



# Building Momentum

VIBRANT  
PITTSBURGH'S  
REPORT  
TO THE  
COMMUNITY

2011-  
2013



**vibrant**  
PITTSBURGH.

*Growing a diverse workforce.  
And a brighter future for our region.*

“Pittsburgh is on a trajectory of great promise and opportunity. As employers and groups like Vibrant Pittsburgh continue their efforts to grow the diversity of our region and our workforce, our opportunity for economic and cultural vitality can only continue its upward spiral.”

– WILLIAM PEDUTO  
*Mayor, City of Pittsburgh*

**Vibrant Pittsburgh** grew out of community conversations, research, and outreach, and the stark realization that the Pittsburgh region cannot sustain opportunities for economic growth and vitality unless it dramatically increases the diversity of its population and workforce.

Today, Vibrant Pittsburgh’s mission is to embrace inclusion, ensure the Pittsburgh region’s growth by attracting, retaining and elevating a diversity of talent, and to promote it nationally and internationally as a diverse, welcoming region of opportunities.



“This region continues to grow and move forward. We have a strong jobs outlook and growing economy, an abundance of natural resources, a diverse job market, and an unmatched work ethic. We want our community to be just as diverse to further enrich our workforce and our region.”

– RICH FITZGERALD  
*Allegheny County Executive*

# Building Economic Momentum & Vitality

**O**ur region has an abundance of assets so critical to economic vitality and quality of life. Our land and waterways have historically fueled manufacturing sectors. The people here share a sense of community, a work ethic, and a desire for innovation that have sustained us through the ebbs and flows of economic cycles. But our future will depend on building on these assets by continuing to attract the hard-working innovators, the risk takers and the resilient, from all cultures and all walks of life.

Vibrant Pittsburgh was formed by a group of engaged business, foundation and community leaders who saw the future of our region at stake. While we are experiencing a resurgence of growth and opportunity across most sectors, we are at risk of limiting our growth, based on the size and demographics of our current workforce.

We face three serious realities that could stall our progress:

## **Even as we are Attracting New Residents, Our Population Declines Continue.**

While decades of out-migration have now stabilized, due to our aging population, nearly one fifth of our workforce is over 55 and will retire soon, and our region's mortality rate exceeds our birth rate every year. Combined, these forces will exacerbate the shortage of workers overall and create a dearth of talent in skilled and professional positions in our region.

## **Our Region Lags Behind Other Metropolitan Areas In The Diversity of Our Workforce.**

The Pittsburgh region is the second least diverse region of the top 100 urban metropolitan areas in the nation. Minorities comprise only 11% of

our region's population versus a national average of 34%. Yet, minorities account for 98% of the growth in the nation's top 100 urban areas, and over 50% of new workers in the U.S. workforce.



SUNIL WADHWANI

## **Regional Employment Projections are up but we Cannot Currently Meet that Demand for Workers.**

This positive employment trend positions us ahead of benchmark cities, many of which are still struggling to recover from the recession. However, we cannot sustain this growth unless we accelerate the growth of our population.

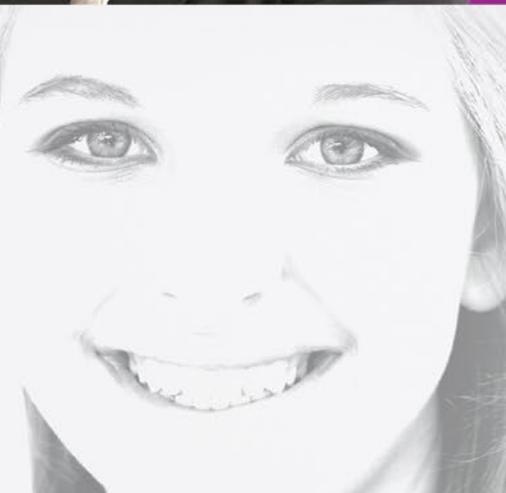
The opportunity is before us. The conclusion is clear: If we want to ensure the continued economic vitality of the Pittsburgh region – and the employers that comprise our economy - we must become much more effective at attracting, retaining and elevating diverse workers and the diverse points of view and culture that they and their families will bring.

The challenge is formidable but our goals are attainable, if we combine our resources and will to ensure that our path is clear and direct.

We are thankful for the foundations, employers and community leaders who have been so committed to this effort thus far. And we invite the entire community to join us as we move the region forward.

A handwritten signature in black ink, appearing to read 'Sunil Wadhvani'.

Sunil Wadhvani  
Board Chair, Vibrant Pittsburgh  
Chairman and Co-Founder, iGATE Corporation



“US Steel depends on people of many skill sets and backgrounds to ensure we have a highly competitive workforce. Working with Vibrant Pittsburgh enables us to increase our diversity recruiting outreach and create greater visibility to candidates of our available job opportunities.”

– SUE SUVER  
Senior Vice President – Human Resources  
and Administration, U. S. Steel Corporation

# A Communitywide Effort to Increase Diversity in the Region

**L**ike others who moved to Pittsburgh over the last several decades, I came to this community to pursue an exciting opportunity. My pursuit, furthering the Pittsburgh Region's economic development aspirations by fostering a more diverse and inclusive place, has fortunately been embraced by many others here.

Our Board of Directors and staff, and a communitywide force of employers, foundations, civic and nonprofit organizations are working together to accelerate the region's economic competitiveness. We have many of the critical elements in place already, including projected employment growth across all key sectors here, and a quality of life that talent is increasingly finding attractive.

Our goal is ambitious, and yet it is achievable. For the past three years, as we've laid the foundation for these efforts with our partners, we have already launched several key programs you'll see in this report, including:

- Attraction of Diverse Talent
- The Welcome Center
- Community onboarding programs and guides for a diversity of newcomers
- Dine Arounds pairing newcomers with residents for in-home dinners
- Vibrant Inclusion Council that links the efforts of diverse community groups
- Mini-Grants Initiative to support Affinity Groups
- Immigration Workshops and Advocacy
- Seed funding for the Immigration Law Clinic at the University of Pittsburgh School of Law

- National and regional professional organization outreach to attract diverse professionals

- Hola Pittsburgh initiative to attract Latino families

This is important work that requires the entire community to get involved if we are to fully realize the economic and quality-of-life potential of this region. It will require looking at our challenges through new lenses and crossing boundaries that may be uncomfortable.

As a professional, African American woman, I took a risk by moving to Pittsburgh in pursuit of a leadership opportunity. It was worth the risk. While I'm somewhat surprised that I am still considered a 'newcomer' after having lived here for nearly five years, I am happy to say that Pittsburgh is a place I now call home.

I invite you to join me in reaching out to our community, and well beyond, to engage the risk-takers, the energized, the talented, and the innovators, who are so critical to our future.



**Melanie Harrington**  
President & CEO, Vibrant Pittsburgh



**MELANIE HARRINGTON**

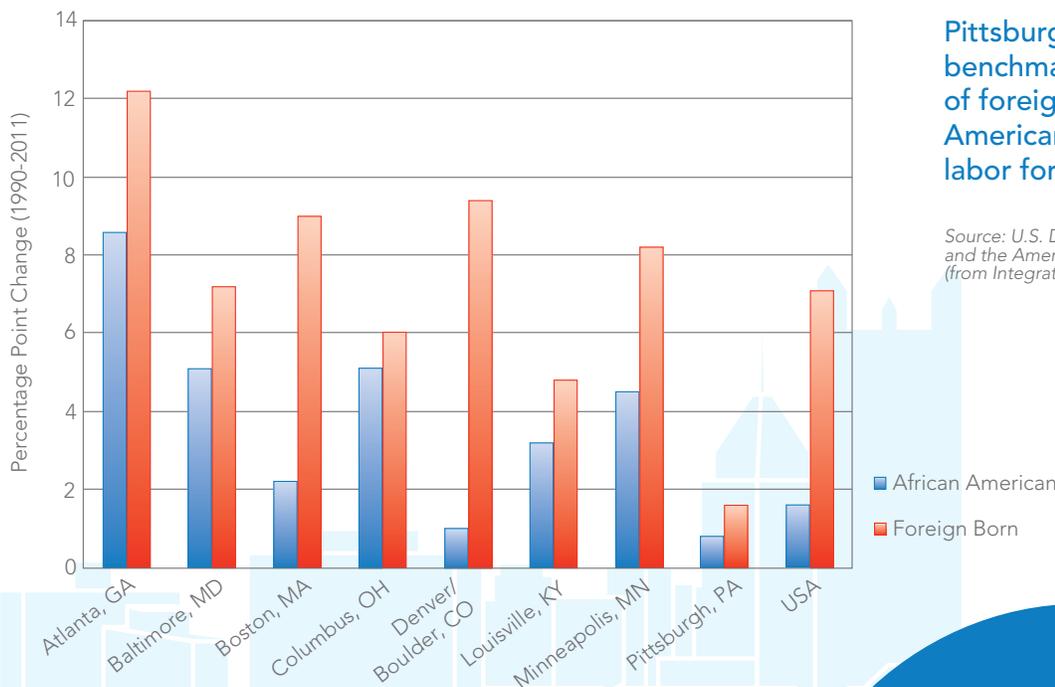


# Regional Demographics

## Pittsburgh's Population and Diversity as compared to Competitive Benchmark Regions

Decades of population decline and retirements of our aging workforce have left the region with a dearth of skilled and professional talent. Benchmark cities that are growing are increasing the diversity of their population in numbers that far outpace the Pittsburgh region.

### Percentage Point Growth of Working Age Adults (Age 16+) in the Labor Force from 1990 to 2011: Pittsburgh Compared to Other Metropolitan Areas and the U.S.

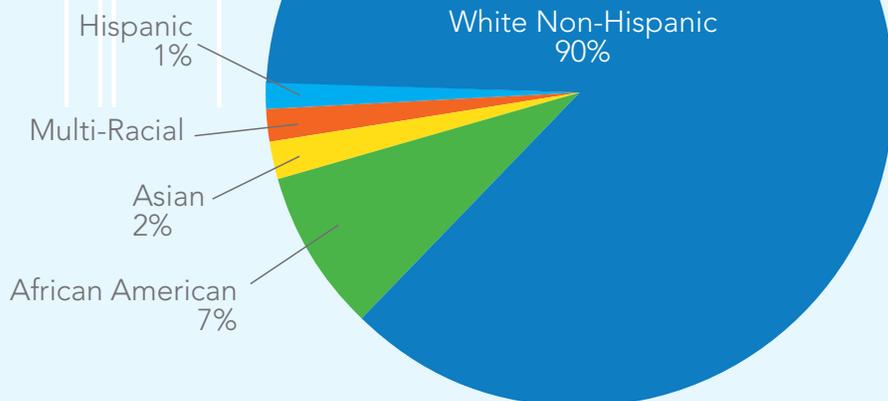


Pittsburgh is outpaced by benchmark cities in growth of foreign born and African American adults in the labor force.

Source: U.S. Decennial Census (1990) and the American Community Survey (2011) (from Integrated Public Use Microdata)

### Race & Ethnicity

Pittsburgh's White, non-Hispanic population is the largest at 90%, ranking us as one of the least diverse among our benchmark regions.



Source: Pittsburgh Today and the American Community Survey, conducted annually by the U.S. Census Bureau 2011 and 2012.

# Economic Opportunity

## Keeping Pace with Expected Job Growth in this Region

The number of openings for jobs in the Pittsburgh region is growing across key sectors as illustrated in the charts below. After a devastating period of low employment and labor force participation in the 1980s, the number of working-age adults in the labor force (employed or actively looking for work) reached record numbers in 2012.

Yet, we are in a position of potentially having more jobs to fill than qualified people to fill them. Between 1970 and 2012, the Pittsburgh region lost more than 300,000 people. In the near term, our population might not be able to keep pace with employment projections. Unless we are able to attract and retain more workers with the skill sets that are in high demand in this region, we will not be able to capitalize fully on this economic opportunity.

### Employment Growth and Projections (2006-2016)

	Projected Employment 2016	Estimated Employment Growth 2006-2016	Estimated 10-year Percent Growth
Total Employment, All Jobs	1,239,270	66,090	5.6
<b>High Growth Industries in Pittsburgh Region</b>			
Management of Companies and Enterprises	30,170	6,340	26.6
Health Care and Social Assistance	214,290	34,720	19.3
Arts, Entertainment, and Recreation	19,470	2,190	12.7
Professional, Scientific, and Technical Services	74,360	7,540	11.3
Transportation and Warehousing	40,250	3,940	10.9
Mining	5,320	340	6.8
Accommodation and Food Services	90,510	4,890	5.7
Educational Services	108,450	1,720	1.6

Regional employers are projecting growth across nearly every major sector.

*Source: PA Dept of Labor and Industry, Center for Workforce Information and Analysis*

“The Pittsburgh region is experiencing a unique economic opportunity. We are at a pivotal time to capitalize on increasing employment projections here. To do so, however, it is imperative that we attract more talent from outside the region concurrent with efforts to open employment pathways for the unemployed or underemployed talent already here.”

– GABRIELLA C. GONZALEZ, PH.D.  
Sociologist, RAND Corporation



# attracting

“I moved to the Pittsburgh region to advance my career. Vibrant Pittsburgh helped me connect and build a strong network and a shorter line to great opportunities.”

– SHAKITA TRIGG

## SHAKITA TRIGG

Project Manager, Delivery & Network Svc Quality,  
FedEx Ground HQ

Vibrant Pittsburgh’s strategy to attract diverse talent centers on showcasing the region, its employers, and their in-demand jobs and entrepreneurial opportunities. Working collaboratively with area employers, economic development organizations, and other partners, Vibrant Pittsburgh has reached more than 300,000 diverse individuals through targeted outreach efforts at national conventions serving specific professions, such as engineering and financial services, and a ground campaign targeting diverse individuals and families in selected cities within a 250-mile radius of Pittsburgh.

## Human Resources Leadership Council

A key element of the strategy is employer engagement. In collaboration with employer partners and the civic and nonprofit sectors, Vibrant Pittsburgh created the Human Resources Leadership Council (HRLC) to serve as an advisory body, ensuring that Vibrant Pittsburgh strategies and activities are aligned with current and projected employer demands.

The Council comprises human resource, diversity and inclusion, talent acquisition, talent management, and compliance professionals from the region’s largest organizations, who were the early investors in the Vibrant Pittsburgh mission, to address diversity employment needs in the region. Working collaboratively with Vibrant Pittsburgh, the Council members meet quarterly to share best practices and insights and to provide guidance in the development of Vibrant Pittsburgh’s initiatives.

Members in 2012- 2103 included: Bayer Material Science, BNY Mellon Corporation, Carnegie Mellon University, FedEx Ground, Giant Eagle, Highmark Corporation, PNC Financial Services, PPG Industries, Inc., UPMC, United States Steel Corporation, University of Pittsburgh, and Allegheny County Executive’s Office.

## Local & Regional Diversity Talent Attraction (Ground Campaign)



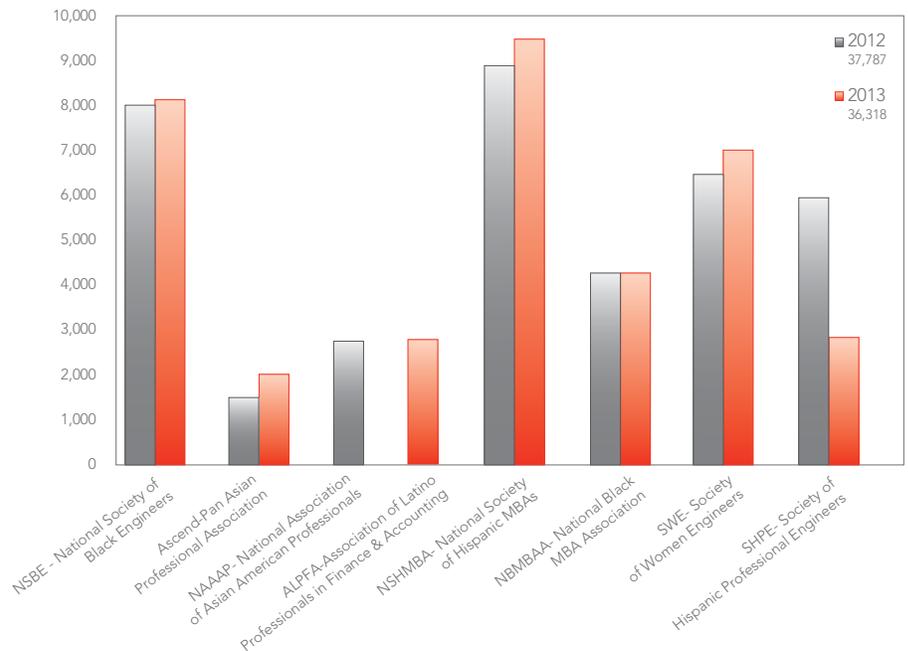
# attracting diverse talent to the region

## National and Regional Outreach

On behalf of the Vibrant Pittsburgh Member Employers, Vibrant Pittsburgh promoted the Pittsburgh region and its amenities, employer brands and job opportunities to diverse professionals in engineering, technology, financial services, management and other fields through targeted national career conventions and conferences.

*The ground campaign and national outreach initiatives have resulted in hundreds of thousands of touches with diverse talent between 2011 and 2013.*

## 2012-2013 National Convention Strategy Conference Attendance by Exhibition



## ¡Hola Pittsburgh!

In partnership with the Allegheny Conference on Community Development, The Pittsburgh Promise, Visit Pittsburgh, The Greater Pittsburgh Metropolitan Area Hispanic Chamber of Commerce, and business and nonprofit partners, Vibrant Pittsburgh is seeking to attract more Latinos to Pittsburgh. Through an outreach effort known as ¡Hola Pittsburgh!, the group is working to:

- Convene business, civic, government, religious and education leaders in a broad effort to attract and engage Latinos.
- Advance Pittsburgh as a great place to live, work, raise a family and educate children.
- Grow the Latino population here by 10% annually for the years 2013 through 2017.

In 2013, ¡Hola Pittsburgh! officially launched with a series of television commercials to acquaint people in the region with Latinos living and working here and to ask for their support. In May 2013, the ¡Hola Pittsburgh! initiative hosted Latino journalists from New York, Chicago and Cincinnati to introduce them to Pittsburgh and its offerings and to create awareness in those markets of efforts to attract more Latinos to the Pittsburgh region.

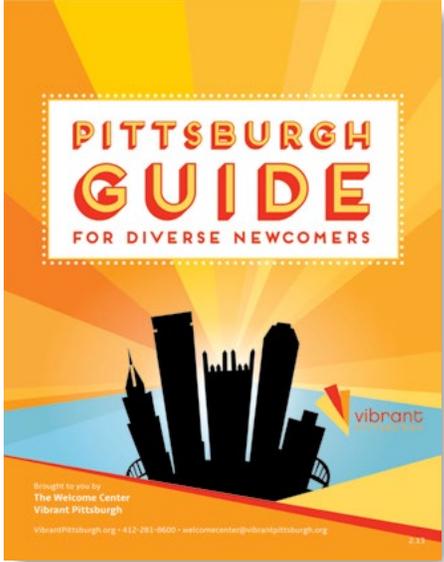
The initiative has already resulted in a series of market outreach efforts and broadcast and digital advertising reaching more than 200,000 Latinos in select geographic markets, including: Cleveland, Columbus, Lancaster/Philadelphia area, Bethesda/Baltimore, and Washington, D.C.





# retaining

The Welcome Center is adding new tools and staff to better serve the diversity of newcomers in Pittsburgh. One such tool is the *Pittsburgh Guide for Diverse Newcomers*, providing diverse talent new to the region critical information to live, work, and thrive, including: relocation information, neighborhoods, schools, career and leadership development opportunities.

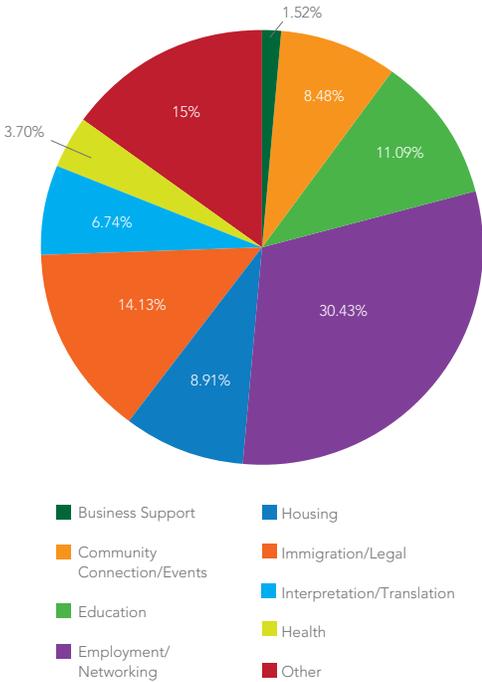


## The Welcome Center

Since 2005, the Welcome Center has served as a gateway to the region to help newcomers quickly connect to the opportunities, amenities, friends, and networks they need. Research shows that the faster newcomers become embedded in their new community, the more likely they are to stay. To date, the Welcome Center has served more than 2,300 newcomers, immigrants, and internationals in the Pittsburgh region with critical resources including:

- **Employment** – Customized listing of employment opportunities, follow-up with employers, referrals to employment resources and local resume-writing services, notification of networking events and job fairs.
- **New Arrivals Bridge Program** – An initiative undertaken in collaboration with Leadership Pittsburgh Inc. to introduce newcomers to the region’s unique history and culture, foster networks and bonds among each new arrival cohort, and facilitate connections to the region’s diverse array of leadership.
- **Community Connections** – Introductions to people, leaders, and groups that share an affinity or a common interest with newcomers and their families.
- **Immigration** – Referrals to free and paid immigration legal services.
- **Education** – Referrals to English as a Second Language (ESL) resources, recommendations on local educational options, from K-12 to higher education, college scholarships.
- **Housing and Neighborhoods** – Customized information about neighborhoods, rental units, relocation service providers, and schools.

Breakdown of Welcome Center Service Requests



# welcoming newcomers to the region

## Dine Arouds Help Newcomers Feel Right At Home

In December 2010, Vibrant Pittsburgh launched its first Dine Around as an experiment to bring together a diversity of newcomers in an intimate and casual environment, usually someone's home, to talk about their needs, answer questions, forge friendships, and share insights about the region and its opportunities.

Over the last several years, Vibrant Pittsburgh has conducted more than 20 Dine Arouds with about 200 newcomers. The City-Wide Dine Around was launched in 2013 in partnership with PopCity Media (and continues with NEXTpittsburgh) and the World Affairs Council of Pittsburgh to engage the broader public in welcoming the region's newcomers. More than 20 local hosts held dinners for 200 newcomers in homes throughout the city.

Guests at the Dine Arouds have the opportunity to meet new friends and network in an informal and comfortable setting.



# retaining

The Pittsburgh region's ability to increase retention and improve the experience for people of all backgrounds is dependent on how quickly a newcomer develops significant and supportive connections in the community. Vibrant Pittsburgh collaborated with business, government and civic leaders to conduct an array of events that brought together more than 80 diverse groups and more than 1,000 diverse individuals and newcomers to catalyze these critical connections.



“BNY Mellon thrives because we embrace diversity, innovation and collaboration. A diverse workforce offers a much broader perspective to our global clients. Our talent is the power behind our brand.”

– TERRI GREGOS FITZGERALD  
Managing Director, TA Programs and Candidate Experience, BNY Mellon

# acclimating new professionals

## Vibrant Inclusion Summit

In 2013, Vibrant Pittsburgh launched the Vibrant Inclusion Summit, an annual event bringing together a diverse group of 200 Gen X and Gen Y professionals to connect, learn, and be inspired to build their careers in the Pittsburgh region. Approximately 50% of the participants were also newcomers to the region.

Partners include Vibrant Pittsburgh Member Employers, ALPFA (formerly the Association of Latino Professionals in Finance and Accounting), and ImaginePittsburgh.com (an initiative of the Allegheny Conference on Community Development, and our host, PNC Financial Services.)



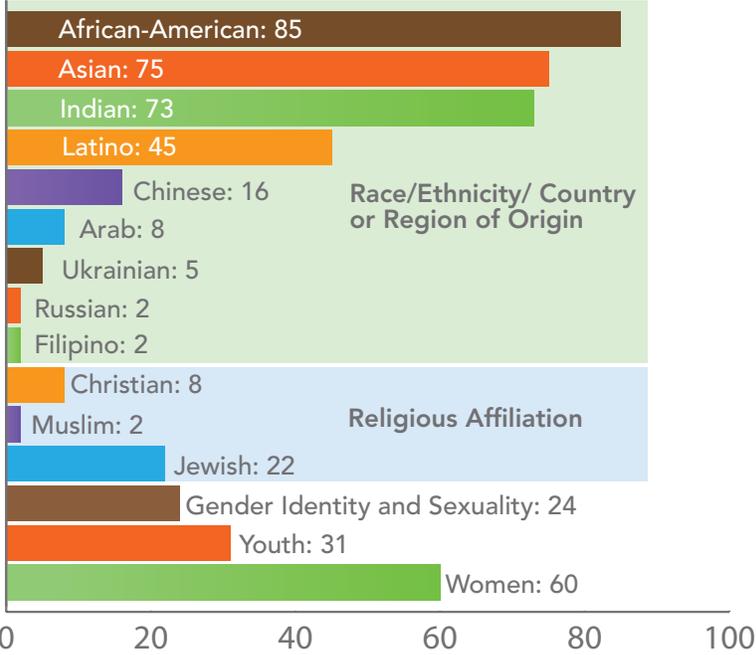


# retaining

## Finding Diversity in the Region

Vibrant Pittsburgh has compiled a database of more than 600 Affinity Groups in the Pittsburgh region, with 313 in Allegheny County alone. Anyone can now search for an Affinity Group of interest through the Vibrant Pittsburgh search function at [vibrantpittsburgh.org/affinity-groups-basic-search](http://vibrantpittsburgh.org/affinity-groups-basic-search), or through an interactive map at [vibrantpittsburgh.org/affinity-groups-map](http://vibrantpittsburgh.org/affinity-groups-map).

## Selected Characteristics of Affinity Groups Located in Pittsburgh Region (March, 2013)



Source: Vibrant Pittsburgh Affinity Group database: <http://vibrantpittsburgh.org/affinity-groups-basic-search/>

The above chart provides a general overview of affinity groups by race, ethnicity, and cultural groups. It is not a reflection of all of the different diverse affinity groups represented in the region. The total number of groups in the chart therefore does not equal the total number of affinity groups identified by Vibrant Pittsburgh or included in our online Affinity Groups search feature on the Vibrant Pittsburgh website.

## Affinity Groups in the Region

The Pittsburgh region is home to over 600 community-based and university student organizations and initiatives that represent our region’s diverse minority and immigrant communities, and bring together people with a common interest and/or background such as race or ethnicity, culture, religion, gender, disability, or sexual orientation. Affinity Groups are major assets in the region that provide critical support networks to their members and newcomers who connect with them. Because of the role they play, Affinity Groups are key partners in Vibrant Pittsburgh’s effort to foster a more inclusive region where people of all backgrounds may thrive. Vibrant Pittsburgh engages Affinity Groups in the region in a common goal of growing the diversity of the region’s workforce by increasing the visibility of its diverse communities and facilitating connections among regional Affinity Groups, employers, and newcomers.

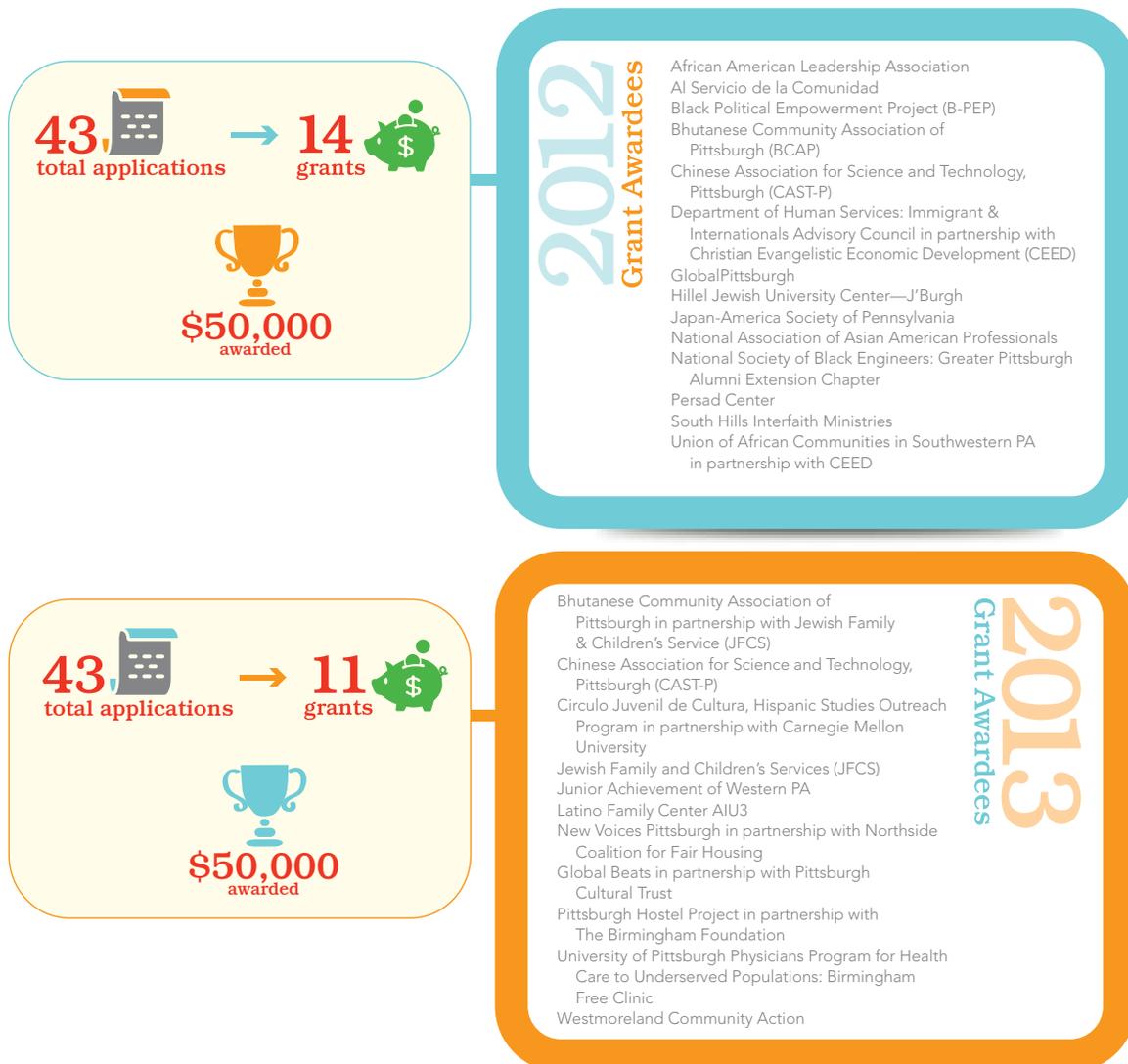
# catalyzing community organizations

## Mini-Grants

Since 2012, Vibrant Pittsburgh has awarded \$50,000 annually in small grants to nonprofit community groups to fund ideas, programs, or events that are designed to attract, welcome and retain, diverse talent to the Pittsburgh region. Applicants undergo a rigorous review process, with several panelists from the community reviewing applications.

Based on proposed ideas in applications, an estimated 22,000 people will have been touched by the funded efforts (2012: 12,000; 2013: 10,000). Detailed descriptions of the initiatives funded through the Mini-Grants program can be found on [vibrantpittsburgh.org/affinity-groups](http://vibrantpittsburgh.org/affinity-groups).

In late 2013, Vibrant Pittsburgh and the Urban Affairs Foundation, of the Community Relations Council (CRC) of the Jewish Federation of Greater Pittsburgh came together to announce the next Mini-Grants cycle which focuses on civic engagement and collaborations among the region's Affinity Groups. The 2014 Civic Inclusion & Engagement Fund is a joint venture of the two organizations, with each organization committing \$25,000 to create a \$50,000 pool of funds to support projects that increase civic engagement, improve quality of life, and help strengthen our city and region. Visit the Vibrant Pittsburgh website to learn the names of the 2014 Mini-Grant Awardees.



## Vibrant Inclusion Council

**S**tarted in 2011, Vibrant Pittsburgh's Vibrant Inclusion Council is a core group of more than 74 Affinity Groups that work with us to to make the region a more welcoming place and to promote the employment of diverse talent in the region.

AFRICAN AMERICAN LEADERSHIP ASSOCIATION (AALA)

AFRICAN AMERICAN CHAMBER OF COMMERCE OF WESTERN PA

ALLEGHENY COUNTY BAR ASSOCIATION: ASIAN ATTORNEYS COMMITTEE

ALLEGHENY COUNTY BAR ASSOCIATION: DIVERSITY COLLABORATIVE COMMITTEE

ALLEGHENY COUNTY BAR ASSOCIATION: HISPANIC ATTORNEYS COMMITTEE

ALLEGHENY COUNTY BAR ASSOCIATION: HOMER S. BROWN DIVISION

ALLEGHENY COUNTY BAR ASSOCIATION: LGBT RIGHTS COMMITTEE

ALLEGHENY COUNTY BAR ASSOCIATION: WOMEN IN THE LAW DIVISION

ALLEGHENY COUNTY BAR ASSOCIATION: YOUNG LAWYERS DIVISION

AL SERVICIO DE LA COMUNIDAD- LA FERIA LATINA

ASSOCIATION OF LATINO PROFESSIONALS IN FINANCE AND ACCOUNTING (ALPFA)

AMERICAN MIDDLE EAST INSTITUTE (AMEI)

ASSOCIATION FOR INDIA'S DEVELOPMENT (AID), PITTSBURGH CHAPTER

BENDER CONSULTING SERVICES INC.

BLACK POLITICAL EMPOWERMENT PROJECT (B-PEP)

BHUTANESE COMMUNITY ASSOCIATION OF PITTSBURGH (BCAP)

BULGARIAN AND MACEDONIAN NATIONAL EDUCATIONAL AND CULTURAL CENTER

CHRISTIAN EVANGELISTIC ECONOMIC DEVELOPMENT (CEED)

CHINESE ASSOCIATION FOR SCIENCE AND TECHNOLOGY, PITTSBURGH CHAPTER (CAST-P)

CIRCULO JUVENIL DE CULTURA - CIRCULO HISPANIC OUTREACH PROGRAM

COESA: BRAZILIAN ASSOCIATION

COLLEGE & COMMUNITY DIVERSITY INITIATIVES, COMMUNITY COLLEGE OF ALLEGHENY COUNTY

COLOMBIA EN PITTSBURGH

CONSULAR ASSOCIATION OF PITTSBURGH

DELTA FOUNDATION OF PITTSBURGH

FILIPINO AMERICAN ASSOCIATION OF PITTSBURGH

FISA FOUNDATION

GATEWAY MEDICAL SOCIETY

GLOBAL PITTSBURGH

GLOBAL BEATS

GREATER PITTSBURGH SUPPORTED EMPLOYMENT ASSOCIATION (GPSEA)

GUIDING STAR DANCE FOUNDATION

HILLEL ACADEMY

HINDU JAIN TEMPLE OF PITTSBURGH

HISPANIC CNA PROGRAM, COMMUNITY COLLEGE OF ALLEGHENY COUNTY

# Vibrant Inclusion Council

HISPANIC EMPLOYMENT PROGRAM COMMITTEE  
(HEPC)

ISLAMIC CENTER OF PITTSBURGH

JAPAN-AMERICA SOCIETY OF PENNSYLVANIA

J'BURGH, THE EDWARD AND ROSE BERMAN HILLEL  
JEWISH UNIVERSITY CENTER OF PITTSBURGH

JEWISH FAMILY AND CHILDREN'S SERVICES (JFCS)

JEWISH FEDERATION COMMUNITY  
RELATIONS COUNCIL

LATIN AMERICAN CULTURAL UNION (LACU)

NASPA – STUDENT AFFAIRS ADMINISTRATORS  
IN HIGHER EDUCATION, PITTSBURGH CHAPTER

NATIONAL ASSOCIATION OF ASIAN AMERICAN  
PROFESSIONALS (NAAAP)

NATIONAL ASSOCIATION OF BLACK ACCOUNTANTS  
(NABA)

NATIONAL BLACK MBA ASSOCIATION, INC.,  
PITTSBURGH CHAPTER

NATIONAL SOCIETY OF BLACK ENGINEERS (NSBE),  
PITTSBURGH CHAPTER

NETWORK OF INDIAN PROFESSIONALS (NETIP)  
PITTSBURGH CHAPTER

NEW VOICES PITTSBURGH

ORGANIZATION OF CHINESE AMERICANS (OCA),  
PITTSBURGH CHAPTER

PERSAD CENTER

PITTSBURGH AMERICAN JEWISH COMMITTEE

PITTSBURGH ASIAN NETWORK (PAN)

PITTSBURGH BLACK NURSES IN ACTION

PITTSBURGH CHINA CHAMBER OF COMMERCE  
(PCCC)

PITTSBURGH METROPOLITAN AREA HISPANIC  
CHAMBER OF COMMERCE (PMAHCC)

PITTSBURGH TECHNOLOGY COUNCIL:  
WOMEN NETWORK

PITTSBURGH URBAN MAGNET PROJECT (PUMP)

PROJECT FREEDOM

SALUD PARA NIÑOS

SILK SCREEN FILM FESTIVAL

SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS  
(SHPE) WESTERN PA CHAPTER

SOCIETY OF WOMEN ENGINEERS (SWE)

SRI VENKATESWARA TEMPLE

THE EDWARD AND ROSE BERMAN HILLEL JEWISH  
UNIVERSITY CENTER OF PITTSBURGH

THREE RIVERS CENTER FOR INDEPENDENT LIVING

THE INTERNATIONAL ENTREPRENEURS (TIE)  
PITTSBURGH CHAPTER

UNION OF AFRICAN COMMUNITIES IN PITTSBURGH  
AND ALLEGHENY COUNTY (UAC)

URBAN LEAGUE YOUNG PROFESSIONALS

WESTERN PENNSYLVANIA MINORITY SUPPLIER  
DEVELOPMENT COUNCIL

WOMEN IN NUCLEAR (US, REGION 1,  
PITTSBURGH CHAPTER)

WORLD CULTURES EDUCATION CONSORTIUM  
OF WESTERN PENNSYLVANIA

YOUNG PROFESSIONALS IN ENERGY (YEP)



elevating



# Organizing, educating and advocating for diverse local residents

## Facilitating Pathways to Our Region's Opportunities

Vibrant Pittsburgh is forging pathways to opportunities and advancement in the region for local minorities and disadvantaged individuals. Our objective is to catalyze efforts that result in more local diverse individuals developing and/or elevating their skills and knowledge to meet current and potential job qualifications.

As we move into our 4th year of operation, with our partners we plan to explore more key strategies and initiatives for facilitating employment and career advancement among local diverse talent.

### Early Initiatives Include:



Vibrant Pittsburgh, the UPMC Center for Inclusion, and Community College of Allegheny County (CCAC) with its Young Adult Empowerment Program (YAEP), launched a Healthcare Pilot designed to prepare local diverse and disadvantaged individuals for entry level healthcare positions to ensure a greater number of diverse workers advance to higher level positions.

#### HEALTHCARE PILOT



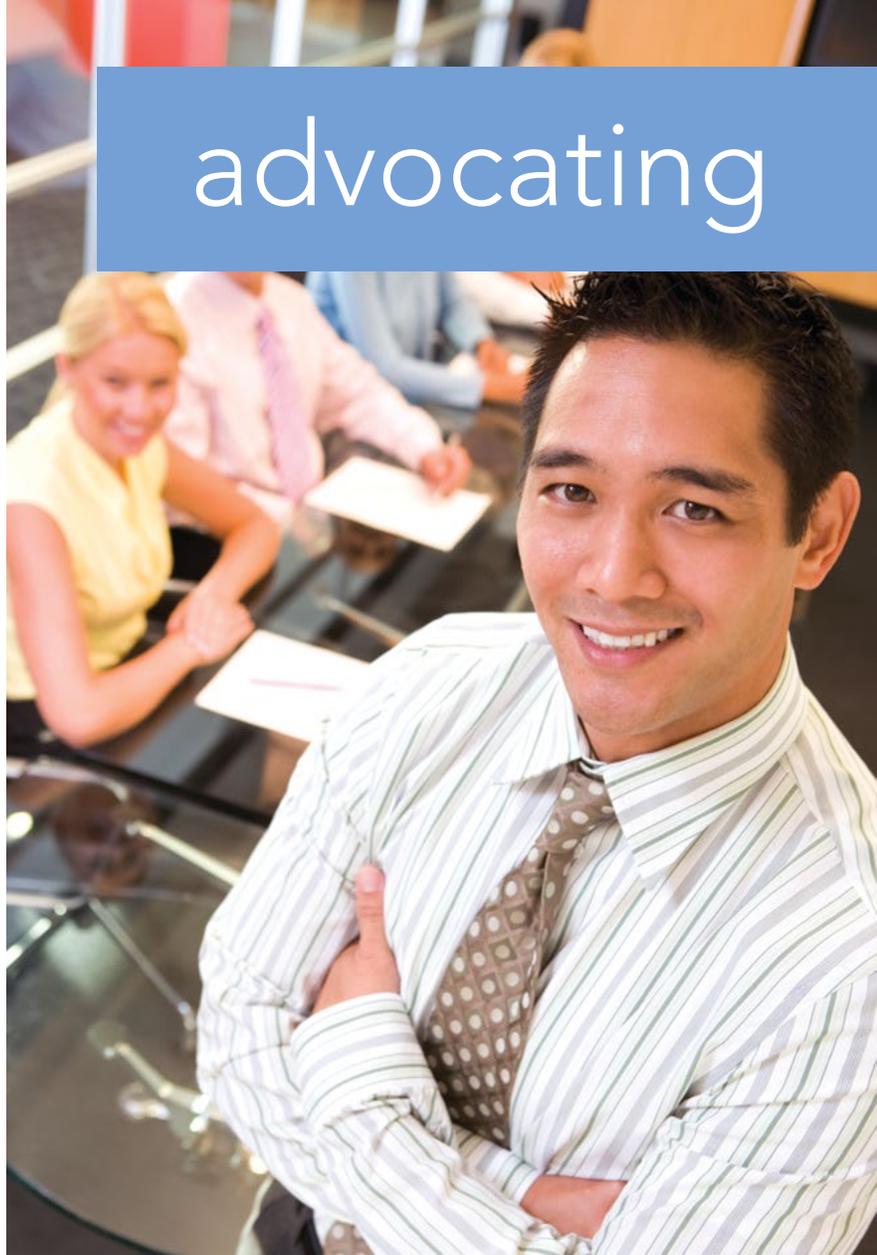
In collaboration with the Allegheny County Department of Human Services Immigrants and Internationals Advisory Council, the Three Rivers Workforce Investment Board, and Jewish Family and Children's Services, Vibrant Pittsburgh implemented a Refugee Career Mentoring Program (RCMP).

#### REFUGEE CAREER MENTORING PROGRAM



Vibrant Pittsburgh developed a Jobs Bulletin to push information about key employment opportunities, career search resources, and career development tips to the region's Affinity Groups and diverse job seekers.

#### JOBS BULLETIN



# Raising awareness and community engagement

## Taking Action

Vibrant Pittsburgh is addressing barriers that are hindering the growth of a diverse workforce and the elevation of diverse talent. Working with its Vibrant Inclusion Council and civic and corporate partners,

Vibrant Pittsburgh is educating the community about potential contributions diverse and foreign-born talent provide and add to the economic competitiveness of the region. Highlights of these initiatives include:



Engaged employers, foundation leaders, policy-makers, service providers, newcomers and community members through speaking engagements and cultural competency workshops that highlighted the need for the growing diversity of the Pittsburgh region.



Partnered with 25 of the region's Affinity Groups and cityLIVE! on "Looking forward to Immigration with Rich and Raja," a conversation between Allegheny County Executive Rich Fitzgerald and former candidate D. Raja, and 130 attendees on the status of foreign-born talent and diversity in the region.

Identified the growing number of resources responding to the needs of Latinos in the community through a Latino Community Outreach Initiative.



Partnered with the City of Pittsburgh, Mayor's Office, Allegheny Conference on Community Development, the World Affairs Council, the Pittsburgh Technology Council, and the City of New York, former Mayor Michael Bloomberg's Office to become a signatory to the Partnership for a New American Economy. The Partnership is a national campaign to promote the economic case for growing the nation's New American population and thoughtful immigration reform.



Hosted several "Immigration Workshops" in partnership with Cohen & Grigsby, GlobalPittsburgh, and the Immigration Law Clinic at the University of Pittsburgh School of Law, and Duquesne University, and with more than 300 international students to help students navigate the transition from student to employee in the Pittsburgh region.

## Get Involved

Become a Member. If you are an employer in the region, contact Vibrant Pittsburgh to find out how you can become a member and join other organizations working together to grow the diversity of our region's workforce and ensure a more economically competitive region.

## Vibrant Pittsburgh Members

### Distinguished Inclusion Champion:

FedEx Ground  
Giant Eagle  
Highmark Health  
PNC Financial Services  
PPG Industries  
UPMC  
United States Steel Corporation  
Allegheny County  
University of Pittsburgh

### Regional Inclusion Leader:

Bayer Corporation

### Regional Inclusion Partner:

Alcoa, Inc.  
BNY Mellon  
MSA

### Regional Inclusion Patron:

Community College  
of Allegheny County  
Shell Appalachia

### Regional Inclusion Supporter:

Erie Insurance  
Morgan Stanley  
Robert Morris University

### Member:

Bechtel Plant Machinery  
Valassis

## HRLC Members

AS OF 1/30/14 - LIST IS NOT IN ANY PARTICULAR ORDER

*Shannon Arnold, Managing Director, HR Compliance & Diversity,  
FedEx Ground*

*Estelle Brown, HR Director, Diversity, Corporate Staff Functions and Talent  
Acquisition, PPG Industries*

*Sharon Brunecz, SVP, Director of Talent Acquisition and Development,  
PNC Financial Services*

*Sara Oliver-Carter, VP Diversity and Inclusion, Highmark Health*

*Terri Gregos Fitzgerald, GPHR, Managing Director, Talent Acquisition Programs  
and the Candidate Experience, BNY Mellon*

*Michelle R. Fullem, Director of Staff Recruitment, University of Pittsburgh*

*Melanie Harrington, President & CEO Vibrant Pittsburgh*

*Ann Hoover, U.S. HR Platform, Bayer Corporation*

*Matt Rimer, Senior Director, Talent Acquisition Operations, UPMC*

*Yvonne English Roebuck, Director of Marketing & Talent Attraction, Vibrant Pittsburgh*

*Barbara Santella, Director-Workforce Strategy, Staffing and HR Compliance,  
United States Steel Corporation*

*Jeremy Shapira, Sr. Director, Talent Acquisition, Giant Eagle*

*Nikhil Shirali, Senior Recruiter, Carnegie Mellon University*

*Laura J. Zaspel, Director, Department of Human Resources, County of Allegheny,  
County Executive Rich Fitzgerald*



## Board Members

### EXECUTIVE COMMITTEE

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**Vice President** - Susan Suver, *Senior Vice President – Human Resources and Administration, United States Steel Corporation*

Jeffrey W. Spear, *Partner, Duane Morris LLP*

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Justice (Retired) Cynthia Baldwin, *Mediator and Arbitrator*

Patricia E. Beeson, *Provost and Senior Vice Chancellor, University of Pittsburgh*

Candi Castleberry Singleton, *Chief Inclusion & Diversity Officer, UPMC*

Kent G. Clifton, *Divisional Vice President, AXA Advisors, LLC*

William P. Getty, *President, Claude Worthington Benedum Foundation*

Saleem Ghubril, *Executive Director, The Pittsburgh Promise*

Linda Guest, *Human Resources Manager, GlaxoSmithKline Consumer Healthcare*

Marc Little, *CEO/President, Minority & Women Educational Labor Agency*

Caitlin McLaughlin, *Senior Vice President – Director Total Rewards, PNC Financial Services*

Sara Oliver-Carter, *Vice President of Diversity and Inclusion, Highmark Health*

Stefani Pashman, *CEO, Three Rivers Workforce Investment Board*

Cynthia Shapira, *Community Leader and Nonprofit Consultant*

Stephen Spolar, *Vice President of Human Resources and Labor Relations, Block Communications*

Sala Udin, *Former City Councilman*

JW Wallace, *Chair, Former Western PA Diversity Initiative (now a part of Vibrant Pittsburgh)*

Lara Washington, *President, Allegheny Housing Rehabilitation Corporation*

Dennis Yablonsky, *CEO, Allegheny Conference on Community Development*

### PRESIDENT AND CEO

Melanie Harrington, *President & CEO Vibrant Pittsburgh*

## Vibrant Pittsburgh Staff

Melanie Harrington  
*President & CEO*

Yvonne English Roebuck  
*Director of Marketing and Talent Attraction*

Adriana Dobrzycka  
*Community Outreach and Inclusion Manager*

Lora McKnight  
*Operations Manager*

Silvia Boselli  
*Program Associate*

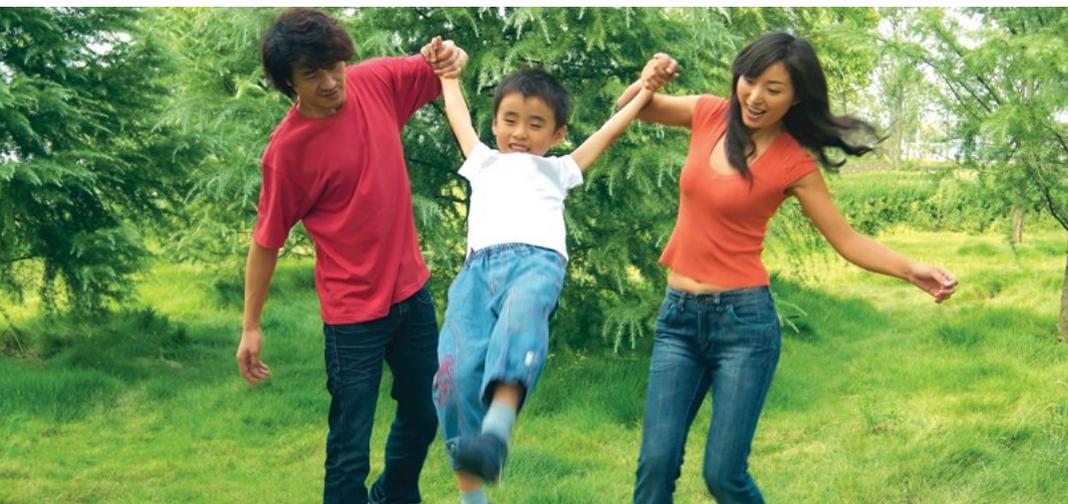
Emily Ferri  
*Welcome Center, Program Assistant*

Daniella Greeman  
*Program Assistant*

“In a vibrant region, workplaces provide opportunities for people to be free from barriers of difference, communities respect cultural diversity, and cities provide children with quality education. Vibrant Pittsburgh is working collaboratively with organizations across the region to foster these inclusive workplaces, communities and cities.”

– CANDI CASTLEBERRY SINGLETON  
*Chief Inclusion & Diversity Officer, UPMC*





Pittsburgh photos on pages 1, 2, 16, 23 & 24 courtesy of Kevin Perez.



*Growing a diverse workforce.  
And a brighter future for our region.™*

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