared value for corporations, the economy, and the community:

Value to Member Corporations

- Recruiting and retaining diverse talent
- Capturing market share with current and future consumers, majority diverse
- Builds reputation and helps achieve corporate objectives

Value to Regional Economy

- Expands local GDP
- Fosters economically-secure neighborhoods & boosts tax base
- Inclusive business ecosystem can attract entrepreneurs

Value to Our Community

- Creates and retains jobs, especially for other people of color
- Boosts incomes, benefits, and advancement opportunities
- Promotes inter-generational asset-building

2022-2024 Preliminary Recommendations

Leadership Commitment: Identify collective pledge around metrics

Build CEO-level commitment to racial equity, particularly on wealth creation, accelerating Region of Choice goals

Corporate Business Diversity Cohort: Promote to corps and diverse companies

Pilot a “Region of Choice” intensive cohort of 10-15 corporations seeking to learn more and increase supplier diversity,

Targeted Business Connections: Catalog diverse suppliers, products & services

Strengthen MMAC member connections with Metro Black and Brown businesses, driven by company needs

Targeted Business Capacity Building: Develop resource portal

Strengthen equitable business support ecosystem, with greater investment from private sector

Policy Advocacy: Work toward one registration for designation

Advocate for leveling the playing field for Black and Brown business development





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