

## FOR IMMEDIATE RELEASE

### Vibrant Pittsburgh Seeks to Improve the Diversity of Pittsburgh Companies with Diagnostic Survey

Pittsburgh, PA – Vibrant Pittsburgh, in collaboration with the Allegheny Conference on Community Development, is excited to announce the launch of Vibrant Index 2020.

The initiative drives diversity, equity, and inclusion (DE&I) changes across industry and sector. In its second year, the diagnostic survey identifies areas of success as well as what critical actions are needed to improve the practices, policies, and cultures of organizations in the Pittsburgh region. The confidential process encourages companies to reflect on best practices while investigating opportunities to increase the impact of their DE&I efforts. The diagnostic period for Vibrant Index 2020 opens January 18, 2021 and closes March 19, 2021.

Vibrant Pittsburgh president and CEO Sabrina Saunders Mosby said, “It’s encouraging to see the new energy focused on DE&I within the business community. Workplace inclusion requires more than good intentions; without clear and robust metrics to track the work and its impact, initiatives will continue to fall short. With this year’s expanded scope, the Vibrant Index clarifies the actions required to build truly inclusive workplaces for a thriving Pittsburgh.” When asked about the partnership, Stefani Pashman, chief executive officer of the Allegheny Conference on Community Development said, “In order to truly achieve the regional vitality we all seek, we must collaboratively fight institutional racism and work towards a region that is equitable for all regardless of background or zip code. The Allegheny Conference is proud to partner with Vibrant Pittsburgh by engaging our member companies – some 300 regional employers - in this important work. The Vibrant Index is an essential roadmap for progress and systemic change.”

The Vibrant Index 2020 Diagnostic will assess how participating organizations addressed DE&I through their policies and workplace practices last year. The Vibrant Index initiative’s methodology was developed and refined through a targeted review by DE&I experts. Along with the Vibrant Pittsburgh Diversity Assessment Committee, chaired by Gabriella Gonzalez, Ph.D., who also serves as a Vibrant Pittsburgh Executive board member, the industry experts consulted include researchers, data analysts, human resources professionals, and DE&I practitioners.

Last year’s Diagnostic results provided a snapshot of the best practices being utilized by employers in the Pittsburgh region, and captured how 50 of the region’s organizations are addressing DE&I through their policies and workplace practices. Companies that score at or above the 95th percentile on the 2020 Vibrant Index Diagnostic are considered “Vibrant Champions.” PNC Bank, Reed Smith and UPMC were the companies honored with the distinction last year. This year’s Vibrant Index will evaluate companies in ten impact areas, identifying areas of responsibility, DE&I strengths, and opportunities to make change within an organization. Companies will be asked to reflect on the year 2020, including the impact of and response to both the COVID-19 pandemic and social unrest in the workplace.

Growing a diverse workforce.  
And a brighter future for our region.™



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Also new this year, the 2020 Diagnostic will be available to all organizations in the greater Pittsburgh region. Organizational results are confidential and there is no cost to participate. Companies interested in participating can sign up here: <https://bit.ly/3r3nS7E> or can contact Alexandria Johnson, Workplace Solutions Analyst, at [alexandriaj@vibrantpittsburgh.org](mailto:alexandriaj@vibrantpittsburgh.org).

### **About Vibrant Pittsburgh**

Vibrant Pittsburgh is a premier economic development membership organization, dedicated to supporting the growth and economic competitiveness of Pittsburgh; as the region's central resource, spokesperson, and convener on workforce diversity and inclusion, Vibrant Pittsburgh works with area employers to position the region as an inclusive and welcoming place for people of all backgrounds.

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