DRIVING DIVERSITY AND INCLUSION

INDUSTRY COLLABORATION TO CLOSE THE DIVERSITY GAP IN COMMERCIAL REAL ESTATE
AGENDA

1. Understanding the Diversity Gap
2. The Business Imperative and its Benefits
3. What is the Diversity Collaborative
4. How You Can Help
SURVEY OF 13,773 SENIOR EXECUTIVE JOBS NATIONALLY:

- African American (Men) 1.3%
- Asian (Men) 1.6%
- Hispanic (Men) 2.9%
- All Minorities (Women) < 1%
- Caucasian (Men) 80%
- Caucasian (Women) 14%

Source: Wall Street Journal, A Dim Record on Diversity, September 8, 2013
UNDERSTANDING THE DIVERSITY GAP

• CRE industry is considerably less diverse than the U.S. adult college-educated population.

• White males dominate every job category except clerical workers.

• As the market continues to become more diverse, this imbalance will increasingly harm our ability to attract and retain talent, provide better solutions, and connect with our clients.

*The need to create a more diverse and inclusive commercial real estate industry for Minnesota must be a business imperative.*

Source: The Commercial Real Estate Diversity Report, August 2013
THE BUSINESS IMPERATIVE AND BENEFITS

WHY DOES THIS MATTER TO CRE?

50.4
Percent of minority newborns in US as of 5/17/12

125,000
Immigrants expected to arrive in the Twin Cities area from 2010-2020

30
Percent of minority children in MN, up from 21% in 2000
THE BUSINESS IMPERATIVE AND BENEFITS

BENEFITS OF WORKPLACE DIVERSITY

• Increased Innovation and Creativity
• More Qualified Workforce
• Better Adaptability
• Increased Market Share
• Reduced Turnover
WHO ARE WE?

DIVERSITY COLLABORATIVE: FORMED IN 2011

Lisa Dongoske
Cushman & Wakefield
NorthMarq

Michele Foster
Foster Advisory Real Estate Services
DIVERSITY COLLABORATIVE

VISION: We envision a future for MN CRE industry where our professionals demographically reflect our clients, tenants, and communities.

MISSION: To deliver to the CRE industry members, the tools, talent and opportunities to drive inclusiveness, diversity, and future success.
TAKING STEPS TO A DIVERSE INDUSTRY

COMMUNITY PARTNERS

- Cristo Rey Jesuit High School
- 8th Annual MNCAR Commercial Real Estate Expo
- AchieveMpls
- Minnesota State
- TCF Bank
- Saint Paul Saints
2016 INITIATIVES

• Pursuing 501(c)(3) status

• Expanding our scholarship reach

• Engaging with local colleges and universities

• Strengthening and expanding partnerships in the Twin Cities community

• Increasing our volunteer participation to augment our committees
GETTING INVOLVED

WE NEED YOUR HELP

SCHOLARSHIP
Committee Chair: Raymond Vaughn
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THANK YOU!