

Since the formation of the Black Corporate Directors Conference nineteen years ago, we remain steadfast in our call to action focusing on measurement of the Three P's: People, Purchasing and Philanthropy.

WE BELIEVE A SUSTAINED FOCUS ON THIS PLAYBOOK WILL HELP MEANINGFULLY DIVERSIFY CORPORATE AMERICA.

People

Companies can best meet their customers' needs when they are committed to diversity across all levels of their organization.

People Actions:

Measure workforce diversity data at all levels and set targets.

Break out diversity metrics by race and ethnicity.

Adopt and go beyond the "Rooney Rule," requiring more than one diverse candidate be interviewed for open senior positions and/or board seats.

Measure employee participation in 401k plans, and address racial disparities.

Purchasing

When companies are willing to form contractual relationships with minorities across a variety of industries, the corporation's image is bolstered, as is the image of the minority leaders and businesses they work with.

Purchasing Actions:

Measure all spending by specific category including professional services and replace the term "supplier diversity" with "business diversity."

Track the diversity of executives employed by your vendors and professional services firms and require companies to make quantifiable progress.

Recognize minority-owned businesses need "access to customers" in addition to "access to capital."

Philanthropy

Philanthropic contributions to organizations focused on lifting minority communities ultimately serve to uplift the corporation's employee and customer bases.

Philanthropy Actions:

Measure corporate philanthropy to ensure that civil rights organizations and other organizations serving communities of color benefit, in addition to arts and cultural institutions.

Ensure that corporations are building long-standing, multi-year philanthropic relationships with organizations.

Encourage executives to employ the Three Ps on the civic and non-profit boards on which they serve.