

Building and Growing Apprenticeship with Diversity and Equity in Mind

4:05 p.m. – 5:00 p.m.

- **Betty Marrow-Taylor** - Chief Diversity, Equity and Inclusion Officer, N.C. Department of Commerce

revive
thrive

APPRENTICESHIP NC
ANNUAL CONFERENCE



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Betty Marrow-Taylor has the distinct honor of serving as the first chief diversity, equity, and inclusion officer for the N.C. Department of Commerce where she leads Commerce in viewing everything through an equity lens to dismantle barriers, expand equitable job and business opportunities for all North Carolinians.



“Building and Growing Apprenticeship with DEI in Mind”

Betty Marrow-Taylor

Chief Diversity, Equity, Inclusion Officer

NC Department of Commerce

Diversity

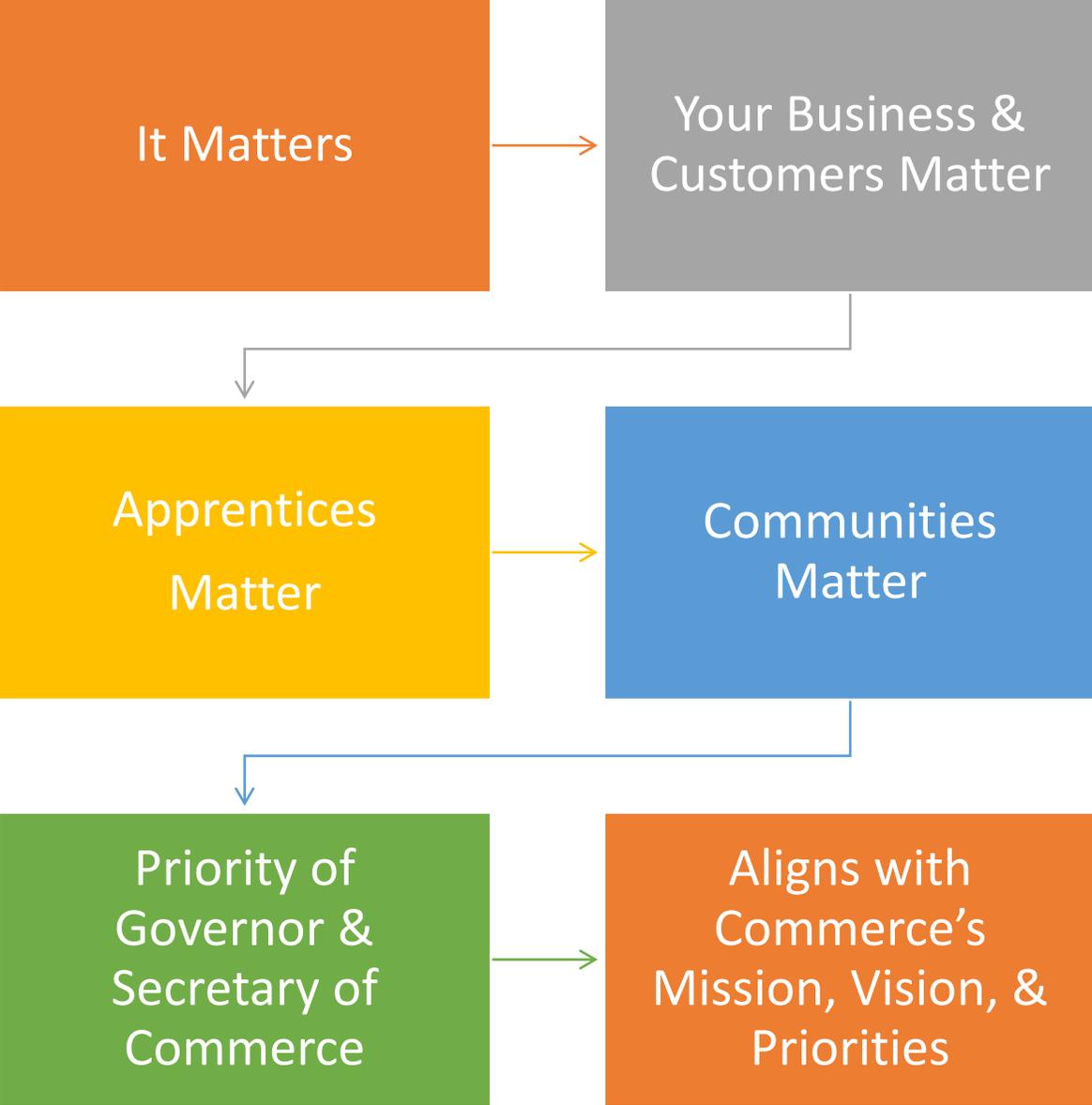
Equity & Inclusion :

Open Your Mind

WHY?

DIVERSITY, EQUITY & INCLUSION

The background of the lower section features a dark red gradient with several silhouettes of hands raised, symbolizing participation and diversity.



- Helping to establish a more resilient, post-pandemic economy by lifting up our rural communities and focusing on equitable, inclusive practices in all we do;
- And transforming our business culture, both internally and externally, with transparent, inclusive and equitable practices and with operational excellence and superior customer service.

FIRST IN TALENT

Strategic Economic Development Plan
for the State of North Carolina



- **First** to prepare North Carolina's workforce for career and entrepreneurial success.
- **Second**, to prepare North Carolina businesses for success by growing and attracting a talented workforce.
- **And last**, to prepare communities across NC to be more competitive in growing and attracting a talented workforce and businesses.



So what's
in it
for me?



High levels of Unity, Strength & Success!

COMPANIES THAT VALUE DEI ARE STRONGER THAN COMPANIES THAT DON'T!

- Beneficial to businesses, communities, and workers.
- Drives improved business outcomes, attracting more money to your economy through the growth of different businesses
- Increased employee, community engagement & support
- Enhanced organization and community value
- Enriches and strengthens your community through shared experiences with different people
- Helps employees feel safe, respected, and connected
- All employees welcomed, and encouraged to thrive

Diversity is the condition of having or being composed of differing elements: *the inclusion of people of different races, cultures, gender, gender identity, age, social class, physical ability or attributes religious or ethical values system, national origin, etc. in a group or organization.*

Everyone is individual and different!

4 Types of Diversity

- ❖ Internal Diversity
- ❖ External Diversity
- ❖ Organizational Diversity
- ❖ World View Diversity

"Diversity is the one thing we all have
in common, celebrate it every day"

Author unknown

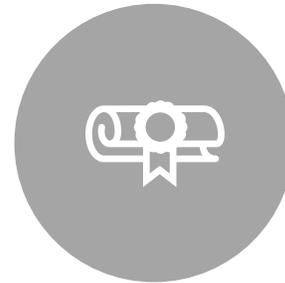
"Share our similarities and celebrate
our differences."

M. Scott Peck

- Companies with higher diversity in management earned, on average, 38% more revenue than companies with lower diversity.
- Having more women in C-level positions results in 34% higher returns to shareholders.
- Companies that have “two-dimensional” diversity (e.g. on the basis of both gender and race) are 45% more likely to capture a larger share of the market, and 70% more likely to have broken into a new market in the past 12 months.
- If just 1% more people with disabilities were hired, U.S. Gross Domestic Product (GDP) would increase by \$25 billion.



Positive Financial ROI



The average registered apprenticeship program in North Carolina yields a 170% return on investment for the employer.



86% of employers have achieved a positive ROI by the conclusion of an average apprenticeship.



94% have achieved a positive ROI after 2 years .



- Reduced Turnover
- Heightened loyalty
- Increased employee engagement
- Training supported by your local community college
- Reduced search and recruitment costs
- Works for businesses of all sizes
- Improves skill flexibility of employees
- Increased productivity
- Widens the pool of qualified candidates for employment

Test Your Diversity Knowledge



Ethnically diverse companies are ____% more likely to yield higher revenue.

A: 15%

B: 36%

C: 50%

Gender diverse companies are ____% more likely to yield higher revenue.

A: 15%

B: 21%

C: 25%

RESULTS ARE IN.....



- Ethnically diverse companies are **36% more** likely to yield higher revenue.
- Gender diverse companies are **25%** more likely to yield higher revenue.

_____% of employees consider diversity an important element of their workplace, which affects recruitment and retention.

A: 37%

B: 57%

C: 25%

_____% of job seekers consider diversity an important element of their workplace, which affects recruitment and retention.

- **A: 67%**

- **B: 57%**

- **C: 25%**

RESULTS ARE IN.....



57% of employees consider diversity an important element of their workplace, which affects recruitment and retention.

67% of job seekers consider diversity an important element of their workplace, which affects recruitment and retention.

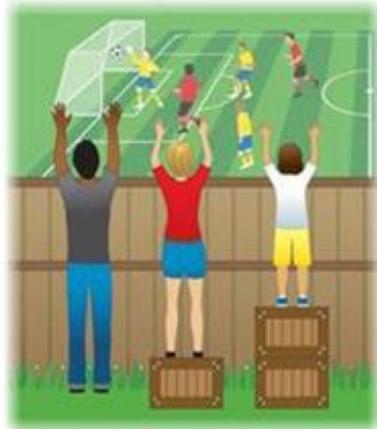
LET'S TALK EQUITY....

Equality



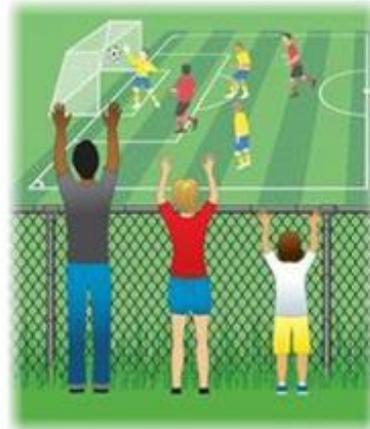
The assumption is that everyone benefits from the same supports. This is equal treatment.

Equity



Everyone gets the supports they need (this is the concept of "affirmative action"), thus producing equity.

Justice



All 3 can see the game without supports or accommodations because the cause(s) of the inequity was addressed. The systemic barrier has been removed.

Equity ensures everyone has access to the same treatment, opportunities, and advancement.

Equity aims to identify and eliminate barriers that prevent the full participation of some groups.

Equity refers to the specific things each person needs to succeed.

Equity Matters

Makes diversity and inclusion initiatives a success

Allows for more engagement

Employees feel more empowered

Levels the playing field for all; Equal Access

Fair Treatment for ALL!



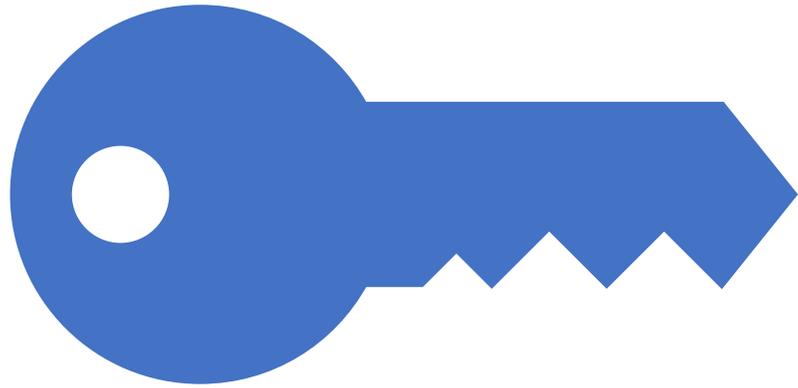
GIVE RECOGNITION EQUALLY



PRIORITIZE TRANSPARENCY



CREATE A FAIR WAY FOR
EMPLOYEES TO VOICE
COMPLAINTS



Barriers to Equity In Economic Development

Access to **Finance** (capital) is one of the most significant barriers to equity in economic development



Access to formal and informal networks.



LET'S TALK INCLUSION

Inclusion is actively supporting and embracing diversity in a way that clearly shows all individuals are valued, recognized and accepted for who they are.

Inclusion refers to how people with different identities feel as part of the larger group.

Inclusion doesn't naturally result from diversity; **you can have a diverse team of talent BUT that doesn't mean that everyone feels welcome or valued.**



Companies with inclusive cultures are **twice as likely** to meet or exceed financial targets by up to **120%**.



Three times as likely to be high-performing



2.3 times higher cash flow per employee over a three-year period



Six times as likely to be innovative and agile



Eight times more likely to achieve overall better business outcomes



5.4x higher employee retention



Creates a sense of psychological safety

Test Your Inclusion Knowledge



- When employees perceive their organization as committed to diversity and inclusion, employees are _____% more likely to rank their employer as high performing.

-
- A: 80%
-
- B: 50%
-
- C: 10%

- Despite the fact that 60% of companies have metrics in place to measure the success of their diversity and inclusion programs, _____% of employees from historically underrepresented backgrounds don't feel they've personally benefited from the initiatives.

- A: 10%
- B: 45%
- C: 75%

RESULTS ARE IN.....



When employees perceive their organization as committed to diversity and inclusion, employees are **80% more likely** to rank their employer as high performing.

Despite the fact that 60% of companies have metrics in place to measure the success of their diversity and inclusion programs, **75% of employees** from underrepresented backgrounds don't feel they've personally benefited from the initiatives.

DEI BARRIERS

- UNCONSCIOUS /IMPLICIT BIAS
- MICROAGGRESSION
- LACK OF SKILL BUILDING/ON-GOING SUPPORT
- ACCEPTANCE OF 'TRICKLE DOWN THEORY"



Unconscious/Implicit Bias

Unconscious bias, also known as **implicit bias**, is a learned assumption, belief, or attitude that exists in the subconscious. Everyone has these biases and uses them as mental shortcuts for faster information-processing.

Implicit biases are developed over time as we accumulate life experiences and get exposed to different stereotypes.



Unconscious Biases to Overcome and Help Promote Inclusivity

Gender, Name, Beauty, Status Quo, Overconfidence, Ageism, Sexism, and Ableism Bias.

A microaggression is a comment or action that negatively targets a marginalized group of people and has a harmful, derogatory effect.

A microaggression can be intentional or accidental. It is a form of discrimination.

LACK OF SKILL
BUILDING/ON-
GOING
SUPPORT

**BREAKING
BARRIERS**

WHO ARE
OUR
GREATEST
RESOURCES?







- Be The One!
- Be A Champion/Advocate for Change, DEI Champion/Connector/ Community Change Agents.
- Be Open-Minded
- Be Flexible
- Be Accountable
- Be Transparent
- Be Intentional
- Be Consistent
- Be Committed
- Be Determined
- Be Patient!

- People First Strategy (Employees & Customers)
- Develop Strong Partnership/Relationships (Businesses, Educational Institutions, Faith-based, Non-profit & Community organizations, etc.)
- Community Engagement Programs & Activities- (DEI Pulse or Climate Survey, Focus Groups, Listening Sessions, Town Hall Meetings, Social Media platforms, etc.) **Listen, Learn, then Act!**
- Implement Employee Resource Groups (ERGs)
- Establish a DEI division and or hire DEI dedicated staff to oversee and lead DEI programs.
- Develop DEI Strategic Plan (or embed into existing plan) that is designed for long term sustainability. Monitor and measure effectiveness of programs and plans. **If you don't measure it, you can't change it, and know what's working and what's not.** Use Concrete Data to also back the need for DEI programs in your area.
- Transparency, sharing info and opportunities.
- On-going DEI Trainings- Starting with basic understanding of DEI and the historical/root causes of systemic issues.
- Intentionality/models of DEI.
- Support creation of DEI Initiatives & Programs; create incentives & recognitions for individuals, businesses, organizations, excelling in DEI efforts.
- Review/audit of current policies; & development of more inclusive policies. Encourage businesses to offer remote / flexible work options.
- Effective change management. **Inform, Educate, Sustain!**



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