

## The Challenge

*The Equity Continuum™*, shown below, represents a tool for rating levels of diversity on a scale from one to five with an orientation toward equity. Organizations or individuals located at each point of the continuum have distinct motivations guiding their approach to equity.

**0 - “Think They are a Five”.** Not motivated to pursue equity. Haven’t recognized value of a diversity environment. Believe they’re sending message of full equity endorsement, but do nothing to promote diversity.

**1 - “Because They Have To”.** Motivated to pursue equity to avoid negative consequences of legislative guideline noncompliance. While complying, it’s only minimal. Direct attention to letter of law, but don’t embrace its spirit.

**2 - “Do Gooders”.** Support initiatives that go beyond securing adequate representation. Motivated by a sense of altruism and desire to help those historically disadvantaged. Have some diversity initiatives in place, but these usually represent isolated efforts. No plan in place to integrate diversity into all aspects of environment.

**3 - “They Have Business Reasons”.** Appreciate that managing diversity yields positive dividends. Motivation to pursue equity reflects value-added perspective. Recognizes competitive advantage of diversity, and are in the process of identifying barriers and developing strategies to encourage and support diversity.

**4 - “Transition”.** Motivated to make equity a reality and acting in ways to make it happen. Breaking down barriers standing in way of equity.

**5 - “Equitable Employment Systems”.** Have commitment to equity, and successfully implemented it. Had success removing all diversity barriers. Involved in ongoing monitoring process. Continuous improvement aimed at maintaining equitable systems by identification/ elimination of emerging barriers.

## What Can I Do?

- **Participate** in diversity training study circle.
- **Form** a diversity team.
- **Survey** coworkers/friends about diversity. Set goals for improvement.
- **Create** a personal/community diversity statement.
- **Promote** diversity in your community.
- **Value** differences through communication.
- **Communicate** and keep open-minded.

## Resource Links

Check out these related links to gather more diversity information:

[www.eeoc.gov](http://www.eeoc.gov)  
[www.quadcitychamber.com](http://www.quadcitychamber.com)  
[www.diversityatwork.com](http://www.diversityatwork.com)  
[www.wict.org/diversity](http://www.wict.org/diversity)  
[www.lbl.gov/workplace/WFDO](http://www.lbl.gov/workplace/WFDO)  
[www.diversityatwork.com/equity\\_continuum.html](http://www.diversityatwork.com/equity_continuum.html)  
[www.qcad.net](http://www.qcad.net)  
[www.tolerance.org/maps/human\\_rights](http://www.tolerance.org/maps/human_rights)  
[www.bhc.edu/diversity/index.htm](http://www.bhc.edu/diversity/index.htm)  
[www.mbnet.com](http://www.mbnet.com)  
[www.census.gov/pubinfo/www/hotlinks.html](http://www.census.gov/pubinfo/www/hotlinks.html)

*This brochure developed and prepared by:*  
Illinois Quad City Local Governments  
Quad City Chamber of Commerce  
Bi-State Regional Commission



## What is Diversity?

*Diversity is the practice of acknowledging and respecting various cultures, religions, races, disabilities, and ethnicities in order to foster effective communication, and create an environment that is representative of the*

*community and receptive to its needs.*

## Why Diversity?

- Acknowledges Changing Demographics
- Enhances Community/Business Relations
- Improves Communication, Increases Productivity
- Improves Morale
- Promotes Individual Talents
- Reduces Harassment/Discrimination Lawsuits
- Improves Community/Company Image

## Best Practices

Over 70% of the Fortune 500 companies, plus many non-profit organizations and communities, have incorporated a definition of diversity into their mission statements and other written materials. The following elements are critical to the development of diversity best practices:

- Leadership and Management Commitment
- Individual Involvement
- Strategic Planning
- Sustained Investment
- Diversity Indicators
- Accountability, Measurements, and Evaluation
- Linkage to Organizational Goals and Objectives

## The Advantages

**Diversity is Profitable.** There is a correlation between revenues and senior staff diversity in organizations, according to a study by American Management Association.

**Diversity is a Strategic Advantage.** It is especially beneficial in breaking into new untapped markets, and bringing innovation to organizations. As a community makes changes, there is an increased need to incorporate diversity in order to sustain marketability and a strong consumer base.

*Everyone benefits when a community's citizens reflects the marketplace it serves.*

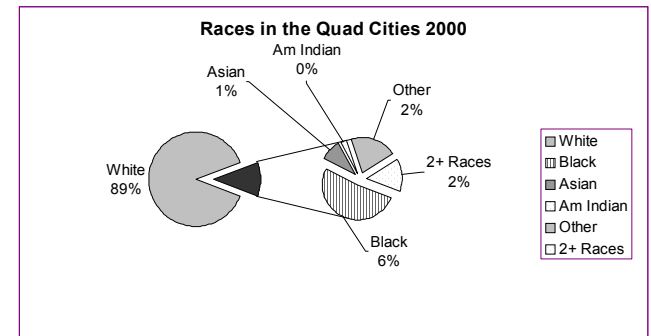
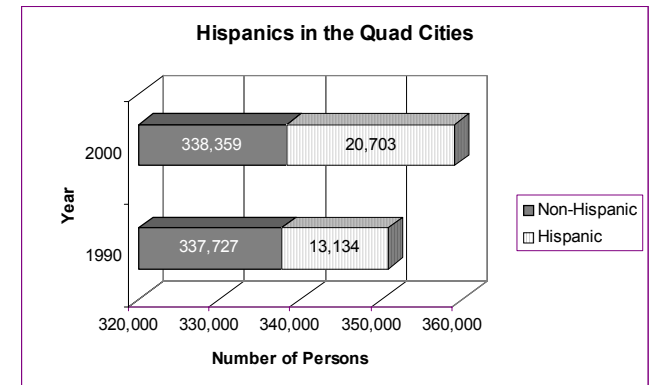
## The Facts

### The National Scene:

- Diversity is on the rise. People of color; women, and immigrants will constitute 80% of the labor market in the next decade.
- Older workers, gays and lesbians, individuals with disabilities, and single parents will become a prominent part of the workforce.
- Immigration will play the largest role in growth - by 2050, we will have added 80 million immigrants to population.
- Approximately 820,000 immigrants arrive annually in the United States - two out of three will be of working age.

### The Local Scene:

- Number of minorities is projected to rise from one in four to almost one in two by 2050.
- The local population has aged in the last 30 years - median age has risen from 27.9 to 36.9 years.
- Quad Cities population has become more diverse - percent of minorities is increasing from 8% to 11% of total population.
- African-Americans are the largest minority group in Quad Cities at 6%.



- The Asian population almost doubled in this decade, remaining at 1% of total Quad Cities population.
- Persons of an “Other” race have increased, totaling approximately 2% of Quad Cities population.
- Hispanic population grew 58% in this decade, comprising 5.8% of Quad Cities population.
- Immigration is on the rise, from 2.2% of population in 1990 to 3.5% of population in 2000.
- Majority of immigrants were Latin, followed by Asian and European.
- Women and individuals with disabilities will increase in the workplace, while men will decrease.