

The Challenge

Despite Pittsburgh's robust history as a capital of the industrial revolution and present-day cultural assets, there is a pervasive narrative that the Greater Pittsburgh region lacks diversity. This narrative is further reinforced by the fact that Pittsburgh is one of the fastest-aging and least diverse workforces of all major metropolitan areas in the United States. This presents an enormous challenge to companies who are trying to attract and recruit diverse talent for their businesses. To foster innovation and bolster the economic prosperity of the region, Pittsburgh needs an influx of diverse talent. In order to attract that talent, Pittsburgh companies need to be at the leading edge of inclusive and future-forward workplaces.



Our Approach

Vibrant Pittsburgh envisions a future where Pittsburgh employers offer inclusive workplaces that foster prosperity and belonging, making them a top choice for people of all backgrounds.

Many share our vision for a prosperous and inclusive Pittsburgh and are pursuing impact through various approaches – focusing on advocacy to drive policy change, conducting and publishing research, and convening public and private regional leadership to develop solutions that enhance the diversity and economic vitality of the region.

In conjunction with these efforts from regional partners, Vibrant Pittsburgh plays a unique role in catalyzing a new future for workplace diversity in Pittsburgh by providing resources and partnering with the business community and business leaders to drive measurable progress towards more diverse and inclusive organizations.

Vibrant Pittsburgh's role is to accelerate the business community toward equitable, inclusive, and diverse workplaces, creating a future-forward region.

Catalyzing a New Future for Workforce Diversity

This 2022 – 2025 Strategic Plan reflects the results of Vibrant Pittsburgh’s deliberations around how to best scale our efforts and maximize impact toward our envisioned future. It articulates a clear theory of change and sets the key priority areas and core strategies that will meaningfully advance Vibrant’s mission.

In particular, Vibrant Pittsburgh will prioritize **five key goals** over the next three years.



As a result of these strategic investments, Vibrant Pittsburgh will make meaningful progress toward strengthening diversity and sense of belonging in workplaces across Pittsburgh, contributing to an inclusive and prosperous future for the region.