Client: The Western Pennsylvania Diversity Initiative (WPDI), a consortium of professionals across disciplines, is dedicated to serving as a resource to the region's employers to attract and retain professionals of diverse backgrounds. Members of the Initiative include the Allegheny Bar Association, the Allegheny Medical Association, the American Institute of Architects-Pittsburgh Chapter, University of Pittsburgh Medical Center, PNC Bank, Highmark, Pfizer, Carnegie Mellon University, the Pittsburgh Post-Gazette, The Urban League of Pittsburgh, the Hispanic Chamber of Commerce, the African American Chamber of Commerce, the National Black MBA Association, the National Hispanic MBA Association, and the Washington Consulting Group.

Problem Definition: Businesses, organizations, and regions benefit from diversity. Over the years, Pittsburgh’s population has become older and less diverse, traits that are uncharacteristic of booming cities. The city’s industrial base has shifted from banking and steel to industries such as biotech, technologies and sciences. As a region, Pittsburgh is predominately white, has one of the oldest populations in the country, and an extremely low immigrant population. Furthermore, the city faces challenges retaining the large and diverse university population post-graduation; as well as in attracting people, especially minorities, into the city. Both internally and externally, Pittsburgh is perceived as an unwelcoming and closed community to minorities. Recognizing Pittsburgh’s current climate and challenges, stakeholders from the business and non-profit sectors collaborated to form the Western Pennsylvania Diversity Initiative. The newly formed initiative works to attract and retain a more diverse community to propel the region’s economic prosperity. Recognizing the relationship between diversity and the bottom line, the Western Pennsylvania Diversity Initiative is taking a new and innovative approach to addressing Pittsburgh’s current challenges. In order to capitalize on the changing demographics of the United States and the increasingly globalized economy, the region must show an understanding of and commitment to diversity.

Scope of Work: The first half of this systems project will be a combination of data collection and statistical analysis; the second half of the project will focus on creative thinking and innovation. Students will draw upon a wide range of skills, ranging from economic and analytic abilities to out-of-the-box thinking and program design. Relationship building with the client and member organizations will be essential throughout all phases of the project.

Step 1: Create a diversity measurement system
- Research and improve upon existing diversity indices
- Create a list of metrics for the index
- Compile and analyze data for the index
- Rate Pittsburgh’s diversity level against the index

Step 2: Utilize findings to help drive client’s agenda for the next three to five years

Step 3: Design an organizational tool that clients can use to work with organizations in any sector to increase diversity.
**Expected Deliverable:** The deliverables will include (1) a finalized metric system that measures the region’s diversity status against other regions, and (2) a tool that can be used to attract and retain diverse people to an organization, a region, or a business.

**Skills Required:** This project, while driven by the importance of diversity, will require a large amount of quantitative and analytical thinking, knowledge and the ability to work across sectors, and an ability to think out-of-the-box. This is a good project match for people with any of the following skills:

- Data research
- Data analysis
- Statistics
- Economic Analysis
- Strategic Planning
- Non-profit management
- Corporate management
- Interviewing skills
- Organizational Behavior
- Big-picture thinking
- Detail oriented
- Creative abilities

**Advisory Board:** Possible members include:

- Luis Rico-Gutierrez, Associate Dean, College of Fine Arts, Carnegie Mellon University
- Carl Cooper, Chief Diversity Officer at Kirkpatrick, Lockhart, Nicholson, Graham, LLP
- Ralph Bangs, Center for Social and Urban Research, University of Pittsburgh
- Heather Arnet, Executive Director, Women and Girls Foundation
- Ruth Byrd-Smith, Director, Allegheny County Department of Minority, Women, and Disadvantaged Business Enterprises
- Pittsburgh Council on Higher Education