MOSAIC: HOW THE TULSA CHAMBER TRANSFORMED ITS MINORITY BUSINESS COUNCIL

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President & CEO

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Mosaic & Workforce
NEW BATTLE NOW IN PROGRESS

WHITES ADVANCING INTO ‘LITTLE AFRICA,’ NEGRO DEATH LIST IS ABOUT 15

There was an unconfirmed report at 9 o’clock that four white men had been killed in the latest clash with the blacks, but it could not be verified.

With the coming of dawn this morning, following a night of raw fighting and death, hundreds of armed whites in motor cars formed a circle of protection about ‘Little Africa,’ and a continuous battle of rifle and revolver raged from house to house.

Negroes on Curtis Street have been killed since the first shot was fired at 3 o’clock last Friday afternoon. There were no Negroes seen on any street in the section in the morning.

Governor Acts to Stop Riots

Negroes Finally Driven Into “Little Africa”

Where 1,000 Armed Whites Are Reportedly

Staying In More Than 500 Armored Whites

Facing Those Opposite Force On Tracks; More

To Lynch, Southland Starts Trouble

BULLETIN

There are two dead negroes at the Florence depot.

After a man was shot dead in the early morning over a negro woman, about 300 armed whites in motor cars poured into ‘Little Africa’ and attacked the negroes with machine guns and revolvers.

Governor Varnum ordered the arrest of all negroes over 16 years of age and all shot dead, but at 3 o’clock last Friday afternoon, armed whites in motor cars poured into ‘Little Africa’ and attacked the negroes with machine guns and revolvers.

There is a great deal of suffering and disorder among the negroes, although attempts were made at the police station to arrest the negroes in the first instance.

The negroes were hunted down and used as a means of revenge by the whites.

There is a great deal of suffering and disorder among the negroes, but the whites have been hunting them down and used as a means of revenge by the whites.
WHY?

The Dallas Morning News

Sunday

This city, our city,

has been tested before. Now we face a new test.
OUR COMMUNITY WILL HEAL

It was a dark and cold night. The town was quiet, and the streets were empty. The people were gathered around the town square, holding candles and praying for those who had been affected by the tragedy.

#OrlandoUnited

COMPLETE COVERAGE OF THE SHOOTING STARTS ON PAGE A2
Formalized in 1995 as the Minority Business Council

Originally conceived as an economic development effort to encourage and support the formation of minority-owned businesses
In 2010, Shane Fernandez, a former chair of Tulsa’s Young Professionals & Chamber board member, led efforts to reorient perspectives and adopt diversity & inclusion into the organization’s strategic plan.
Board leadership expanded Chamber’s D&I commitment

Included three-phase assessment led by local civil rights author & attorney Hannibal Johnson

Staff completed internal component in September 2010; renamed minority business council in October
Public launch of Mosaic

Mosaic debuted as a public organization championing the business case for diversity and inclusion in October 2011.
Mission Statement

Mosaic will educate, lead and influence businesses on creating diverse and inclusive workforce cultures to enhance their competitive advantage.
Vision Statement

Mosaic will catapult Tulsa into the forefront of diversity & inclusion leadership.
**PROJECTED U.S. POPULATION GROWTH FROM 2010 TO 2050**

- **+167% HISPANIC**
- **+142% ASIAN**
- **+56% BLACK**
- **+42% TOTAL GROWTH**
- **+1% WHITE NON-HISPANIC**

**NEARLY 1 IN 9 OKLAHOMANS ARE LATINO OR ASIAN**

- **2015 ASIAN BUYING POWER IN OKLAHOMA TOOKED $3.2 BILLION, $300 MILLION INCREASE SINCE 2013**

**9% OF OKLAHOMANS IDENTIFY AS NATIVE AMERICAN COMPARED TO 1.2% NATIONALLY**

*Exclude American Indian, Alaska Native, Hawaiian & Other Pacific Islander
Source: U.S. Census Bureau Population Projections*
Five Key Pillars

CEO Commitment
Diverse People Practices
Internal Policies
Community Outreach
Diverse Suppliers
Programming

Monthly Meetings
Committees
Networking
Peer-to-Peer
Inclusive Cultures Survey
Inclusion Forum
Inclusive teams outperform their peers in team-based assessments by 80%.

Employees that feel included and valued in their organization are committed to and supportive of diversity. To foster an environment of innovation, MPLA’s resources are dedicated to diverse and team collaboration.

COMMUNITY INITIATIVES
HIGHEST PERCENTAGE OF WOMEN EMPLOYEES IN THE UNIVERSE

When 10% more of a company’s employees report feeling included, average attendance increases by almost one day per year per employee.
### 2015 Top Inclusive Workplace Cultures

#### 5 STAR RECIPIENTS
- AEP PSO
- American Airlines
- Baker Hughes
- Brama Companies
- Blue Cross Blue Shield
- CAP Tulsa
- Enterprise Holdings
- HP Enterprise Services
- Inhoff Salon & Day Spa
- Key Personnel
- Macy’s
- Northeastern State University
- Oklahomans for Equality
- ONEOK
- Oklahoma State Diversity
- Scott McCoy Agency
- SMG Tulsa
- Tulsa Public Schools
- Tulsa Young Professionals
- Verizon

#### 3 STAR RECIPIENTS
- Indian Health Service
- IIT Technical
- OCCJ
- Oklahoma Policy Institute
- Oklahoma State University
- The University of Tulsa
- Tulsa Area United Way
- Tulsa Community College
- WAX Energy
- Youth Services of Tulsa

#### RISING STARS
- Commerce Bank
- Conner & Wikens
- Emergency Infant Services
- Explorer Pipeline
- Kikpatrick & Kinslow Productions
- La Semana Del Sur
- Phillips Technological Seminary
- Project Special Courage
- Route 66 Surveying
- Schenek Turnbe Frank
- TARC
- Threemans Records
- Union Public Schools
- Williams

#### 4 STAR RECIPIENTS
- Level 3 Communications
- Manpower Group
- Morgan Stanley
- ONE Gas
- Spirit AeroSystems

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**TULSA REGIONAL CHAMBER**
Survey Participation

CEO/executive commitment
sensitive subject matter
survey fatigue
Pushback

board members
elected officials
investors
colleagues
Building D&I “Muscle”

awareness & knowledge
effect on culture & productivity
willingness to open dialogue
IN 24 HOURS,
DECISIONS MADE AT THE STATE CAPITOL COST US
8.2 MILLION DOLLARS
IN NEGATIVE MEDIA COVERAGE*

CAN WE REALLY AFFORD ANOTHER STEP BACKWARD?
Membership Growth

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<th>Year</th>
<th>Companies</th>
<th>Members</th>
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<tr>
<td>2016</td>
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<td>375</td>
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Sponsorship Growth

- 2012: $10,000
- 2013: $30,000
- 2014: $50,950
- 2015: $62,950
- 2016: $73,550
Questions?
The Tulsa Regional Chamber is the principal business-driven leadership organization improving the quality of community life through the development of regional economic prosperity.