



Vibrant Isn't Just a Name

**Report to
Community**

**July 2022-
June 2024**



Vibrant Isn't Just a Name, It's a Mission



Reflecting on the past two fiscal years, I am reminded that Vibrant is not just a name—it is a mission. At Vibrant Pittsburgh, we are driven by a deep and unwavering commitment to fostering an inclusive and dynamic region where diversity is essential and at the core of our shared success.

Our mission is more than a set of goals. It challenges us to create a community where every individual, regardless of their background, has the opportunity to thrive. We have made significant strides toward this mission, but your membership, support, partnership, and belief in our work make these achievements possible.

In this report, you will see the results of these efforts—resources that open doors for underrepresented talent, programs amplifying diversity in the

workplace, and advocacy pushing the needle forward on equity and inclusion. With every success story and every piece of data, you'll find testaments to what we can achieve when we make Vibrant our mission. They reflect everyone involved in this journey's hard work, dedication, and passion—our members, partners, stakeholders, staff, and board leadership. We have built momentum together, but our work is far from over.

As we look ahead, I am excited about the possibilities that lie before us. Our journey may not be over. Our labor might be hard. But our mission continues to inspire.

Sabrina Saunders Mosby

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President & CEO
Vibrant Pittsburgh



Vibrant Isn't Just a Name, It's a Commitment



As a member of the Vibrant Pittsburgh board of directors, I have witnessed firsthand the powerful impact our collective efforts have on advancing diversity, equity, and inclusion in our region. Vibrant is not just a name or a concept—it is a commitment driving everything we do.

Over the past fiscal years, our purposeful and strategic initiatives have been instrumental in transforming our vision of a vibrant Pittsburgh into reality. This report stands as a testament to the change we bring about when we turn conversations into real progress.

As a board, we are deeply committed to ensuring that Vibrant Pittsburgh

remains an organization that leads by doing. We are incredibly grateful to our members, partners, supporters, and community—for standing with us and driving this momentum forward.

Let us continue to act together to ensure that Pittsburgh is a place everyone can thrive.

With sincere appreciation,

Caitlin McLaughlin

Chief People Officer, *Lafayette Square Holding Company, LLC*

Chair, Board of Directors,
Vibrant Pittsburgh



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What Vibrant is to Members

“*Testimonial*
Camille Goleb, Koppers



Being a member of Vibrant Pittsburgh has helped Koppers become more connected with the region and learn from the businesses that are already a part of the Vibrant Community. A lot of our current contacts and connections were made through Vibrant, and being able to utilize these connections as resources for everyone in our organization has been indispensable.

Last year, Vibrant helped us host our first Juneteenth programming

event. Allegra hosted a virtual panel, and it was the first time we had a conversation like that with the whole company. We had various Black employees, including upper leadership, discussing their experiences being Black. I don't know if that has ever been a part of the company culture.

To know that Vibrant is not just a DEI non-profit but that it is also business-focused has been invaluable to me.



Vibrant Creates a Robust Region

Vibrant Pittsburgh membership is more than just an affiliation—it's a transformative opportunity to cultivate a robust and inclusive company culture. Our members enhance their company's commitment to creating a welcoming and inclusive environment and position their organization as leaders in fostering dynamic workplaces.

Our 135+ member organizations align with a powerful movement driving positive change throughout the region - embracing the chance to build a more robust, more cohesive culture while contributing to the growth

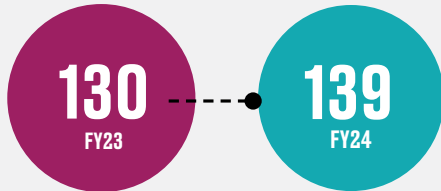
and vibrancy of Pittsburgh's diverse business landscape.

Vibrant Pittsburgh's members are diverse, representing a wide range of sizes, sectors, industries, and business stages. What unites them is a shared commitment to building a region where everyone feels a sense of belonging and has the opportunity to thrive in a prosperous, sustainable future.

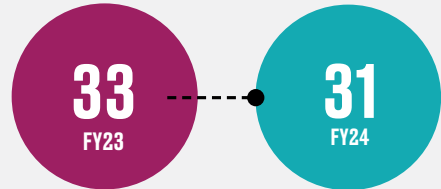
135+ Member Organizations

Fiscal Year Membership by the Numbers

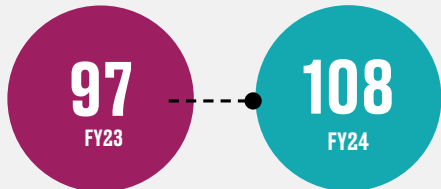
Number of organizations investing in DEI through Vibrant Pittsburgh



Number of investments by new members

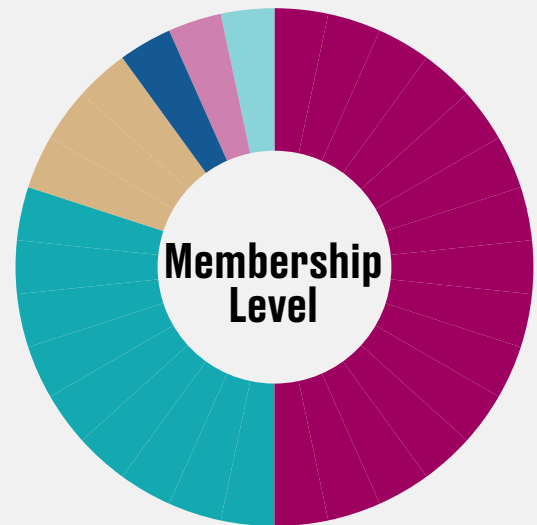
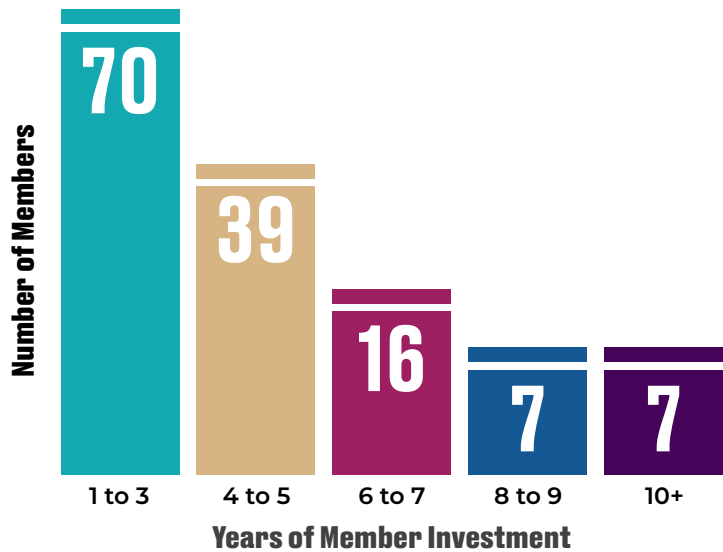
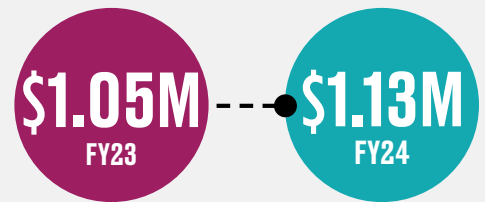


Number of members renewing their investment



Over **80%** of members renew membership annually

The annual monetary spend on DEI investment through Vibrant Pittsburgh in dollars



Members by Industry



Investment spans all industries and sectors

- 50% Member: <100
- 29% Supporter: 100-499
- 9% Patron: 500-999
- 4% Partner: 1,000-1,999
- 3% Leader: 2,000-4,999
- 4% Pillar: Any Size*

* Pillar members, regardless of organization size, fund their membership at a mission-sustaining level.

Our Members Are Our Best Asset

83%

of respondents indicate satisfaction with their membership

53.6

net promoter score indicating excellent, high member loyalty and satisfaction

62%

of respondents are likely to recommend Vibrant Pittsburgh to a colleague or community partner

83%

of respondents indicated that Vibrant Pittsburgh's services and benefits supported their organization's implementation of new or existing DEI initiatives

Respondents rated these programs and services as very valuable

Lunch & Learns

88%

Membership Newsletters

69%

Vibrant Index

80%



10+ Years Invested in DEI with Vibrant Pittsburgh



Membership represents over



240k



regional employees

Vibrant Builds Workplace Cultures



600+ training & education hours

Vibrant offers members access to cutting-edge diversity, equity, and inclusion training through recurring education sessions, customized training, and cohort-based employee engagement programs. These opportunities enable organizations to foster cultural competence and enhance communication skills, cultivating environments where employees of all backgrounds feel valued and respected. This approach not only boosts morale but also drives innovation and enhances an organization's reputation with current and future talent.

Engaging actively in diversity, equity, and inclusion development is a key differentiator in ensuring a sustainable future. Diverse teams, equipped with skills to generate creative solutions and adapt to market changes, are better positioned for success. Investing in Vibrant's training and education programming supports a diverse and inclusive workplace, leading to

- ✓ Improved business outcomes
- ✓ Stronger relationships with clients and communities
- ✓ A competitive edge in the global economy

Members deferred **\$150,000+** in training expenses through membership



Over
65%
of members participate
in at least one Lunch &
Learn annually

Education Open to All Employees

Monthly Lunch & Learns allow any member employees to receive topic-specific DEI education through a one-hour webinar.

Lunch & Learn topics are geared to provide a wide range of learning opportunities and use a progressive learning model with new sessions building on prior materials. Top topics – Cultivating a Culture of Belonging; The Power of Empathy; The ABCs of LBGTQIA+ Inclusion.



25
Hosted
2,670
Attendees

Innovation Leads to Tangible Results

As more member organizations return to in-person work and events, we've seen a growing demand for training that fosters in-depth discussions and hands-on activities with tangible outcomes. Vibrant Learning Labs (VLL) represent the next evolution of Vibrant Pittsburgh's Resilience Through Equity Series. Through a blend of virtual webinars, in-person, and hybrid workshops, VLL provides a platform for organizations

to engage deeply with critical DEI topics. These sessions are designed to drive meaningful change, helping participants enhance their practices, policies, and culture in alignment with the nine pillars of the Vibrant Index. Throughout the program, participants develop draft deliverables that can be refined and implemented within their organizations, with ongoing support from Vibrant Pittsburgh to ensure lasting impact.



8
Hosted

286
Attendees

86
Organizations

What Participants Say

“ For those of us that are highly scheduled, these have been amazingly valuable to jump on and glean some nuggets of helpful info. The handouts and sheets are very valuable to have.

Meeting a Member's Unique Needs

Vibrant Pittsburgh offers a wide range of training topics and formats to support the diverse needs of our members in their diversity, equity, and inclusion efforts. Members collaborate closely with our staff to create customized, topic-specific or role-focused training, tailored exclusively for their employees in a format that fits their workplace structure. This personalized approach, built on Vibrant's strong relationships with each member, leads to more impactful results than an off-the-shelf resource or one-off consultant training.

120

training hours

5,000

training attendees

100

employers participate
in office hours



Council events provide engaging networking opportunities.



Council convenings provide large and small group DEI employee development.

Engaging Regional Employees

Just as our members have unique needs, individual employees benefit from tailored engagement opportunities based on their roles and interests. Vibrant Pittsburgh provides two key platforms for this engagement across five distinct cohorts.

Our councils offer targeted learning and networking opportunities for role- or affiliation-based professional development. Currently, over 40% of member organizations have at least one participant in an employee engagement cohort.

Additionally, our Executive Engagement platform offers experience-driven events that connect local executives with one another and key regional assets.



Executive Engagements offer elevated experiences for leadership networking.



Since the launch of the reformatted job board:

940
jobs have been posted to the Jobsburgh community

Use of Jobsburgh platforms by members has increased
2X

Connecting Diverse Talent

Sustaining a pipeline of talent from varied backgrounds and perspectives in the Greater Pittsburgh region is not just a goal—it's necessary for our community's continued growth and vibrancy. Vibrant's Jobsburgh is a change agent sustaining a thriving, dynamic workforce with diverse perspectives, backgrounds, and skills. By nurturing a diverse talent pipeline, we ensure that our region remains competitive, innovative, and capable of meeting the challenges of tomorrow.

Member organizations can promote jobs through three Jobsburgh resources - the job board, Jobsburgh on LinkedIn, and the Jobsburgh newsletter. Tapping these resources provides members with an exclusive opportunity to reach a combined 3,000 job seekers. By participating in our Jobsburgh platforms, members demonstrate their commitment to fostering an equitable workplace, attracting top talent who value inclusivity and reducing turnover by creating opportunities for advancement that are accessible to all.

Compared to the US Census data for the Pittsburgh Metropolitan Statistical Area (MSA), a survey of our Jobsburgh community revealed that:

3X the number of respondents identified with non-white/European races

25% of respondents are part of the LGBTQIA+ community, significantly above the 3.3% in the MSA

80% identified as women well over the MSA's 51%

9% indicated genders not tracked in the MSA census data



Vibrant Leads with Understanding

At Vibrant Pittsburgh, we work from a place of understanding. We know different stakeholders are at various stages in their diversity, equity, and inclusion journey, each with their own set of challenges and objectives. To honor these diverse needs, we provide personalized support and tailored programs that speak to the specific requirements of each group. By recognizing and addressing their

unique circumstances, we aim to empower communities to make substantial and lasting progress in a manner that is genuine and sustainable. Our approach is focused on fostering inclusivity and fairness at each phase, ensuring that each group can progress in a way that is in line with their individual vision and principles.



Click here to learn more and read the most recent Vibrant Index 5.0 summary report.

Vibrant Data Builds a Path Forward

The Vibrant Index initiative, a collaboration with the Allegheny Conference on Community Development, drives advancements across various industries and sectors through data.

The Vibrant Index highlights areas of success and identifies critical actions needed to enhance organizational practices, policies, and cultures in the Pittsburgh region. It encourages companies to reflect on best practices and explore opportunities to amplify the impact of their diversity, equity, and inclusion efforts. In its fifth year, the Vibrant Index sample represented 16% of the Pittsburgh Metropolitan Statistical Area workforce.



Convening Regional Executives Around Thought Leadership

Vibrant's annual CEO Vision Breakfast offers executive leaders a platform to engage in meaningful thought leadership on diversity, equity, and inclusion. An executive's participation in the event signals an organization-wide commitment to inclusivity as a core value, not just a business goal. This collective leadership elevates the conversation on a larger scale, influencing industry standards and shaping the future of Pittsburgh's business community.



Dr. Andre Perry

2023 Keynote Speaker - Dr. Andre Perry

Dr. Perry explored the significance of investing in the Black, Indigenous, and People of Color (BIPOC) communities and talent, highlighting:

- ✔ Model asset framing is a necessity for the region to accelerate growth. We must consider how to build on, use, and leverage our region's data, resources, assets, and strengths to take on the challenges.
- ✔ The challenge of DEI traditionally was to show the benefits of diversity, but it is now apparent that not investing in BIPOC communities leads to losses in market share. The conversations must shift from what's wrong to the benefit of investments.



15



Tara Jaye Frank



What Participants Say

This was my first Vibrant Pittsburgh event and helped to spearhead our membership into your organization. It was a very well-done event with an excellent speaker, and, of course, a tremendous opportunity to connect with other CEOs.

2024 Keynote Speaker - Tara Jaye Frank

Tara Jaye Frank offered an open invitation to reflect on the emotional intelligence we should deploy in our approach to diversity and inclusion in our workplaces, highlighting:

- ✔ The core need of talent is to be seen, valued, respected, and protected.
 - Seen is the acknowledgment and consideration as a valuable contributor to business outcomes.
 - Value comes through not just pay and promotion but also appreciation, with the most significant retention risk being at the intersection of overworked and undervalued.
- Respect relates to their person, their knowledge, and their abilities.
- Protection is the psychological safety to speak up, share ideas, and push back without feeling at risk—especially reputationally.
- ✔ Allyship in leadership is passive encouragement and support, while waymaking is an intentional way of leading that requires active commitment and effort. Both can positively influence career advancement for underrepresented populations, but waymaking intensifies the trajectory.

Awardees

At the CEO Vision Breakfast, Vibrant Pittsburgh recognizes the impact of one community leader with the annual Diversity, Equity, and Inclusion Award.



Dr. Jessica Merritt (Spradley)
President & Co-Founder, Care Based Leadership, LLC



Even Frazier
President & CEO, The Advanced Leadership Institute

Supporting the Community Through Staff Expertise

Leadership through personal action is a shared value of Vibrant Pittsburgh staff. Staff served in board and advisory roles for 20 community agencies working to make the region more diverse, equitable, and inclusive.

With Vibrant Pittsburgh's commitment to providing our members and region with innovative and expert diversity, equity, and inclusion support, we pride ourselves in our investment in the continuing education of our staff. In the summer of 2024, Vibrant staff Lora McKnight graduated from Leadership Pittsburgh, and Derrick Shoffner graduated from The Advanced Leadership Institute.



Lora McKnight  Leadership Pittsburgh Inc.



Derrick Shoffner  THE ADVANCED LEADERSHIP INSTITUTE

Fostering Community for Black Talent

Vibrant Pittsburgh's partnership with the University of Pittsburgh and The Advanced Leadership Institute (TALI) has created valuable networking and professional development opportunities for Black faculty and executive leaders. Events such as the Hill District Tour, which brought together 20 participants to explore the August Wilson House and enjoy local music, and the Fallingwater Tour, with 30 attendees discovering the region's historical architecture, have fostered a stronger sense of community and support.

The success of these initial events led the University of Pittsburgh to extend its collaboration with Vibrant Pittsburgh, resulting in ongoing engagement with faculty from colleges and universities across the city.



Vibrant Impacts the Public Narrative

Creating a vibrant region involves more than just employer diversity, equity, and inclusion initiatives. It requires reshaping the narrative around diversity, equity, and inclusion in profound and impactful ways.

Vibrant Pittsburgh is an established and recognized leader in driving meaningful conversations and actions on regional DEI, and our strategic initiatives influence how these efforts are understood and implemented within the community. Through public commentary, media appearances, speaking engagements, and social media, we consistently advocate for regional growth through DEI.

By amplifying the importance of diversity, equity, and inclusion, we are fostering a more welcoming and equitable environment and ensuring these values remain central to the region's growth and success.



Community Engagement Through Diverse Events

Community building is a core value at Vibrant Pittsburgh. By participating in and sponsoring events hosted by local organizations, we foster collaborations between businesses and communities, creating a more connected region.

Barrel & Flow: USA Today's #1 Brew Fest aims to “utilize the brewing industry to connect opportunity, accessibility, and artistry while celebrating and empowering the Black community.”

Building Bridges: Created by Ebtelal Badawi, this initiative promotes “unity and connection among individuals, regardless of their backgrounds or differences.” Vibrant Pittsburgh partnered with Badawi to bring this event to life, connecting with the community and thought leaders.

Chamber of Commerce: Hosting events bringing community members together through a regional Chamber of Commerce event further unifies the business community with our mission.

432
Community Engagements

15 Community Sponsored Events Spanning
5 Distinctive Communities
LGBTQIA+, Women, Black, Economically Vulnerable, Diverse Leaders



Explore Vibrant Pittsburgh Elevates Diverse Business

Promoting diverse local businesses is essential for amplifying inclusive communities and enhancing supplier diversity. By supporting these businesses, we contribute to the economic empowerment of underrepresented entrepreneurs and ensure that the marketplace reflects the rich diversity of our region. Our Explore Vibrant Pittsburgh initiative is building an accessible directory of Pittsburgh area businesses with Black, Indigenous, and People of Color (BIPOC) owners. With a growing roster of 40 organizations, Explore Vibrant Pittsburgh seeks to enhance social cohesion and create opportunities for all to succeed.

Elevating Beyond the Directory:

August Wilson African American Cultural Center (AWAACC)

Its participation in the directory highlights African American Pittsburghers' essential history, cultural impact, and significant contributions. AWAACC has also now joined Vibrant Pittsburgh as a member to elevate its own DEI work.



Blanket & Board

Blanket & Board was selected to be Vibrant Pittsburgh's first sponsored vendor table at a major Pittsburgh event, Barrel & Flow, to promote its offerings.



The Hill Dance Academy Theatre

In January 2025, the academy will partner to host the 35th Annual International Conference & Festival of Blacks in Dance—the first time the conference will be held in Pittsburgh. As an Explore Vibrant Pittsburgh vendor, we will support this historical moment for the academy and elevate the works and trade of Black Dance.



Targeted Partnerships
90
Participants



Strategic Partnerships

Vibrant partners with programs and organizations to host events specifically for diverse audiences. Partners include the University of Pittsburgh, The Advanced Leadership Institute, Corporate Equity & Inclusion Roundtable, and Hit Like A Girl.

Supporting Immigrant Communities Through Legal Services

Since 2011, we have invested \$130,000 to support skilled attorneys and accredited representatives who provide crucial legal assistance to immigrants navigating the U.S. immigration system. Our \$10,000 annual investment in Immigration Legal Services at the Jewish Family and Community Services reflects our commitment to fostering dynamic communities. Recognized by the Board of Immigration Appeals (BIA) and the Executive Office for Immigration Review (EOIR), the team provides high-quality legal support that helps clients build secure, stable lives, enriching the vibrancy of our region.



Advancing Diversity & Inclusion Through Mini-Grants

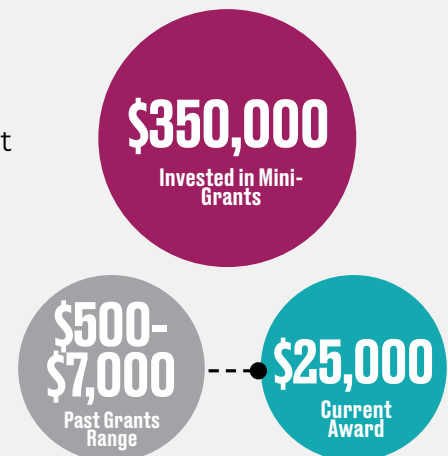
Since 2015, Vibrant Pittsburgh and the Urban Affairs Foundation, part of the Community Relations Council of the Jewish Federation of Greater Pittsburgh, have invested over \$350,000 in mini-grants to promote vibrant communities and boost civic engagement across the Pittsburgh region.

While past grants ranged from \$500 to \$7,000, for the first time in 2023, two standout organizations were each awarded \$25,000. This shift underscores our commitment to maximizing impact and ensuring meaningful, lasting regional change. Over the years, mini-grants have supported various initiatives, from health and human services to education, mentoring, professional networking, and job-connection programs for refugees and immigrants.

The 2023 mini-grants awardees:

Professional Women’s Network: empowers women to excel personally and professionally through events and programs that build connections and strengthen ties within the region.

Jewish Family and Community Services: the Barrier Reduction Employment Initiative equips a local cohort with job readiness and interview skills, preparing them for careers in the medical, technology, or education sectors.



Vibrant Pittsburgh's Board of Directors

Current Board Executive Committee

Board Chair - **Caitlin McLaughlin**, Chief People Officer, Lafayette Square Holding Company, LLC

Board Vice-Chair - **Ramy Sidhom**, Head of Aviation Finance, PNC Bank

Treasurer - **James Sullivan**, Executive Vice President & COO, Koppers, Inc.

Secretary - **Earl Buford**, Chief Executive Officer, CAEL

Board Members Fiscal Years 2023 & 2024

Justice Cynthia Baldwin, Retired, Pennsylvania Supreme Court (FY '23)

Darrell Baltimore, Human Resource Specialist, Carnegie Mellon University (FY '23-'24)

Leslie Britton Dozier, Senior Assistant General Counsel/Head, Contract Management Operations, Bayer (FY '24)

Earl Buford, Chief Executive Officer, Partner4Work (FY '23-'24)

Dr. Quintin Bullock, President, Community College of Allegheny County (FY '23)

Itha Cao, Director of Digital Inclusion & Innovation, Neighborhood Allies (FY '23-'24)

Maple Chen, Senior Omni Business Strategy, American Eagle Outfitters (FY '23-'24)

Kent G. Clifton, Retirement Planning Specialist, Equitable Advisors (FY '23)

Sabina Deitrick, Director, Urban and Regional Analysis program, UCSURR, University of Pittsburgh (FY '24)

Mona Dine, Chief Diversity Officer/General Manager, Corporate Human Resources, US Steel (FY '24)

Michael Divito, Exec Vice President, Equitable Advisors (FY '24)

Leslie Britton Dozier, Senior Assistant General Counsel/Head, Contract Management Operations Bayer (FY '23)

Rich Fitzgerald, County Executive, Allegheny County (FY '23)

Ellen Freeman, Managing Partner, Immigration Law Attorney, Ellen Freeman Immigration Law Group (FY '23-'24)

Ed Gainey, Mayor, City of Pittsburgh (FY '23-'24)

John Galley, Senior Vice President/Chief Human Resources Officer, UPMC (FY '23)

Gabriella Gonzalez Ph.D., Program Officer, Richard King Mellon Foundation (FY '23)

Linda Guest, Senior HR Manager, Pittsburgh Post Gazette (FY '23)

Sara Innamorato, County Executive, Allegheny County (FY '24)

Michael Keslar, President & Head Clearing, Markets & Issuer Services Tech, BNY Mellon (FY '23-'24)

Larry Kleinman, Executive Vice President, Chief Human Resources Officer, Highmark Health (FY '23-'24)

Margaret Larkins-Pettigrew, Senior Vice President/Chief Clinical Diversity, Equity & Inclusion Officer, Allegheny Health Network (FY '24)

Kimberly Manigault, Vice President for Human Resources & Organizational Development, Harrisburg Area Community College (FY '24)

Caitlin McLaughlin, Chief People Officer, Lafayette Square Holding Company, PLLC (FY '23-'24)

Stefani Pashman, CEO, Allegheny Conference on Community Development (FY '23-'24)

Ramy Sidhom, Head of Aviation Finance, PNC Bank (FY '23-'24)

Stephen Spolar, Consultant, Human Resources (FY '23)

James Sullivan, Executive Vice President & COO, Koppers, Inc. (FY '23-'24)

Lara Washington, President, Allegheny Housing Rehabilitation Corporation (FY '23)

Melanie Zaber, Full Economist, RAND (FY '24)

Michelle Zappa, Director of Human Resources, Peoples Natural Gas (FY '23-'24)

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IT'S A
vibrant
THING

DISCOVER
MEMBER BENEFITS



BOOK AN
INTEREST MEETING



MEET OUR
LEADERSHIP



READ THE
VIBRANT INDEX



EXPLORE
JOBSBURGH



TAKE THE
DEI PLEDGE



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