



**MCCE SUMMER REFRESH 2019
BUILDING AN EFFECTIVE DIVERSITY INITIATIVE**

**Roger Schleper, Premier Real Estate
Diversity Council Chair and Founder**

**Brian Hart, Stokeswood Enterprises, LLC
Diversity Council Executive Committee and Founder**

- I. Introductions**
- II. History of the St. Cloud Area Chamber Diversity Council**
 - a. Early History**
 - b. History of the most Recent Effort**
- III. Process – How did we come together?**
- IV. How did we choose our Leadership?**
- V. We look for Partnerships but never give up our Chamber identity**
- VI. 2018-19 Activities**
 - a. September – St. Cloud Pride**
 - b. January – Educational Event**
 - c. April – Community Diversity Conference**
 - d. July – 150th Celebration/Summertime By George**
- VII. Assessment of effectiveness**
- VIII. Goals and hopes for the future**

QUESTIONS/DISCUSSION



**ST. CLOUD AREA CHAMBER OF COMMERCE
DIVERSITY COUNCIL MISSION AND VISION**

Mission: The purpose of the Diversity Council of the St. Cloud Area Chamber of Commerce is to support an inclusive business community by encouraging all Chamber members to advocate, enhance and promote equity of opportunity in all of their business practices.

Vision: Our vision is a thriving business community that prospers through being inclusive of all people.

2017-2018 St. Cloud Area Chamber of Commerce Diversity Council

1) INCREASE NUMBER OF MINORITY OWNED/MANAGED BUSINESSES WHO CHOOSE TO BE CHAMBER MEMBERS.

Outreach to and educate businesses owned by people of a diverse background to reach a minimum goal of (5) new Chamber members from these efforts.

NEEDS: List of potential businesses who qualify as “minority owned/managed businesses.”

Should we try an Each One Reach One Membership Campaign for the Diversity Council?

Hudda has been working with the Somali Café & Restaurant and has joined as Filsan Consultant.

Include a question on our Data Sheet in the Summer of 2018: Are you a minority/ethnicity/woman owned business?

2) SPONSOR A MINIMUM OF TWO PERSONAL/PROFESSIONAL DEVELOPMENT EVENTS FOR WORKERS/JOB SEEKERS SPECIFIC TO THE NEEDS OF PEOPLE WITH A DIVERSE BACKGROUND.

NOTE: Workforce Council is primary to this. Chamber staff supports (WF Dev Coord).

UPCOMING: April 25 CentraCare Diversity Conference – Partner Organization

Fall LTL session November 1, 2017 (capacity registration).

Building Capacity event November 29, 2017 – Need assistance promoting and getting people registered.

3) INVOLVE MEMBERS - Each committee in the Chamber, including the Diversity Council, bring on at least (1) member or member-employee from a diverse background onto its committee.

NOTE: Proposal is for 5 members on 5 committees.

PROPOSAL: Pair mentors with diverse members who need specific assistance.

Other notes:

- Outreach to international student organizations, Deans, teachers, etc.
- Periodic profile in the Business Central magazine of a business owned by persons of a diverse background
- Some type of scholarship, sponsorship or discount into the Chamber for businesses owned by persons of a diverse background

Other proposals from September Meeting:

- Students support the efforts of other groups.
- Connect with a student and go to 2 events (from Lorraine)
- Willing Partners – solicit 5 companies willing to participate with experiential internships
- Group agreed to have an event – when and who do we invite?

NEEDS: Brainstorming

Goal Review

Tasks

**DIVERSITY COUNCIL
2018-19 REORGANIZATION
September 2018**

STRUCTURE: The Diversity Council Executive Committee shall include the Chair, Vice Chair, Past Chair and four to eight Lead Volunteers of the Annual Events, for a maximum of seven to eleven total members.

Goals will be determined by the Executive Committee and presented to the Chamber's Board of Directors annually.

**2018-19 Chair – Roger Schleper
2018-19 Vice Chair – Jim Beck
2018-19 Past Chair – Hudda Ibrahim**

ANNUAL EVENTS:

**1st Quarter – Educational Event, Co-Chairs Sangeeta Jha and Hudda Ibrahim
Occurs between January and March, 2018**

**2nd Quarter – April 23, 2019 – Diversity Conference, Chair Lorraine Griffin Johnson
Gorecki Center, College of St. Benedict
Diversity Council Committee Members: Monica Segura-Schwartz and Charity Hovre
*(Note: This committee is full)***

**3rd Quarter – June 19, 26 or July 10 - Summer Networking Event, Chair Open
Tie-In with Summertime By George, Brian Hart Checking Dates**

**4th Quarter – September 15, 2018 - St. Cloud Pride Celebration, Chair Brian Hart
11:00 am – 4:00 pm at Lake George
\$300 Bronze Level Sponsor – Kellie Libert to register**

Lunch Bunch, Co-Chairs Roger Schleper and Jim Beck:

Quarterly Lunch Bunch will be scheduled and communicated with hosts and attendees at the beginning of each year to encourage attendance and impact for the restaurants visited.

Dates and Locations (all times 12:00 noon – 1:30):

October 12, 2018	Mexican Village
January 11, 2019	Star of India
April 12, 2019	Anejos Sartell
July 12, 2019	Fuji Steakhouse

All lunches are ordered from the menu and paid for by the individual member. RSVP to the Chamber.

