

# WHY CORPORATIONS AND BUSINESSES SHOULD SUPPORT BOYS AND YOUNG MEN OF COLOR

A business case for securing equal opportunities for all  
populations, including boys and young men of color (BYMOC)



**MY BROTHER'S KEEPER**  
ALLIANCE

# Business Case Usage Guidelines

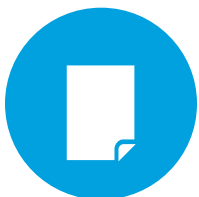
These materials are intended to educate individuals within your organization about the business value of supporting BYMOC.\* Below are some suggestions for use:



Use these materials to educate business leadership (e.g., CEO, CFO, CHRO) about the issues facing BYMOC and the business drivers for focusing on BYMOC.



Share these materials with leadership and staff to align on business and talent strategy in support of BYMOC.



Print hard copies, email electronic versions, or post on your internal website so business leaders and staff can reference the business case in the future.

# My Brother's Keeper Initiative Overview

In February 2014, President Obama launched the My Brother's Keeper Initiative (MBK Initiative) to address persistent opportunity gaps faced by BYMOC. The MBK Initiative aims to provide opportunities for all young people to reach their full potential for their own benefit, as well as the overall betterment of the country.<sup>1</sup>

**A MBK Initiative Task Force developed a comprehensive, 90-day report on the current challenges facing BYMOC and proposed recommendations. The Task Force proposed the following six focus areas:**

## The MBK Milestones<sup>2</sup>



*Entering school ready to learn*



*Reading at grade level by third grade*



*Graduating from high school ready for college and career*



*Completing post-secondary education or training*



*Successfully entering the workforce*



*Reducing violence and providing a second chance*

**When corporations and businesses (“businesses”) take actionable steps to address how they support, hire, and invest in BYMOC, they become a part of an increasingly necessary solution to improve our nation’s social and economic ecosystem. This business case provides data on the importance of engaging with this population.**

# The Situation: BYMOC Face Critical Challenges

Throughout U.S. history, there has been a disparity in opportunity for millions of BYMOC. Many are born into a life of poverty and / or live with a single parent. While graduation rates are improving in aggregate, many school districts report high dropout rates, especially for young men of color (YMOC).\*

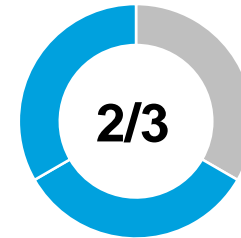
**DESPITE RECENT ECONOMIC ADVANCES, RECORD NUMBER OF NATIONAL HIGH SCHOOL GRADUATES<sup>3</sup>, AND LOWEST UNEMPLOYMENT RATE SINCE 2008<sup>4</sup>, BYMOC CONTINUE TO FACE PERSISTENT CHALLENGES IN THE U.S.**

**50%**

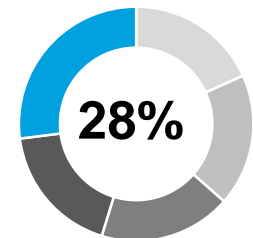
YMOC represent nearly half of all males under 18 nationally and are one of the fastest-growing segments of the population<sup>5</sup>



African American Millennials face a **16.6% unemployment rate**, compared to a 7.1% rate for Whites of the same age<sup>6</sup>



**2/3** of African American children live with only one parent<sup>7</sup>



**28%** of Native Americans live in poverty, compared to 9.6% of Whites<sup>8</sup>

In 2012, African American males were

**6x**

more likely

to be imprisoned than **White males**<sup>9</sup>

BYMOC are **6 - 9x** more likely than White children to live in areas of concentrated **poverty**<sup>10</sup>

**High School dropout** rates are as high as **50%** in some school districts among YMOC of certain South Asian and Pacific Islander populations<sup>11</sup>

95% of low-income youth express they want to go to college, but **only 8% actually earn a degree** by age 24<sup>12</sup>

Only **20%** of African American, Asian, and Hispanic teens are able to find **employment**<sup>13</sup>

\*YMOC refers to males of color from the mid-teen years to 24 years of age.

# Supporting BYMOC Makes Business Sense

Businesses that make a commitment to furthering the MBK mission will not only see the impact in the community, but also within their own corporate walls. Supporting BYMOC provides businesses the opportunity to build brand equity, diversify their talent pool, and experience recruiting and retention benefits.

## Business Drivers for Supporting BYMOC



### Builds your Brand



Studies show that 92% of consumers prefer to purchase from a brand that supports social or environmental causes<sup>14</sup>



### Diversifies your Talent Pool



Diverse companies experience more innovative decision-making practices and have an improved ability to reach a broad customer base<sup>15</sup>



### Provides Recruiting and Retention Benefits



Fostering a diverse corporate culture increases retention and reduces turnover costs, which directly impacts the bottom line<sup>16</sup>

**Supporting BYMOC can provide a significant advantage for your business. When your business supports BYMOC, both the community and your business reap the rewards.**

# Builds Your Brand



By supporting BYMOC, businesses can build their local brand by investing in the people and communities they serve and their national brand by helping solve a serious problem affecting the country.

## Strengthen your brand in your local community

**85% of consumers surveyed**

consider whether a business **supports local communities** when purchasing products<sup>17</sup>

**#1 issue**

consumers want addressed is **local investment in people, job creation, and infrastructure**<sup>18</sup>



Empowering local economies makes you a business of choice

## Strengthen your national brand

**55% of consumers surveyed**

will spend more money with **socially conscious businesses**<sup>19</sup>



Out of 1,270 adult consumers surveyed, just 7% believe corporations only need to be concerned with their bottom-line, and **88% are eager to hear how companies are supporting social or environmental issues** in some capacity<sup>20</sup>



Businesses that engage diverse populations reap rewards when it comes to consumer purchasing and brand loyalty



# Diversifies Your Talent Pool

Businesses can promote a diverse employee population by aligning their talent strategy to support the mission of MBK. A diverse workforce combines employees of different backgrounds, genders, cultures, races, sexual orientations, nationalities, religions, abilities, and with varied experiences that together generate a more creative, innovative, and productive workforce.

## Adapt to changing demographics

By **2030**  
the majority of young workers will be  
people of color<sup>21</sup>

## 85% of executives

agree that a diverse and inclusive workforce is  
crucial to encouraging different perspectives and  
generating ideas that drive innovation<sup>22</sup>

Face the reality of our rapidly changing population  
by preparing now

## Capitalize on a diverse talent pool



A 2015 study demonstrated that businesses  
with the most ethnically diverse leadership  
were **35% more likely** than their less diverse  
counterparts **to have financial returns that  
outpace their industry**<sup>23</sup>



There was a **23.5% higher return** for the  
publicly traded DiversityInc Top 50 than for  
the S&P 500, when measured over a ten-year  
period<sup>24</sup>

Diversifying your workforce to include a larger  
number of BYMOC can help fuel innovation

## Invest in your future talent pipeline

BYMOC represent **50%**  
of all males under 18 nationally and are  
**one of the fastest-growing segments of  
the population**<sup>25</sup>



Engaging and supporting BYMOC in your  
community now will help generate a  
strong future talent pipeline that is  
aligned with your business needs

# Provides Recruiting and Retention Benefits

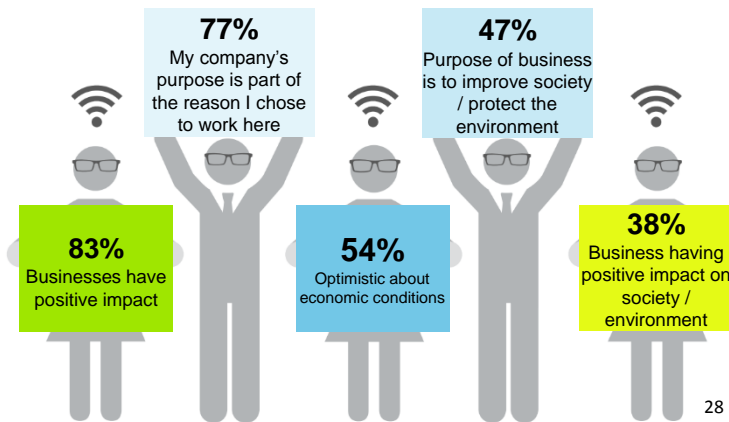


By supporting BYMOC through talent programs and corporate citizenship initiatives, businesses position themselves as organizations that reflect the diverse reality of the country, which attracts potential employees from all backgrounds.

## Attract top talent

**75%** of the workforce will be comprised of Millennials by the year 2025<sup>26</sup>

**70%** of Millennials consider a company's commitment to the community in their decision to work there<sup>27</sup>



Make yourself an **employer of choice** by demonstrating your commitment to addressing this national issue

## Retain your workforce

**1.5 – 2x Salary**

Average cost of losing an employee<sup>29</sup>



With an inclusive corporate culture, **recruiting top talent becomes easier and team dynamics improve**. As a result, employees are more likely to stay, which **minimizes turnover costs** and ultimately **increases a company's bottom line**

**Better position your business to retain talent by creating a diverse and inclusive workforce and creating opportunities for employees to give back**



# Overall Economic Benefits

Businesses can be part of a larger solution and benefit the economy as a whole by supporting BYMOC. Continued inequality is a burden to the economy, and businesses can take active steps to address these inequalities by supporting BYMOC during their academic experience and by providing opportunities for YMOC to transition into and succeed in the workplace.

Closing racial gaps in income = **↑ \$2.1 trillion**  
in US GDP every year, a 14% increase<sup>30</sup>

If communities around our nation were to create more racially inclusive cultures, they could experience annual gains ranging from<sup>31</sup>

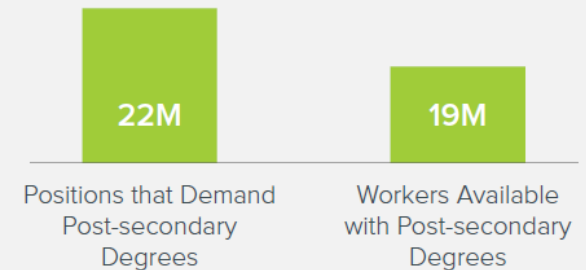
**\$287M - \$510 billion**

By 2018, employers will

**need 22 million  
new workers**

with post-secondary degrees, but we will fall short by 3 million workers without a dramatic change in course<sup>32</sup>

## 2018 Workforce Projections



# References and Sources

1. The White House (2014, May) *My Brother's Keeper Task Force Report to the President*. Retrieved from [http://www.whitehouse.gov/sites/default/files/docs/053014\\_mbk\\_report.pdf](http://www.whitehouse.gov/sites/default/files/docs/053014_mbk_report.pdf)
2. Ibid.
3. U.S. Department of Education (2015, February) *U.S. High School Graduation Rate Hits New Record High*. Retrieved from <http://www.ed.gov/news/press-releases/us-high-school-graduation-rate-hits-new-record-high>
4. National Conference of State Legislatures (2015, March) *National Employment Monthly Update*. Retrieved from <http://www.ncsl.org/research/labor-and-employment/national-employment-monthly-update.asp>
5. U.S. Department of Education (2015) *Keeping our Boys in School: Why investing in all of America's young people is a social and economic imperative*. Retrieved from <http://www.ed.gov/edblogs/hispanic-initiative/our-blog/page/3/>
6. Think Progress (2014, June) *A Black College Student has the Same Chances of Getting a Job as a White High School Dropout*. Retrieved from <http://thinkprogress.org/education/2014/06/25/3452887/education-race-gap/>
7. The White House (2014, May) *My Brother's Keeper Task Force Report to the President*. Retrieved from [http://www.whitehouse.gov/sites/default/files/docs/053014\\_mbk\\_report.pdf](http://www.whitehouse.gov/sites/default/files/docs/053014_mbk_report.pdf)
8. United States Census Bureau (2015) *American Community Survey*. Retrieved from <http://www.census.gov/acs/www/>
9. Population Reference Bureau (2012, August) *U.S. Has World's Highest Incarceration Rate*. Retrieved from <http://www.prb.org/Publications/Articles/2012/us-incarceration.aspx>
10. CNN Money (2014, December) *Whites Get Wealthier, while Blacks and Hispanics lag Further Behind*. Retrieved from [http://money.cnn.com/2014/12/12/news/economy/wealth-by-race-pew/index.html?hpt=hp\\_t2](http://money.cnn.com/2014/12/12/news/economy/wealth-by-race-pew/index.html?hpt=hp_t2)
11. The Schott Foundation (2012) *The Urgency of Now*. Retrieved from <http://blackboysreport.org/urgency-of-now.pdf>
12. Postsecondary Education (2010, November) *Family Income and Educational Attainment: 1970 to 2009*. Retrieved from [http://www.postsecondary.org/last12/221\\_1110pg1\\_16.pdf](http://www.postsecondary.org/last12/221_1110pg1_16.pdf)
13. City Year (2012, July) *Closing the Implementation Gap: Leveraging City Year and National Service as a New Human Capital Strategy to Transform Low-Performing Schools*. Retrieved from <http://www.cityyear.org/sites/default/files/PDF/ClosingtheImplementationGap.pdf>
14. MarketingProfs (2014, June) *Consumer Prefer Brands Associated with Good Causes*. Retrieved from <http://www.marketingprofs.com/charts/2013/10966/consumers-prefer-brands-associated-with-good-causes>
15. McKinsey & Company (2014) *Diversity Matters*. Retrieved from [http://www.mckinsey.com/insights/organization/why\\_diversity\\_matters](http://www.mckinsey.com/insights/organization/why_diversity_matters)
16. SHRM Foundation (2015) *Retaining Talent*. Retrieved from <http://www.shrm.org/about/foundation/research/pages/retainingtalentepg.aspx>
17. Cone Communications and Echo (2013) *2013 Cone Communications/Echo Global CSR Study*. Retrieved from [http://www.conecomm.com/stuff/contentmgr/files/0/fdf8ac4a95f78de426c2cb117656b846/files/2013\\_cone\\_communicationsecho\\_global\\_csr\\_study.pdf](http://www.conecomm.com/stuff/contentmgr/files/0/fdf8ac4a95f78de426c2cb117656b846/files/2013_cone_communicationsecho_global_csr_study.pdf)
18. MarketingProfs (2014, June) *Consumer Prefer Brands Associated with Good Causes*. Retrieved from <http://www.marketingprofs.com/charts/2013/10966/consumers-prefer-brands-associated-with-good-causes>

# References and Sources

19. Nielsen (2014, June) *Global Consumers Are Willing to Put their Money where Their Heart Is*. Retrieved from <http://www.nielsen.com/us/en/press-room/2014/global-consumers-are-willing-to-put-their-money-where-their-heart-is.html>
20. Cone Communications and Echo (2013) *2013 Cone Communications/Echo Global CSR Study*. Retrieved from [http://www.conecomm.com/stuff/contentmgr/files/0/fdf8ac4a95f78de426c2cb117656b846/files/2013\\_cone\\_communicationsecho\\_global\\_csr\\_study.pdf](http://www.conecomm.com/stuff/contentmgr/files/0/fdf8ac4a95f78de426c2cb117656b846/files/2013_cone_communicationsecho_global_csr_study.pdf)
21. PolicyLink (2013) *An Equity Profile of Rhode Island*. Retrieved from [http://www.policylink.org/sites/default/files/RHODE\\_ISLAND\\_PROFILE.pdf](http://www.policylink.org/sites/default/files/RHODE_ISLAND_PROFILE.pdf)
22. Forbes (2011) *Insight Innovation Through Diversity*. Retrieved from [http://www.mediadiversityforum.lsu.edu/Innovation\\_Through\\_Diversity-1.pdf](http://www.mediadiversityforum.lsu.edu/Innovation_Through_Diversity-1.pdf).
23. <http://www.wsj.com/articles/study-links-diverse-leadership-with-firms-financial-gains-1421792018>
24. Tudor Consulting (2007) *Adding Value with Diversity: What Business Leaders Need to Know*. Retrieved from <http://tudorconsulting.net/pdf/AddingValuewithDiversitybyPamelaTudor.pdf>
25. Boys and Men of Color (2014, June) *Mobilizing Philanthropic Support for Boys and Young Men of Color: Executive Summary*. Retrieved from [http://boysandmenofcolor.org/mbk/wp-content/uploads/2014/06/A\\_Time\\_for\\_Action\\_Executive\\_Summary.pdf](http://boysandmenofcolor.org/mbk/wp-content/uploads/2014/06/A_Time_for_Action_Executive_Summary.pdf)
26. Deloitte (2014, January) *Big Demands and High Expectations: The Deloitte Millennial Survey*. Retrieved from <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-dttl-2014-millennial-survey-report.pdf>
27. CSR Wire (2011, June) *Millennial Mindset: Deloitte Survey Finds Workers Who Frequently Volunteer Are Happier With Career Progression*. Retrieved from [http://www.csrwire.com/press\\_releases/32364-Millennial-Mindset-Deloitte-Survey-Finds-Workers-Who-Frequently-Volunteer-Are-Happier-with-Career-Progression](http://www.csrwire.com/press_releases/32364-Millennial-Mindset-Deloitte-Survey-Finds-Workers-Who-Frequently-Volunteer-Are-Happier-with-Career-Progression)
28. Deloitte (2015, January) *Mind the Gap: The 2015 Deloitte Millennial Survey Executive Summary*. Retrieved from <http://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-wef-2015-millennial-survey-executivesummary.pdf>
29. SHRM Foundation (2015) *Retaining Talent*. Retrieved from <http://www.shrm.org/about/foundation/research/pages/retainingtalentepg.aspx>
30. PolicyLink (2014) *The Equity Solution: Racial Inclusion Is Key to Growing a Strong New Economy*. Retrieved from [http://www.policylink.org/sites/default/files/Equity\\_Solution\\_Brief.pdf](http://www.policylink.org/sites/default/files/Equity_Solution_Brief.pdf)
31. Ibid.
32. Georgetown University Center on Education and the Workforce (2010, June) *Help Wanted: Projections of Jobs and Education Requirements Through 2018*. Retrieved from <https://georgetown.app.box.com/s/ursjbxaym2np1v8mgrv7>