



Conway Area Chamber of Commerce

#ChambersSoWhite

*ONE CHAMBER'S PURSUIT TO
DIVERSIFY ITS TEAM*





If you want to be successful, you need
to look like the places where
decision-makers live.



You can't fix a problem that
you can't name.



Demographics

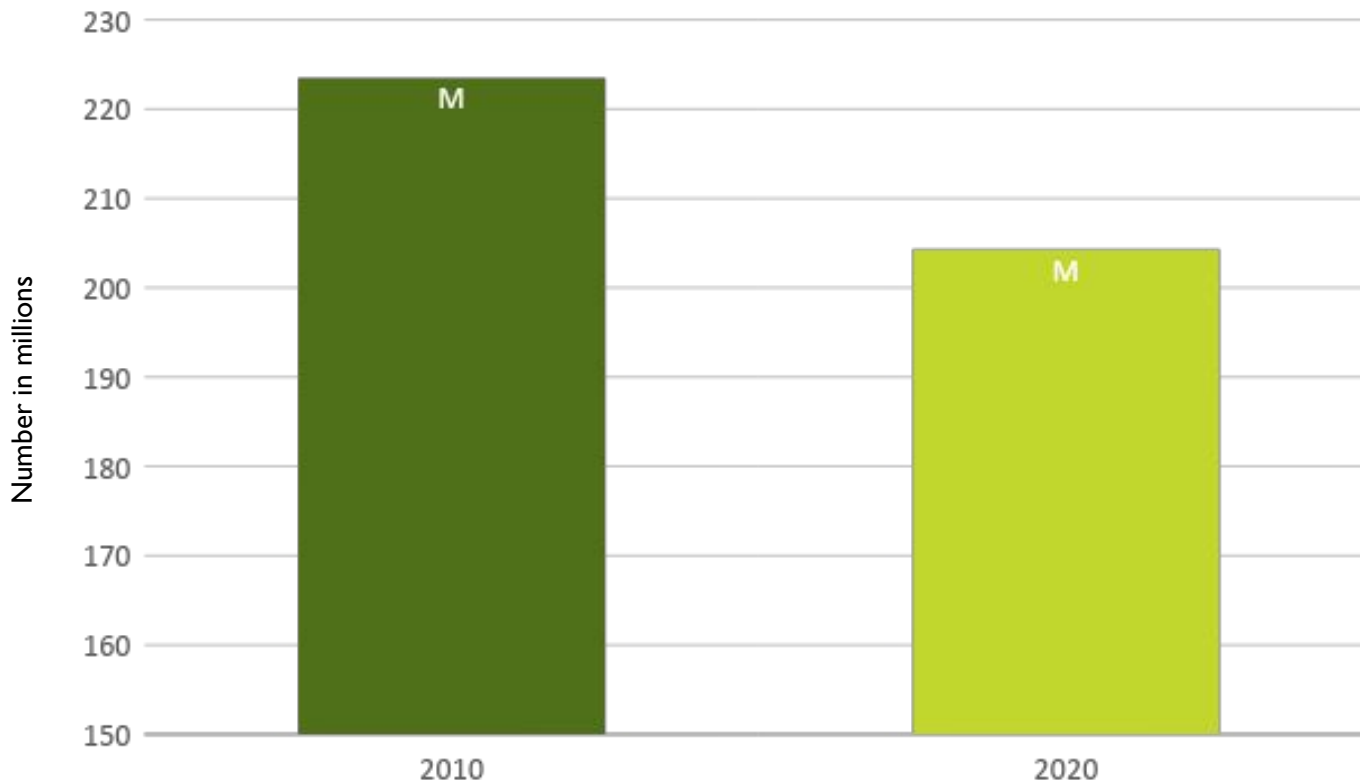


The 2020 U.S. population was **more racially and ethnically diverse** than measured in 2010.

Demographics: 2020 Census



U.S. White-Alone Population: 2010 vs. 2020



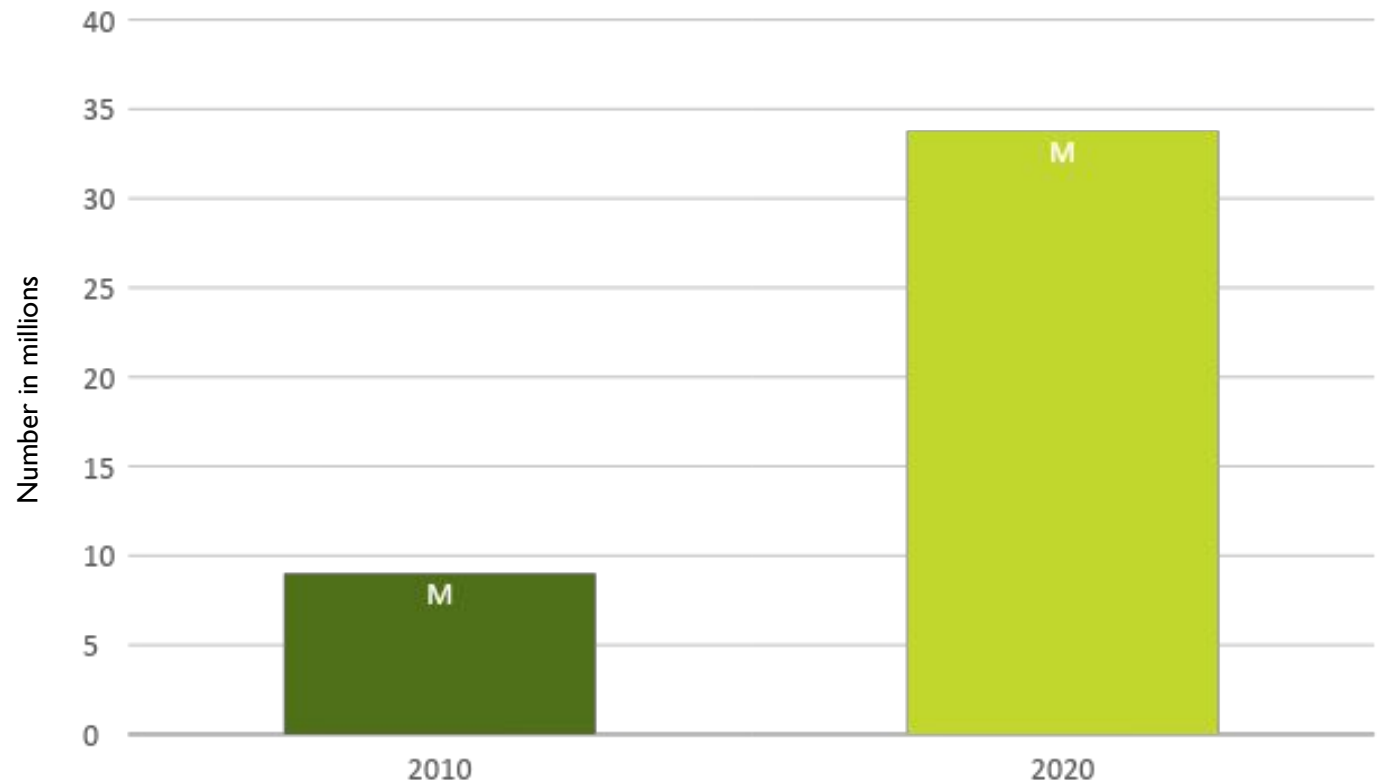
The White population remained the largest race or ethnicity group; however, the White-alone population decreased by 8.6% since 2010 to 204.3 million.

Demographics: 2020 Census



The Two or More Races population (also referred to as the Multiracial population) saw a 276% increase from 2010.

U.S. Two or More Races Population: 2010 vs. 2020

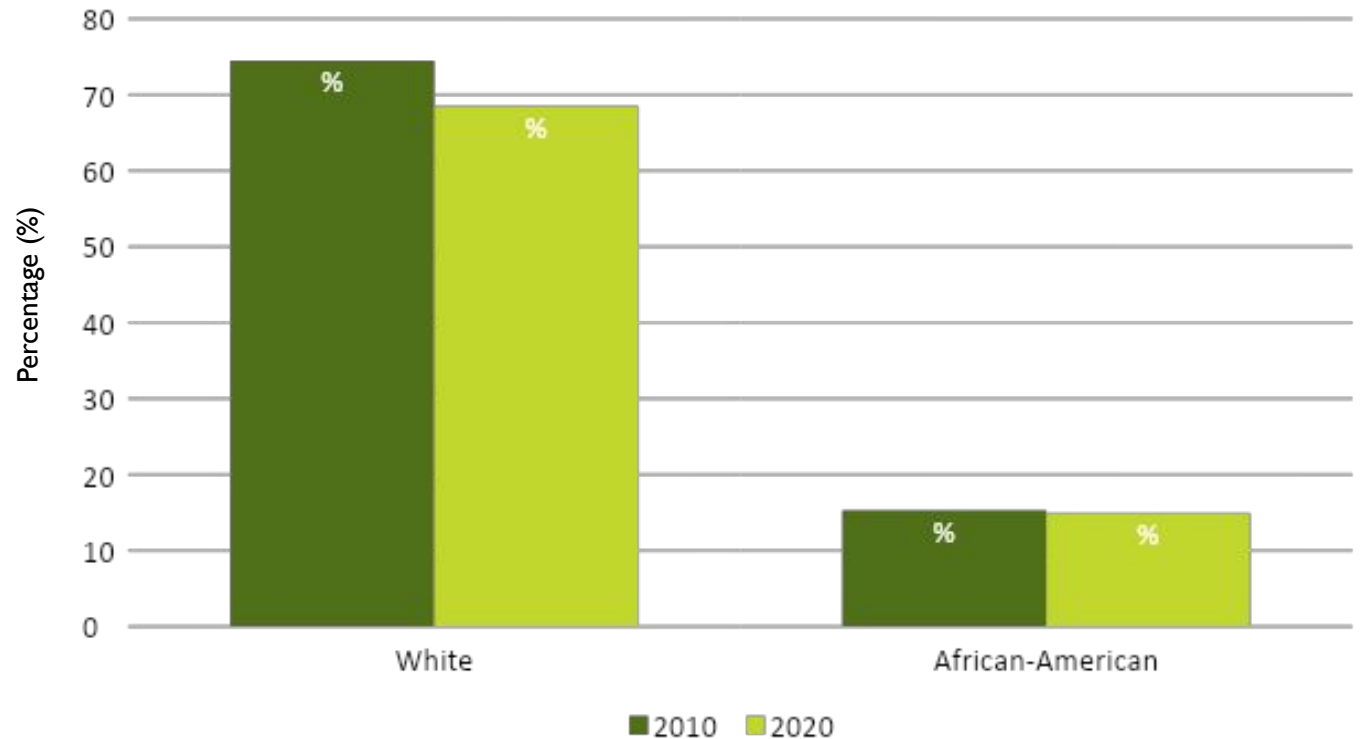


State Demographics: 2020 Census



The percentage of people in Arkansas who identify as **White-Alone** or **Black-Alone** both dropped from 2010.

Arkansas Demographics: 2010 vs. 2020

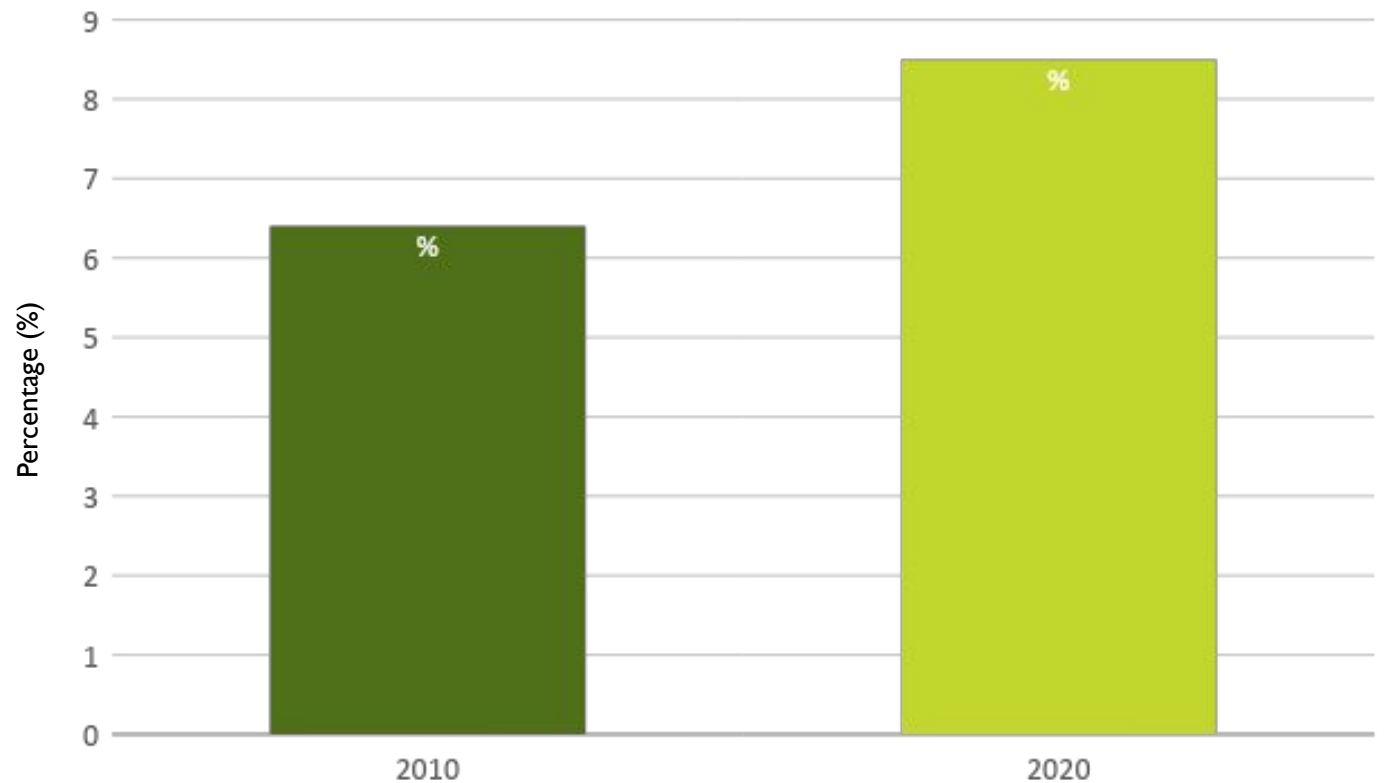


State Demographics: 2020 Census



The percentage of people in Arkansas who identify as Hispanic or Latino grew by more than two percentage points from 2010.

Arkansas Hispanic Population: 2010 vs. 2020

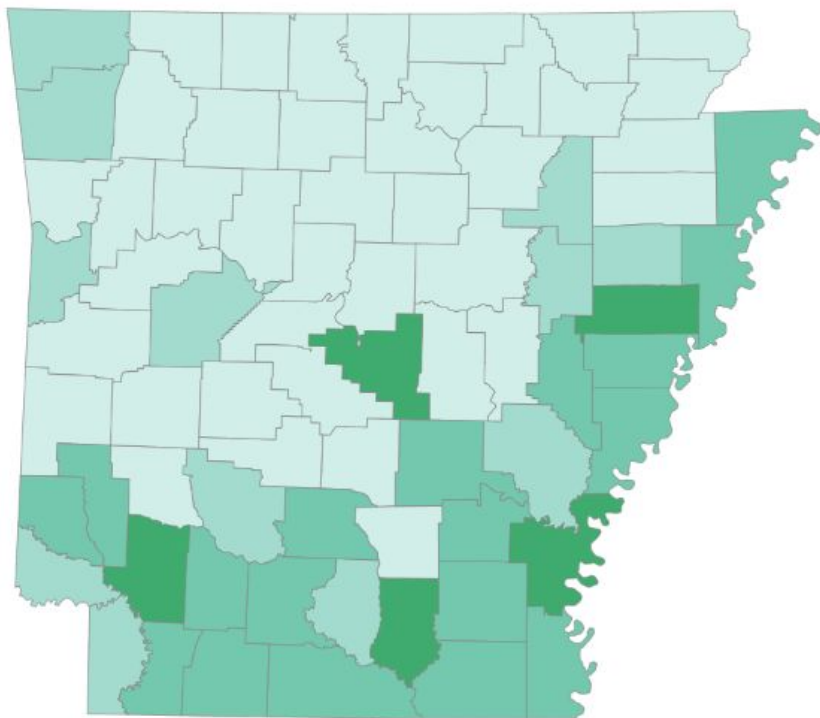


State Diversity Index: 2010 vs. 2020



Diversity Index by County: 2010

Arkansas: 41.6%

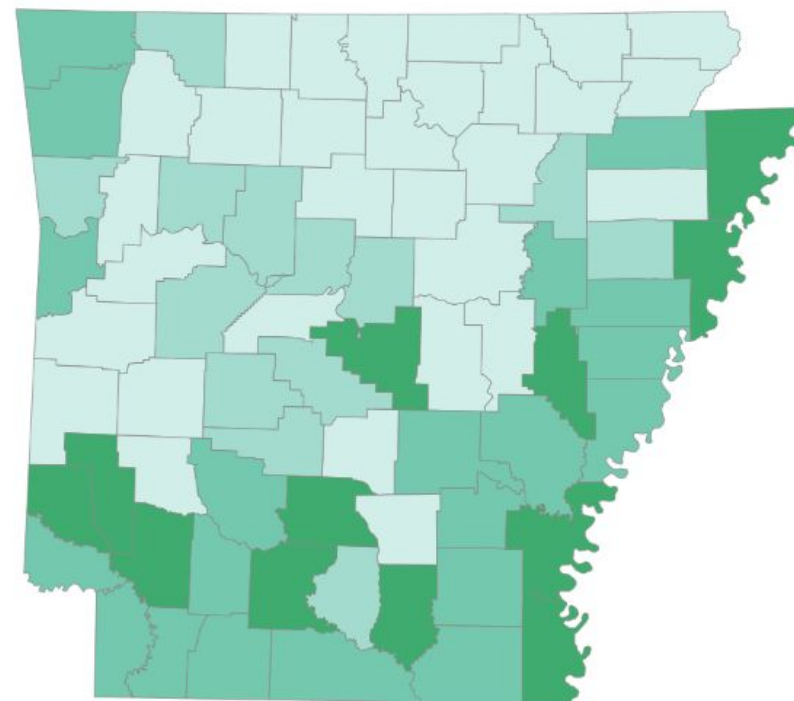


Diversity Index

- 65.0% or more
- 55.0% to 64.9%
- 45.0% to 54.9%
- 35.0% to 44.9%
- Less than 35.0%
- N

Diversity Index by County: 2020

Arkansas: 49.8%



Diversity Index

- 65.0% or more
- 55.0% to 64.9%
- 45.0% to 54.9%
- 35.0% to 44.9%
- Less than 35.0%

Arkansas Diversity Index: 2010 vs. 2020



County	2020	2010	Change
Pulaski (Little Rock)	62.8%	56.9%	5.9%
Washington (Fayetteville)	53.4%	42.4%	11%
Sebastian (Fort Smith)	64.8%	44.8%	20%
Washington (Springdale)	53.4%	42.4%	11%
Craighead (Jonesboro)	46.1%	34.7%	11.4%
Benton (Rogers)	50.7%	38.7%	12%
Pulaski (North Little Rock)	62.8%	56.9%	5.9%
Faulkner (Conway)	41.8%	30.8%	11%
Benton (Bentonville)	50.7%	38.7%	12%

Arkansas City Populations: 2010 vs. 2020

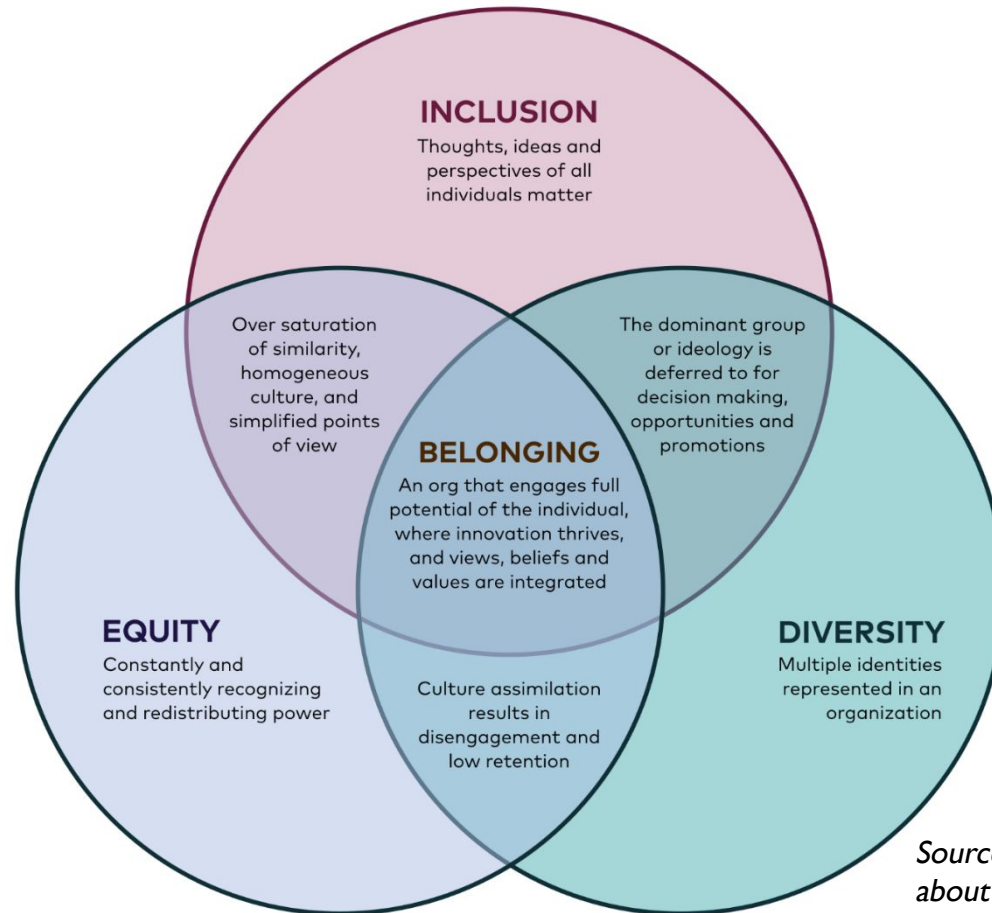


City	2020	2010	Change (%)
Little Rock	202,591	193,524	5%
Fayetteville	93,949	73,580	28%
Fort Smith	89,142	86,209	3%
Springdale	84,161	69,797	21%
Jonesboro	78,576	67,263	17%
Rogers	69,908	55,964	25%
North Little Rock	64,591	62,304	4%
Conway	64,134	58,908	9%
Bentonville	54,164	35,301	53%



Chambers must be intentional about
diversity and inclusion.

Diversity, Belonging, Inclusion and Equity



Source: Belonging: A Conversation about Equity, Diversity and Inclusion



Conway Case Studies



Our board and staff did not reflect our community

- Our first full-time Black employee was hired in 2006.
- Our first Black board chairman served in 2011, 120 years after the Chamber was established.

Conway Area Chamber of Commerce



2010 Conway Demographics



Race or Ethnicity	Population Percentage (%)
White	77.4
African-American	15.5
Hispanic or Latino	5.09
Two or More Races	2.2
Asian	1.9
American Indian and Alaska Native	0.44

Source: 2010 U.S.
Census

2019 Estimated Conway Demographics



Race or Ethnicity	Population Percentage (%)
White	74.5
African-American	17.3
Hispanic or Latino	4.3
Two or More Races	3
Asian	2.3
American Indian and Alaska Native	0.2

Source: 2019 American Community Service (ACS), 5-year estimates

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Diversity Panel Questions

Conway Area Chamber of Commerce



#ListenConway



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conwaychamber Stand for justice.
Dismantle racism.
#BlackLivesMatter #TheSinOfRacism

62w



Liked by bulgogikoreanbbq and others

JUNE 2, 2020



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Post

#ListenConway



Aidan Eslinger

Author, Actor, Playwright



#BlackLivesMatter

#LISTENCONWAY



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Conway, Arkansas



conwaychamber AIDAN ESLINGER
Author, Actor, Playwright

I am a son, a brother, a creative, a Christian, and a friend. I enjoy writing, reading, watching YouTube, singing, traveling, and spending time with family and friends. I am smart, determined, visionary, compassionate, caring, and charming. I am a young Black man.

My goal is to entertain and inspire. I've published two books and written and directed four stage plays. I own a company and frequently give back to my community. I do well in school, and I will go to college. Yet, some still don't see my worth. My mother is afraid for me to take a walk, drive



Liked by toadsuckbrad and others

JUNE 9, 2020



Add a comment...

Post

Nicheyta Raino

Behavior Analyst



#BlackLivesMatter

#LISTENCONWAY



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Conway, Arkansas



conwaychamber NICHEYTA RAINO
Behavior Analyst

I am a follower of Jesus, a daughter, sister, auntie, friend and a board-certified behavior analyst. I love quality time, good coffee, dancing, spoken word, and being a plant mom. I value authenticity, am fiercely loyal, generous, bold, and encouraging. I am a Black woman.

For the majority of my life, I have been a minority in the spaces I have occupied. I've been told I "sound like a white girl" and have been followed around in stores. I've experienced microaggressions in my workspace and have been called names from



Liked by chambergates and others

JULY 1, 2020



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#ListenConway



Ronnie Williams

Vice President for Student Services, UCA



#BlackLivesMatter

#LISTENCONWAY



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conwaychamber RONNIE WILLIAMS
Vice President for Student Services,
UCA

I am a husband, a father, a brother, a grandfather, a neighbor, and a friend. I am an educator, and "I am fearfully and wonderfully made."
I enjoy basketball, football, hunting, reading, and writing.
I am a Black man.

I am a human being in this world with the rest of you. As with you, I had no control over the brush with which God chose to paint me. And since God decided to give me a darker "hue," I've come to embrace and appreciate my Blackness. I am a proud, not angry, Black man. I will always try to build



Liked by [sandra.carrolll](#) and others

JULY 8, 2020



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Post

Tracy Robbins

Worship Leader, Massage Therapist, Coach and CrossFitter



#BlackLivesMatter

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conwaychamber TRACY ROBBINS
Worship Leader, Massage Therapist,
Coach and CrossFitter

I am a daughter, a sister, and a friend. I am a worship leader, massage therapist, a coach, and a CrossFitter. My father was African American and my mother is Caucasian.

This is not a Black or White experience. This is a human experience. I've been grieving the loss of my father for the last 10 months. I don't have it all figured out, but I've learned some things about grief. What our nation is experiencing right now feels very familiar. I think the African American community is grieving – grieving what may have happened last



Liked by [idsimcity](#) and others

JUNE 28, 2020



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Conway Area Chamber of Commerce



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Employer needed workplace diversity training

- Professional training led by Potential Project
- No cost to attendees
- 555 people registered
- 332 participated live
- Remained open for two weeks

LEADING IN CRISIS



A Courageous Conversation During Challenging Times

Thursday, July 30 | 9:00 - 10:30 a.m. (CDT)
Facilitator: Sky Jarrett, Executive Trainer, Potential Project



Strategic Planning Process



Conway 2035 Steering Committee





CONWAY

GETSMART

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