

COMMISSION ON ECONOMIC INCLUSION



COMMISSION
on Economic Inclusion

A program of
GREATER CLEVELAND
partnership

Serving as a Catalyst to Advance
Regional Economic Inclusion





The Commission on Economic Inclusion, a program of the Greater Cleveland Partnership, works to significantly improve the meaningful involvement of minority businesses and individuals in the economic engines that drive Northeast Ohio.



The Greater Cleveland Partnership mobilizes private-sector leadership, expertise and resources to create jobs and wealth and improve the economic vitality of the region.

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OUR AGENDA

Our agenda is focused on achieving measurable, demonstrated successes through:

- Increases in board, senior management, workforce and supplier diversity among our membership
- Increases in the total revenue, value, size, and number of employees for Northeast Ohio's minority-owned businesses

OVERVIEW

Created in 2000, the Commission on Economic Inclusion (the Commission) is a broad-based group of employers and community leaders who are working to ensure that economic inclusion is integrated into all aspects of Northeast Ohio's economic development agenda.

Launched as a program of the Greater Cleveland Roundtable with 28 member companies and organizations, the Commission quickly grew to 61 members under the leadership of founding Co-chairs Alexander M. Cutler, chairman and CEO of Eaton Corporation, and Congressman Louis Stokes. Their leadership team of 50 business and community representatives focused the Commission's efforts on developing and implementing a locally based set of interrelated initiatives that would make Greater Cleveland's diversity a source of economic strength.

In 2004, the Commission became a program of the Greater Cleveland Partnership (GCP), a new organization created through the consolidation of three of the Commission's founding organizations—Cleveland Tomorrow, the Greater Cleveland Growth Association, and the Greater Cleveland Roundtable. With more than 16,000 members, the GCP is an association of Northeast Ohio companies and organizations and one of the largest metropolitan chambers of commerce in the nation. The GCP's organizational core includes its small-business partner, the Council of Smaller Enterprises (COSE), a one-stop resource for small businesses.

The GCP focuses on mobilizing private-sector leadership, expertise and resources to create jobs and leverage investment to improve Greater Cleveland's economic vitality. As a program of the GCP, the Commission works closely with other economic development organizations

More than 100 of Northeast Ohio's major employers are Commission members. The largest industry segments are healthcare, higher education, professional services and manufacturing.

to achieve its inclusion goals and to support regional economic growth.

Our current membership is composed of more than 100 employers, approximately 60 percent for profit, and 40 percent nonprofit and government entities. Commission members have a combined workforce of close to 200,000 individuals in Northeast Ohio and more than 575,000 employees throughout the United States.

We focus on increasing diversity and inclusion among our members. Progress is measured annually in four areas: board membership, senior management, workforce and suppliers. All member CEOs sign commitment forms pledging that their organizations will use their "best efforts" to achieve their self-determined diversity and inclusion goals.

A copy of the commitment form can be accessed on our Web site at www.commission-inclusion.com.

VALUE PROPOSITION

The Commission on Economic Inclusion serves as a catalyst for advancing economic inclusion in the Northeast Ohio employer community. Our overarching goal is to provide value to our members, minority professionals, minority business enterprises (MBEs) and the region by:

Assisting Northeast Ohio employers with developing and implementing structure and practices to successfully recruit and retain a diverse range of executives, managers and other members of the workforce, and build connections with diverse suppliers;

Research has shown that incorporating diverse thinking and approaches into organizational strategies and problem-solving enables employers to generate more successful outcomes and improve their bottom line.* We provide our members with a variety of resources to develop diversity management and economic inclusion goals and produce measurable results including:

- An annual Breakfast Briefing for CEOs, which led to the creation of guidelines for organizational diversity and inclusion leadership;
- Quarterly educational and networking forums for diversity and HR professionals;
- Measurement and assessment tools to chart and compare progress on an annual basis.

You'll find more about Commission member benefits on Page 4.

Increasing opportunities for minority businesses to fully participate in the region's economy.

In 2008, the Commission launched the Minority Business Accelerator 2.5+, an initiative that connects capable African American and Hispanic MBEs with prospective corporate, nonprofit

and government customers in a 16-county region of Northeast Ohio. The MBAccelerator 2.5+ serves as a business developer by identifying business opportunities, preparing participating MBEs for business deals, and working to build win-win business relationships for those MBEs, the corporate community and the public sector.

Helping to improve Northeast Ohio's overall economic vitality by implementing an agenda that: (1) helps employers utilize diversity and inclusion to positively impact their bottom line and (2) builds wealth and increases buying power among minority citizens.

By working with our members and MBEs, the Commission is helping to drive positive change in the region's economy by:

- Providing a framework through which employers can develop and implement diversity management and economic inclusion strategies to improve their performance and increase their competitiveness;
- Establishing relationships that can build wealth and create multigenerational businesses among minority populations; and
- Identifying opportunities that will help minority-owned businesses create jobs and invest in minority communities.

*Gwen Moran, *The Business Case for Diversity*, Fifth Edition, 2006



The CEO 5 x 3 agenda for economic inclusion was developed by member CEOs to guide inclusion efforts in a challenging economy.



ACCOMPLISHMENTS

The Commission on Economic Inclusion is the first partnership-based effort to improve the level of inclusion—through measurable results—in the Northeast Ohio business community. Accomplishments include:

- Increasing its membership base to more than 100 Northeast Ohio employers
- Launching the successful Minority Business Accelerator 2.5+ that is growing the size, scale and value of African American and Hispanic-owned businesses in the region
- Executing an annual Employers Survey on Diversity™ (benchmark data for members)
- Partnering with the national publication DiversityInc in the creation of measurement tools for its members
- Receiving national recognition for the innovative establishment of a region-wide effort to improve diversity and inclusion among employers
- Achieving measurable results and provided support and best practices to help members improve board, senior management, workforce and supplier diversity
- Developing criteria for and recognized “Best in Class” winners
- Working with local business leaders and the financial community to establish the Minorities with Vision (MWV) Pinnacle Fund (\$24 million minority venture fund)
- Hosting successful CEO Breakfast Briefings
- Delivering conferences and workshops to help minority-owned businesses in construction and construction-related industries secure bonding.

MEMBER BENEFITS

Commission on Economic Inclusion members are committed to using self-directed best efforts to create, implement and achieve diversity management and economic inclusion goals within their organizations. To assist in these efforts, we offer several benefits to help our members develop goals and produce measurable results. These include:

Connections to diverse suppliers. Our staff works with members to identify addressable-spend opportunities and local minority-owned businesses with the capability and capacity to provide those goods or services.

Membership in the Commission's Diversity Professionals Group (DPG). DPG members are invited to attend quarterly forums for constructive problem-solving, the sharing of best practices, networking and participating in educational programming about diversity and inclusion issues. (Please see Page 5 for details.)

Receiving relevant data regarding diversity and inclusion in the workplace. All members are expected to participate in the annual Employers Survey on Diversity™, which tracks data and trends in board, senior management, workforce and supplier diversity. In addition to a comprehensive survey analysis, all participating organizations receive a confidential scorecard comparing their results to those of similar survey participants and to national averages in their industry sector (national data provided by *DiversityInc* Top 50 companies).

Access to proven resources that increase senior management, workforce and supplier diversity including:

- Minority Business Accelerator 2.5+
- Recruiters specializing in diverse job candidates
- Consultants specializing in building organizational diversity and inclusion
- Online best-practices repository
- CEO briefings

Opportunities to be recognized publicly for demonstrated commitment to diversity and inclusion through:

- Recognition as best-in-class for diversity and inclusion achievement
- Participation on the Commission's Advisory Board and committees
- Hosting diversity-related meetings, conferences and receptions
- Sponsorship of diversity-related events including the Commission's Annual Meeting

For more information, please visit the Commission's Web site www.commission-inclusion.com.



THE DIVERSITY PROFESSIONALS GROUP

The Commission's Diversity Professionals Group (DPG) is composed of senior-level diversity and HR staff from Commission member organizations who are responsible for developing and implementing diversity management goals and initiatives within their organizations. Member organizations may designate one or more representatives to participate.

Topics for the group's quarterly forums include:

- *Presentation of policies and practices by the Commission's best-in-class winners*
- *Minority employee recruitment and retention strategies*
- *Succession planning and minority executive development*
- *Employee resource councils*
- *Effective application of cultural competency principles*

DPG members also help facilitate and participate in our annual CEO Breakfast Briefing and may volunteer to serve on Commission committees. For more information, please email us at commission@gcpartnership.com.

JOIN US!

As a member of the Commission on Economic Inclusion, your organization is part of concerted efforts to utilize diversity management and economic inclusion to help strengthen our region's economy.

There is no cost to join the Commission. Our member companies and organizations are headquartered, or have significant presence, in the Northeast Ohio counties of Ashtabula, Cuyahoga, Geauga, Lake, Lorain, Medina, Portage, Stark and Summit. Our most current member list is included as an addendum to this brochure and can be found on our Web site www.commission-inclusion.com.

Commission members recognize that diversity and economic inclusion are important components of an organization's strategic objectives and long-term plans for growth. We're positioned to help our region's employers launch diversity and inclusion initiatives or improve their performance in this area. As a program of the Greater Cleveland Partnership, we also are able to connect these accomplishments to the business community's regional economic development agenda.

"...In the past decade, diversity management has grown from a compliance-based offshoot that only examined racial and gender diversity in the workplace... to what organizations increasingly consider the most vital aspect of their ability to be competitive..."

DiversityInc.com

We invite you to become part of our effort, which is supported by many of the region's leading employers, to make Northeast Ohio's diversity a source of economic strength. To learn more, please contact us at (216) 592-2213 or commission@gcpartnership.com.

WHAT OUR MEMBERS SAY...



“Cuyahoga Community College recognizes that incorporating diversity throughout the institution represents an investment

in the community-at-large and that this investment starts at the top. The senior leaders of the college comprise a diverse and inclusive team ensuring that students, faculty, administrators and all community stakeholders have the opportunity to make the most of what the college has to offer. We are pleased to be a member of the Commission, and we fully utilize all of its resources to support our own organizational diversity and inclusion goals.”



Dr. Jerry Sue Thornton
President
Cuyahoga Community
College



Commission provides best practices and benchmarks

MetroHealth Medical Center, a 731-bed teaching hospital and major regional referral site, is the heart of The MetroHealth System. Annually, MetroHealth Medical Center cares for over 29,000 inpatients, including 3,000 newborns, and records nearly 90,000 Emergency Department visits.

A diverse workforce is vital to addressing the health care needs of our community and diverse patient population today. We emphasize diversity, inclusion, and cultural competency: These values support everything we do for our patients, families, employees, vendors, and the community.

MetroHealth is proud of its diverse workforce and patient population. We continue to implement strategies to help ensure that our workforce is reflective of our patient and community population.

The Commission helps MetroHealth’s diversity efforts by: identifying best practices; annually tracking progress and sharing successes among member organizations. Another benefit is the Diversity Professionals Group. The meetings provide exceptional learning opportunities, from individual exchanges of ideas to workshops with national experts.

Our Supplier Diversity Initiative is a direct result of working with the Commission. We actively track spend with minority vendors and identify opportunities to contribute to the growth and success of our community.

Winnie Mason, Chief Diversity Officer

“Diversity is not about counting heads and checking boxes. It is about creating an environment that welcomes all, provides opportunities for all, and fosters success for all. In that sense, it is not something we simply achieve. It is a state for which we endlessly strive, a benchmark to which we aspire.”

Alfred F. Connors, M.D.
Chief Medical Officer



Additional resources support our diversity initiatives

Time Warner Cable is the second-largest cable company in the United States, serving approximately 14.6 million customers in 33 states. With nearly 47,000 employees across the country, Time Warner Cable brings the digital age into America's homes delivering video, internet and phone services.



Diversity and inclusion is not only a commitment at Time Warner Cable, it's an attitude that impacts the way we involve, understand and meet the needs of our employees, customers and communities. As a company, Time Warner Cable embraces and values the uniqueness of each individual to create a culture of excellence that fosters innovation, creativity and customer focus.

Diversity and Inclusion Workshops and training are offered to all employees to ensure diversity goals are embedded in the organization. A formal mentorship program provides employees the opportunity to build skills and knowledge to achieve their own development goals. In addition, regional and divisional councils sponsor and plan events to foster a culture that embraces and

values the uniqueness of Time Warner Cable employees, customers and partners.

Time Warner Cable's partnership with the Commission has enabled the company to enhance diversity and inclusion efforts in the following areas: applying best practices to employee workshops, broadening awareness of diversity suppliers to host and participate in vendor fairs and workshops, and leveraging ideas and recommendations offered by the Commission to enhance the mentorship program.

Vin Zachariah
Regional Vice President of Operations
Time Warner Cable
Northeast Ohio & Western Pennsylvania



“Despite the current economic downturn, diversity at Key continues to be aligned with our overall corporate strategy. We fundamentally believe that inclusion in our workplace, supplier base, and community outreach, is every Key employee's responsibility. This core value helps us create sustainable relationships. These relationships support our reinvestment in the community and support our attempt to create an inclusive and collaborative environment that helps our businesses and communities grow and prosper. Our membership in the Commission on Economic



Henry L. Meyer III
Chairman and Chief Executive Officer
Key Corp

Inclusion reflects our commitment to the economic strength of Northeast Ohio and all of its citizens.”



The Commission has a multi-faceted approach to delivering services and achieving impact through initiatives that include:



EMPLOYERS SURVEY ON DIVERSITY™

Measuring diversity and inclusion progress for Commission members



MINORITY BUSINESS ACCELERATOR 2.5+

Connecting capable minority businesses with capacity to regional business opportunities



BONDING PREP

Improving bonding capability of minority-owned businesses



ACCESS TO CAPITAL

Facilitating financial options for minority businesses



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