



TRIANGLE DIVERSITY  
EQUITY & INCLUSIVITY  
ALLIANCE



# Triangle DEI Alliance Case for Investment 2024

# A Letter From The Former DEI Vice Chair

We are truly excited to invite you to become part of the vision and commitment to accelerate diversity, equity, and inclusivity in the Research Triangle Region. With the continued growth of the Triangle, we remain seen across the country as a competitive metro attracting top talent and companies. Part of our narrative in this market is the intrinsic value proposition of diversity, equity, and inclusivity.

The Triangle DEI Alliance, powered by the Raleigh Chamber, seeks to actualize this vision by supporting existing industries in their diversity, equity, and inclusivity strategies, while also building an ecosystem to support historically underrepresented businesses. The Alliance's goal is clear - to become the most diverse, equitable, and inclusive business environment in the country.

How do we accomplish this? Together. With your support, we can continue to build an environment that supports innovation, business growth and expansion, and recruitment and retention. To achieve optimal impact, each element of such an ecosystem requires intentional efforts to build a diverse, equitable, and inclusive workforce, workplace, and marketplace. Please join us in becoming a part of growing our region and positioning our market both nationally and internationally. It will take all of us to make our business community a model for all to follow.

With Gratitude,

Courtney White  
Head of Human Resources  
BASF



# About Us

The Raleigh Chamber's DEI journey is thriving due to the passion and equity mindset of our partners. In 2019, the Triangle Diversity, Equity, and Inclusivity Alliance started as a forum for businesses and organizations in the Triangle to invest in learning key DEI initiatives to include in their office and workspace culture, hear from DEI experts about methods and ways to bring these initiatives to life in their workspaces, and dedicate themselves to the vision of fostering a more diverse, equitable, and inclusive business community. As we have kept this vision, we have led the business community in the Triangle with our efforts and have advocated for public policies that support that vision.

## Vision

The Triangle Diversity, Equity, and Inclusivity Alliance is leading the effort to make the Triangle region the most diverse, equitable, and inclusive business environment in the country.

## Leadership

As the voice of our business community, we recognize that addressing the evolving demographic changes in our region is key to growth and sustainability. We are proud to initiate and support efforts across the Triangle that promote diversity, equity, and inclusivity among our businesses.

## Advocacy

We will support public policies that promote business and retention, talent and workforce development, and job creation. The Triangle DEI Alliance is an advocate for measures that will create a diverse, equitable, and inclusive business region.



**Adrienne Cole**  
President and CEO  
Raleigh Chamber

"Diversity, equity, and inclusivity is a priority of the Triangle region. These elements are not only critical for the success of our business community, but they also are the right things to do."



# Diversity, Equity & Inclusivity Challenges In The Region

The Triangle is an incredibly dynamic region of North Carolina and is the home to a wide range of businesses, including Fortune 500 giants and thousands of small and mid-sized companies. As the home of a diverse set of industries, one can understand why it is one of the nation's fastest-growing regions.

Anchored by leading industries, government and world-class universities, and medical centers and schools, the area will continue to evolve into a national center of prosperity. In its evolution, it is critical to cultivate a region that values and epitomizes diversity, equity, and inclusivity (DEI).

Efforts to accelerate DEI in the region must focus on three areas:



### **Workforce**

Recruiting qualified employees from traditionally underrepresented groups to help companies meet talent and business goals.



### **Workplace**

Helping companies create an equitable and inclusive work culture that leads to increased employee retention.



### **Marketplace**

Involving underrepresented businesses in the regional economy and recognizing the enormous purchasing power of such groups.



**Michael Haley**  
Senior Vice President, Economic Development  
Raleigh Chamber  
Executive Director  
Wake County Economic Development

"Equitable economic development and the work of the Alliance are critical to our success as a community. The Alliance's work to make Wake County and the Triangle the most inclusive business community in the nation is an important indicator of who we are as a community. As our community continues to grow, we are committed to equitable economic development to unlock the full potential of the local economy by expanding opportunities for all."

# Diversity, Equity & Inclusivity In The Region

## **#1 Top Metro with Highest % of Graduate or Professional Degree Holders**

(Durham-Chapel Hill, NC) *WalletHub* | July 2022

## **#1 Best Place for Baby Boomers to Find Jobs**

(Raleigh-Durham-Chapel Hill, NC) *LinkedIn* | June 2022

## **#3 State with the Most HBCUs in the U.S.**

(North Carolina) *National Center for Education Statistics* July 2023

## **#4 Top U.S. Metro for African-American Women Employment**

(Raleigh, NC) *CityLab* | March 2023

## **#4 Top City for Millennial Relocators**

(Raleigh, NC) *SmartAsset* | October 2022

## **#4 Best City for Work-Life Balance**

(Raleigh, NC) *CoworkingCafe* | January 2023

## **#4 Top Metro with the Largest Gender Education Gap Favoring Women**

(Durham-Chapel Hill, NC) *WalletHub* | July 2022

## **#5 Best City for Gen Zers**

(Raleigh, NC) *CommercialCafe* | July 2023

## **#8 Top Metro for Millennials in America in 2022**

(Raleigh-Cary, NC) *CommercialCafe* | July 2022

## **#10 Best City for College Graduates to Start a Career**

(Raleigh, NC) *CoworkingCafe* | May 2023



**Gary Greene**  
Founder  
Greene Resources

"At Greene Resources we immediately invested in the Triangle DEI Alliance when it was launched in March of 2019. Our continued investment allows us to gather with some of the brightest minds in this space. The programming creates a safe and open environment for ideas to be shared and change to happen. Our team has gained insights, strategies, and valuable tools from the webinars, networking events, and annual conference. Our partnership with the Alliance has strengthened our commitment to DEI as we work to become change agents in the Triangle community. It has been an eye-opening journey and we are thankful for the opportunity to learn and grow."

# How TDEIA Supports the Region

## EXISTING INDUSTRY & BUSINESS SUPPORT

### **Courageous Conversation**

Without reflecting on the changing world around us, we can easily lose sight on how practices, programs, and policies can perpetuate a lack of diversity, non-welcoming workplaces, and inequitable ecosystems. Our community is striving to be mindful of how women, people of color, members of the LGBTQIA+ community and people with disabilities, among others, are the ones who are negatively affected.

### **DEI Roundtable**

The DEI Roundtable is an opportunity for DEI leaders and practitioners to share best practices and lessons learned in their company's DEI journey. By developing a community of practitioners, we seek to create an environment of continuous improvement and innovation in implementing effective diversity, equity, and inclusion strategies. These quarterly meetings will be an opportunity for you to create a shared learning space and share best practices from the regional business community.

### **Annual Diversity, Equity, and Inclusivity Conference**

Having a strong record of diversity, equity, and inclusivity (DEI) is critical for our region to attract and retain top talent. Diverse and inclusive teams, along with an equitable culture, create a dynamic work environment that inspires creativity and innovation. Our Annual DEI Conference's continued growth reflects the practical value this conference delivers - an opportunity for business leaders to make real progress in navigating their DEI challenges.



#### **Tamara Terry**

Research Survey Scientist 3  
HBCU Relationship Manager  
Equity, Diversity, Inclusion and Belonging Leadership Council  
RTI International  
DEI Vice Chair

"Becoming a member of the Triangle DEI Alliance provides us an opportunity to localize our global mission of improving the human condition more intently by supporting communities that have been historically unrecognized and unseen," said Tamara Terry RTP Diversity, Equity, & Inclusion Collective Chair and research survey scientist at RTI International. "The impact the alliance is having in our community is immeasurable and RTI is a proud sponsor."

## HISTORICALLY UNDERREPRESENTED & UNDER RESOURCED BUSINESS SUPPORT

### **We Connect**

Expand your network and knowledge by attending one of our We Connect social networking events. The goal of We Connect is to celebrate our diverse workforce and create an atmosphere of inclusion. Each event will have a different theme and focus. Come together with professionals who share your commitment to building an inclusive and diverse business culture and be prepared to build long-lasting relationships.

### **Pathways Program**

The Pathways Program aims to increase participation of historically underrepresented small businesses by providing networking support and a free, year-long Chamber membership. This membership provides resources and networking opportunities for small business owners. We believe that by increasing support and providing resource accessibility to our historically underrepresented businesses, it will create a more equitable and inclusive economic ecosystem.

These seminars will serve to help historically underrepresented businesses gain access to resources, connections, and strategic insight – along with an opportunity to network with like-minded individuals. Seminar topics highlight content that will help launch and grow your business.



### **Danya Perry**

Director of Diversity, Equity, and Inclusion  
Wake County Government

“The Triangle DEI Alliance serves as a true north for our community. By rallying our collective voices around the necessity of diverse representation, equitable outcomes, and inclusive spaces – change is imminent. The next chapter of our region’s story is currently being written – the Alliance allows us to author its outcome toward inclusive prosperity.”





# Investing In Our Future

Add your voice to the business community in the Research Triangle area as we advance diversity, equity, and inclusivity. Addressing the evolving demographic changes in our region is fundamental to everyone's growth and sustainability. Working with us, we'll ensure the Triangle becomes the most diverse, equitable, and inclusive business environment in the country. That is our vision.

## As an investor in the Alliance, you will:

- Collaborate with other business and community leaders to encourage policies that promote diversity, equity, and inclusivity, thereby positively impacting business recruitment and retention, talent/workforce development, and job creation.
- Learn from other DEI professionals about how to implement best practices that are being used in the business community.
- Develop resources to support the business community in implementing effective DEI programs, practices, and policies.
- Participate and serve on the taskforce for annual Diversity, Equity, and Inclusivity Conference.
- Increase the recruiting of qualified employees from traditionally underrepresented groups.
- Provide the business community an opportunity to learn history, share experiences, and develop pathways of understanding to support DEI.
- Support programs such as the Pathways Program which provides opportunities for historically underrepresented businesses as well as DEI Roundtable, an opportunity for DEI professionals to connect.

## Join the Triangle DEI Alliance Today

Visit: [triangledei.org](https://triangledei.org) or email [newmemberreq@raleighchamber.org](mailto:newmemberreq@raleighchamber.org)

X (formerly Twitter): [@triangledei](https://twitter.com/triangledei)

LinkedIn: [linkedin.com/company/triangle-dei-alliance](https://www.linkedin.com/company/triangle-dei-alliance)

Email: [info@triangledei.org](mailto:info@triangledei.org)



### **Torri A. Staton, Ph.D.**

Vice President of Diversity, Equity & Inclusivity  
Raleigh Chamber

Director of Equitable Economic Development  
Wake County Economic Development

"The Triangle Diversity, Equity, and Inclusivity Alliance leads the effort to make the Triangle region the most diverse, equitable, and inclusive business environment in the country. As the voice of our business community, we recognize that addressing the evolving demographic changes in our region is key to growth and sustainability.

We are proud to initiate and support efforts across the Triangle that promote diversity, equity, and inclusivity among our businesses through educational programming, uplifting public policies that promote equity, and advocacy."



Visit: [triangledei.org](https://triangledei.org) or email [newmemberreq@raleighchamber.org](mailto:newmemberreq@raleighchamber.org)  
X (formerly Twitter): [@triangledei](https://twitter.com/triangledei)  
LinkedIn: [linkedin.com/company/triangle-dei-alliance](https://www.linkedin.com/company/triangle-dei-alliance)  
Email: [info@triangledei.org](mailto:info@triangledei.org)