CBC TECH 2020

YEAR IN REVIEW

Increasing America's Global Competitiveness by Advocating for African American Inclusion at all levels of the Technology Industry.

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PERSPECTIVE:

For more than 44 years, the Congressional Black Caucus has been on the frontlines of fighting for opportunity and equality. With the start of the 114th Congress, the CBC has developed an agenda centered on building an America that works for us all. Among our top priorities is ensuring corporate workforce diversity with a specific focus on increasing African American inclusion at all levels of the technology sector. The CBC and the tech industry share a common goal: To transform our society by unlocking the human potential to develop solutions that will improve our lives and those of generations to come.

America has yet to reach its full potential to innovate. The lack of African American representation in tech means that many of our best and brightest – problem solvers, critical thinkers, and those that challenge conventional thinking – are not included. America's global competitiveness suffers as a result. The CBC is committed to changing the status quo and ensuring full African American representation in the technology sector. In May 2015, the Congressional Black Caucus launched **CBC TECH 2020** to bring together the best minds in the tech, non-profit, education, and public sectors to chart a path forward to increase African American inclusion at all levels of the technology industry. Among guests present for the launch was Reverend Jesse Jackson, Founder and President of the Rainbow PUSH Coalition, which helped lead the way in pushing for greater data transparency and full representation of African Americans at Silicon Valley companies, and elsewhere. This review highlights the work of the initiative over the past year and includes our key principles, focus areas, findings from several meetings with key stakeholders from across the country, and highlights of companies who have taken the pledge as well as specific policy recommendations from CBC Members.

> *"STEM jobs are growing faster than any other U.S. sector. Jobs in the field are set to increase 17% by 2024, while non-STEM employment will grow just 12%."* – U.S. Bureau of Labor

CBC Diversity Taskforce

Members:

Co-Chairs

Rep. G. K. Butterfield (NC-01)

Rep. Barbara Lee (CA-13)

Rep. Maxine Waters (CA-43)

Rep. Sanford D. Bishop, Jr. (GA-02)

Rep. Eddie B. Johnson (TX-30)

Rep. Bennie Thompson (MS-02)

Rep. Emmanuel Cleaver, II (MO-5)

Rep. Hank Johnson (GA-04)

Rep. Hakeem Jeffries (NY-08)

CBC Demographic Breakdown:

46
# of CBC Members in 114th Congress

7
# of CBC Members who are House Committee Ranking Members

25
# of CBC Members who are also House Subcommittee Ranking Members

SNAPSHOT: CBC Tech 2020

CBC TECH 2020 is an initiative to bring together the best minds in the tech, non-profit, education, and public sectors to increase African American inclusion at all levels of the technology industry.

The Goal:

Achieve full representation of African Americans at every level of the tech industry by 2020.

Why 2020?

The **Level Playing Field Institute** estimates that there will be 1.4 million new tech jobs by 2020, and 70 percent of those jobs will be unfilled at the current rate U.S. colleges and universities are producing qualified graduates for these specialized roles. African Americans are a largely untapped talent pool that can help close this gap.

Key Principles:

www.cbc-butterfield.house.gov/tech
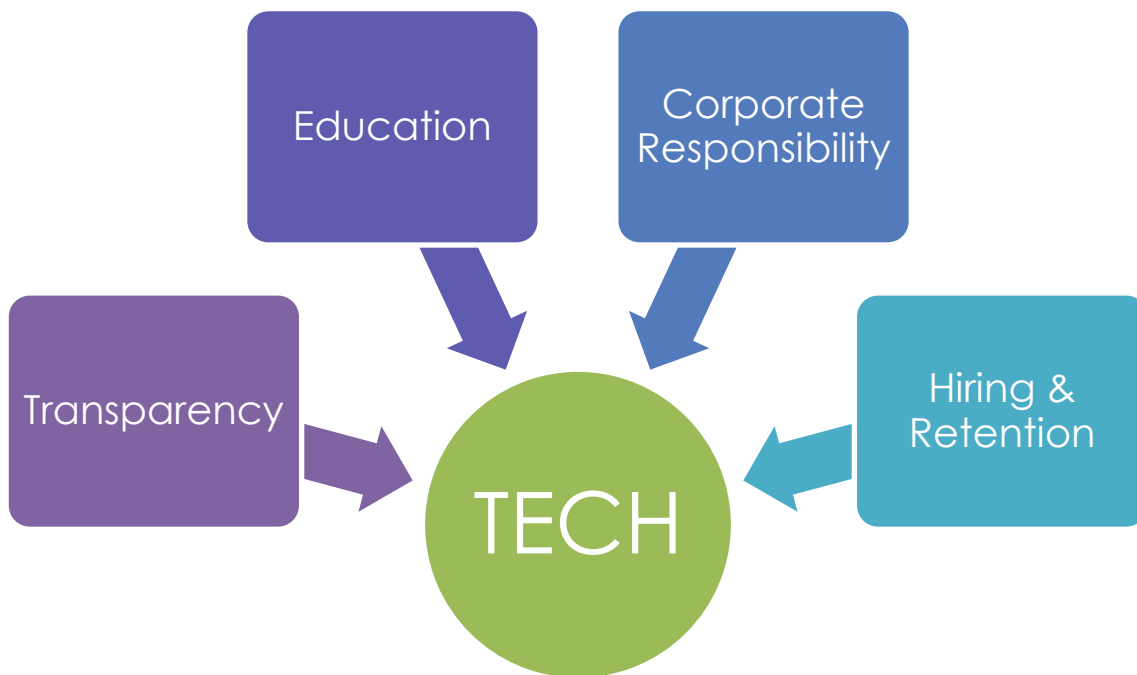
SNAPSHOT: CBC Tech 2020
(Continued)

Areas of Focus:

The CBC is looking to increase African American inclusion at all levels of the industry, including but not limited to:

Board of Directors	Executive Leadership	Workforce
Vendors	Suppliers	Contractors
Consultants	Philanthropists	Venture Capital Investment

"In 2016, we don't need Truman style presidential courage to promote diversity and inclusion - just common sense."
– Rep. Emanuel Cleaver, II

www.cbc-butterfield.house.gov/tech

NON-PROFIT TECH 2020 DIVERSITY & AFRICAN AMERICAN INCLUSION SOLUTIONS

We call on tech-focused **non-profits** to adopt a Tech 2020 Diversity and African American Inclusion Plan that will:

1. Evaluate specific programs that seek to increase the number of African Americans in the technology sector to determine which programs are most effective.
2. Identify challenges that are unique to the African American community that may be stifling their inclusion in the tech sector and identify specific strategies to remove these obstacles.
3. Collaborate with HBCUs and PBIs, as well as the private sector to scale their efforts to increase African American inclusion and develop best practices for increasing African American representation in the industry.
4. Train future leaders of the technology sector and build the talent pipeline by providing training, scholarships, and internship opportunities.

Additionally, educational institutions must join in these efforts and work with the private sector to develop curricula that will close the skills gap and ensure our students are competitive for tech and non-tech jobs in these companies.

AFRICAN AMERICAN INCLUSION PLANS

The CBC understands that each organization requires a unique approach to increasing African American inclusion. With this in mind, we are working with companies and organizations to adopt an African American Inclusion Plan that would outline specific, measurable steps that the company would take to increase recruitment and retention of African Americans in the industry. The following organizations have adopted African American Inclusion Plans: American Association for Access, Equity & Diversity (AAAED) Blacks in Technology, Career Communications Group, Inc., Black Data Processing Associates (BDPA), Bleeker, Global Leadership Forum, and Information Technology Senior Management Forum.

CORPORATE TECH 2020 DIVERSITY & AFRICAN AMERICAN INCLUSION SOLUTIONS

We call upon **tech companies** to adopt a TECH 2020 Diversity and African American inclusion plan, which includes:

1. Making African American inclusion a priority for the company's board of directors and executive leadership, and integrating its commitment to inclusion of underrepresented minorities in the company's values and mission statement.
   a. Investment from the Top: CEO's must commit to making African American inclusion a priority if companies are going to make serious advancements in diversity.
2. Setting clear, public goals to measurably increase the number of African Americans at all levels within the organization with external contractors and including with its affiliated venture capital investment.
3. Providing significant financial and human capital resources to achieve these goals.
4. Sharing best practices to ensure broad success and long term viability of the tech sector.
5. Increasing the use of African American-owned vendors and requiring majority-owned vendors to meet specific diversity goals.

"I really liked that the Congressional Black Caucus had a timeline, a goal, and a focus on transparency. I believe you accomplish what you measure..."

– Stacy Brown-Philpot CEO, Task Rabbit, in an interview with USA TODAY

CBC Tech 2020 Policy Solutions

Building a Robust Pipeline…

Educating the next generation of innovators must be a national priority. According to the U.S. Census Bureau, millennials are more diverse than previous generations, with 44.2 percent belonging to a minority race or ethnic group. A study conducted by the Pew Research Center concluded that millennials are also more connected to technology than previous generations. A quarter of millennials believe that their relationship to technology is what makes their generation unique.

While African Americans were 14 percent of the U.S. workforce in 2012, they were only 6.24 percent of the science and engineering workforce, and 6.12 percent of the computer science workforce. These facts reaffirm the need to strengthen pathways that cultivate interest and support for youth in STEM careers – particularly African American youth.

Government has a crucial role to play in closing this gap, which is why the CBC applauds President Obama's [Computer Science for All initiative (CSA)](), which aims to use new and existing programs to teach computer science to every student, with a particular focus on girls and students of color. The initiative is an interagency effort between the

President Barack Obama participates in a literacy lesson with children while visiting a pre-kindergarten classroom at Moravia Elementary School in Baltimore, Md., May 17, 2013. (Official White House Photo by Pete Souza)

Department of Education, National Science Foundation, and other many other agencies to equip American students with critical computer science and computational skills for a 21st century economy.

During the Fiscal Year 2017 appropriations season, Representative **Barbara Lee** led a letter with 67 colleagues, including many CBC Members, to the House Committee on Appropriations requesting full funding for CSA, including $100 million for the Department of Education to help school districts develop and teach computer science curricula.

Congress is integral in efforts to support African American students as they prepare to enter the tech workforce. As such, the CBC encourages Members to support legislation that:

1. **EMPOWERS TEACHERS, IMPROVES CURRICULA, AND FUNDS RESEARCH INTO EDUCATIONAL TECHNOLOGY**

HR 467 - STEM Opportunities Act
Rep. Eddie Bernice Johnson (TX-30)
Directs the Director of the Office of Science and Technology Policy to carry out programs and activities to ensure that Federal science agencies and institutions of higher education receiving Federal research and development funding are fully engaging their entire talent pool and for other purposes.

HR 591 - Engineering Biology Research and Development Act of 2015
Rep. Eddie Bernice Johnson (TX-30)
Provides for a coordinated Federal research program to ensure continued United States leadership in engineering biology.

HR 1898 – American Competes Reauthorization Act of 2015
Rep. Eddie Bernice Johnson (TX-30)
Provides for investment in innovation through research and development and STEM education, to improve the competitiveness of the United States, and for other purposes.

2. OFFERS FAIR INCENTIVES DESIGNED TO ENCOURAGE STUDENTS TO PURSUE STEM DEGREES

HR 73 - America Rising Act of 2015

Rep. Sheila Jackson Lee (TX-18)

Establishes a grant program for stipends to assist in the cost of compensation paid by employers to certain recent college graduates and to provide funding for further education in subjects relating to mathematics, science, engineering, and technology.

HR 4020 - Next Generation High Schools Act

Rep. Frederica Wilson (FL-24)

Increases the number and percentage of students who graduate from high school, college, and career ready with the ability to use knowledge to solve complex problems, think critically, communicate effectively, collaborate with others, and develop academic mindsets.

HR 3949 - Veteran's STEM Education Program

Rep. Marc Veasey (TX-33)

Amends Title 38, United States Code, to provide additional educational assistance under the Post-9/11 GI Bill for veterans pursuing a degree in science, technology, engineering, or math.

"For too long, African Americans have been locked out of the amazing opportunities being created by the booming tech sector. Addressing this disparity is a moral and economic imperative."

– Rep. Barbara Lee (CA-13)

3. PROMOTES CONSISTENT AND SUBSTANTIAL SCIENCE TESTING STANDARDS

HR 193 - Core Opportunity Resources for Equity and Excellence Act of 2015

Rep. Marcia Fudge (OH-11)

Amends the Elementary and Secondary Education Act of 1965 to provide for State accountability in the provision of access to the core resources for learning, and for other purposes.

HR 3790 - DISTANCE Act

Rep. Robin Kelly (IL-02)

To improve science, technology, engineering, and mathematics education, and for other purposes.

4. GRANTS FOR AFTERSCHOOL, WEEKEND, AND SUMMER STEM

HR 2155 - Community STEM Leading Act of 2015

Rep. Marcia Fudge (OH-11)

Amends the Elementary and Secondary Education Act of 1965 to direct the Secretary of Education to award grants for science, technology, engineering, and mathematics education programs.

HR 922 - STEM Prep Act of 2015

Rep. Alma Adams (NC-12)

Amends the Carl D. Perkins Career and Technical Education Act of 2006 to provide enhanced academic and career training in science, technology, engineering, or mathematics, and for other purposes.

HR 2773 - 21st Century STEM for Girls and Underrepresented Minorities Act

Rep. Joyce Beatty (OH-03)

Amend the Elementary and Secondary Education Act of 1965 to provide grants to local educational agencies to encourage girls and underrepresented minorities to pursue studies and careers in science, mathematics, engineering, and technology.

H.CON.RES. 134

Rep. Barbara Lee (CA-13)

Expressing the sense of the Congress regarding the need for increased diversity and inclusion in the tech sector, and increased access to opportunity in science, technology, engineering, arts, and mathematics (STEAM) education, engineering, and technology.

Building "the pipeline" is not enough…

An inclusive culture both at tech companies and in Silicon Valley is extremely important. The CBC will continue to fight for increased access to STEM opportunities for African Americans while also encouraging companies to address the issue with the upmost urgency. In December of 2015, Congressman **Bobby Scott**, Ranking Member on the Committee on Education and Workforce sent a letter requesting that the U.S. Equal Employment Opportunity Commission (EEOC), the lead federal agency that enforces laws that ban employment discrimination, use its statutory authority to conduct a field hearing and analysis of race and gender representation in the computer and information technology field in the United States with a focus on Silicon Valley. Additionally, Congressman Scott also requested that the EEOC analyze the hiring and promotion processes, as well as the employment data of

> *"Graduate enrollments in science and engineering grew 35% over the last decade. African American enrollment increased by 50%."*
>
> *–Gonzalez and Kuenzi, 2012*

managers and any proactive programs that are designed to anticipate and remove potentially discriminatory practices from the workplace.

In May of 2016, the U. S. Equal Employment Opportunity Commission released a report on Diversity in High Tech. This report aimed to add to the public policy discussion by exploring employment trends in the high tech sector in three ways:

1.) Providing a brief overview of literature addressing high tech employment.
2.) Analyzing EEO-1 data from the high tech sector both nationwide and in the geographic area generally referred to as Silicon Valley.
3.) Reviewing employment statistics derived from a group of leading Silicon Valley firms.

> *"The EEOC Report examined the demographic data from high tech companies and confirmed that the sector is overwhelmingly white and male. The report further reveals that almost 50 percent of STEM graduates in the United States are not hired in STEM-related fields and that the U.S. produces more STEM graduates than there are jobs available."*
>
> *–Rep. Bobby Scott on EEOC Diversity in High Tech Report*

The EEOC Report supported a key finding discovered in our interactions over the past year; the critical role organizations play in creating an inclusive culture to retain top tech talent. "Discussion of the lack of gender, racial, and ethnic diversity in high tech generally divides into two themes: the pipeline problem including STEM occupations attracting white men and the inhospitable culture in relevant industries and occupations forcing women and minorities to tolerate the environment or leave the field." Retention can be just as important as hiring in improving the numbers of African Americans in tech companies. Once African Americans are in "the pipeline," it is important to keep them there.

Ready, Willing, and Able…

IT IS CLEAR that there are African American tech professionals who are ready, willing, and able to work for tech companies and serve on boards of directors. Focusing too intently on the talent pipeline has been used by some companies to kick the can down the road. Instead, these companies should develop innovative approaches to including African Americans in their hiring and retention practices.

In May of 2016, Congressman **Emanuel Cleaver** and Congressman **Hakeem Jeffries** led a letter from the **CBC Diversity Taskforce** to **Department of Labor Secretary Thomas Perez** highlighting the lack of African American representation within technology companies who hold sizable government contracts. The letter also urges technology companies to work with the Department of Labor to advance African American diversity and inclusion within their industry.

The tech industry will not have true diversity until every company has a CEO committed to diversity and a company culture that appreciates the critical contribution African Americans add to the company's bottom line and to its vision of changing the world.

Our work continues…

After a year, we have received accolades and support from leaders in the tech industry on this issue. **CBC Tech 2020** is helping to change the landscape on these issues by continuing to cultivate African American tech talent, organizing events to convene broader groups of stakeholders, and highlighting innovative tech companies that are setting clear goals, taking risks and producing results.

The CBC will remain committed to our priorities: To transform our society by unlocking the human potential to develop solutions that will improve our lives and those of generations to come.

IN THE NEWS:

CBC LAUNCHES TECH DIVERSITY INITIATIVE CBC TECH 2020

"The CBC has come to Silicon Valley to work with the tech companies, not against them."

SANDBERG COURTS CBC

Facebook COO Sheryl Sandberg will huddle today with black lawmakers who have been publicly criticizing the lack of diversity at many Silicon Valley companies.

CONGRESSIONAL BLACK CAUCUS TO TALK DIVERSITY WITH SILICON VALLEY LEADERS

"...we work to advance the Tech 2020 initiative and achieve full representation of African Americans the tech sector."
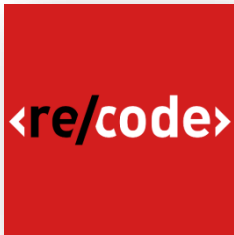
CONGRESSIONAL BLACK CAUCUS CALLS ON SILICON VALLEY TO IMPROVE DIVERSITY

"…Technology companies need to hire more black Americans."

"TECH TALK" CBCF ANNUAL LEGISLATIVE CONFERENCE

This was the first Tech Talk ever conducted by the caucus on African American inclusion in the technology sector during the 45th Annual Legislative Conference of the Congressional Black Caucus in Washington, DC

"CRACKING THE CODE: GETTING A JOB IN TECH"

Congressional Black Caucus and the Congressional Black Associates Staff Association join African American tech leaders from Clearly Innovative, EBay, Facebook, Google, and Yelp for an interactive discussion on getting a job in the tech industry.

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CBC RECOGNIZES FIFTH AFRICAN AMERICAN APPOINTED TO FORTUNE 500 TECH BOARD

CBC Chairman G. K. Butterfield (NC-01) and Congresswoman Barbara Lee (CA-13), co-chairs of the CBC's Diversity Task Force, commended Apple's appointment of James A. Bell to its Board of Directors. Bell is the fifth African American appointed to a Fortune 500 tech company board since the CBC launched its CBC TECH 2020 initiative.

AFRICAN-AMERICAN TECH TALENT: READY, WILLING, & ABLE

Announcing new actions by seven national organizations to increase African American inclusion in the technology industry.

WHAT CONNECTS THE CBC TECH 2020 INITIATIVE AND OUR EDUCATION ARM LUMA LAB?

…it's abundantly clear that they (CBC) are about generating tangible results and that any further discussion around the matter of African American tech inclusion must be joined with equal or greater action and strategy for change.

CLEAVER OP-ED – INCREASING AFRICAN AMERICAN INCLUSION IN TECH IN THE HILL

… the relationship between the tech industry and diverse populations, such as the African-American community, are symbiotic. Promoting diversity in the tech industry is both beneficial & fair to individuals, & strengthens organizations.

[TASKRABBIT TEAMS WITH BLACK LAWMAKERS TO BOOST TECH DIVERSITY](#)

TaskRabbit's plan calls for increasing the percentage of African American employees from 11 percent to 13 percent to reflect the population of the United States.

[TWITTER ADDS CEO OF BET, DEBRA LEE, TO ITS BOARD OF DIRECTORS](#)

Since Twitter's CEO Jack Dorsey took the helm, the company has been working to revamp its board and boost its diversity. Lee's appointment suggests that Dorsey, who is also CEO of payments company Square, is following through.

[EEOC REPORT ON HIGH TECH RELEASED](#)

This report aims to add to the public policy discussion by exploring employment trends in the high tech sector.

[CONGRESSMEN CLEAVER AND JEFFRIES CALL FOR MORE DIVERSITY WITHIN TECH INDUSTRY](#)

Representative Cleaver and Members of the CBC Diversity Task Force are Calling on the Department of Labor to Implement Checks and Balances for Large Tech Contractors.

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