

Appreciating Black History: *Lean into Acknowledging Differences*

National Black History Month is annually celebrated during the month of February to celebrate and recognize the accomplishments and contributions of Black Americans throughout the United States history. Black History Month traces its routes back to 1915 when Carter G. Woodson created the Association for the Study of Negro Life and History. In 1926 Woodson started the first Black History Week and chose February to commemorate the birthdays of Fredric Douglas and Abraham Lincoln.

Black Identity Evolution

Colored

In South Africa **Colored** refers to people of racially mixed ancestry. It was originally used in the U.S. to identify African American people. Now, it has come to encompass any non-white person, which is why this identity reference is no longer used just to identify people in the Black community.



Negro

Prior to the abolition of slavery, **Negro** was specifically used to refer to slaves in the Southern States of America. However, Booker T. Washington and W.E.B. Dubois led the movement to change the preferred identifying reference from 'Colored' to 'Negro' because it was viewed as more specific to the black community.



Black

Once 'Negro' was determined to have negative connotations, the push came to change the identifying reference to 'Black'. Originally favored by Black Muslims and Black Panthers, **Black** became the favorite due to its balance of the term 'white'. The reference to Black began to become synonymous with strength and power as seen in the popular phrase, "Black Power."



African American

Proposed by Ramona H. Edelin and later favored by Jesse Jackson, **African American** was meant to give the Black community a cultural identification. It was viewed as equal to white American ethnic groups.

Ancestral Lineage

Before the Trans-Atlantic Slave Trade in the 16th Century, slavery was common all throughout the world. In Africa people were enslaved to pay off debts, crimes, or because of conflicts between warring groups. Once Portugal got involved, slavery became a lucrative trade business.

Highest Slave-Owning Countries:

Portugal (+3.8mil)
 UK (+3.08mil)
 France (+1.3mil)
 Netherlands (+590k)
 Spain (+560k)
 U.S. (+370k)
 Denmark/Baltic (+100k)

Origins of most African Slaves:

Senegambia (Now: Senega, Gambia, Mali)
 West Central Africa (Congo, Angola, Dem. Republic of Gabon)
 Ghana
 Windward Coast (Now: Ivory Coast)
 Bight of Biafra (Now: Eastern Nigeria & Cameroon)

Mid-Late 19th Century

Mid-Late 20th Century

COLORED

NEGRO

BLACK

AFRICAN AMERICAN

Late 19th / Mid 20th Century

Late 20th Century / Present Day

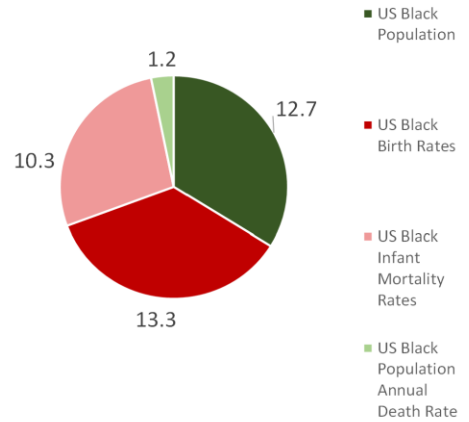
Shrinking Black Population in America

Source: Center for Disease Control, US Gov't Life Cycle Statistics & the Office of Minority Health

Of all live births in the United States during 2017-2019 (average), 52.5% were white, **15.3% were black.**

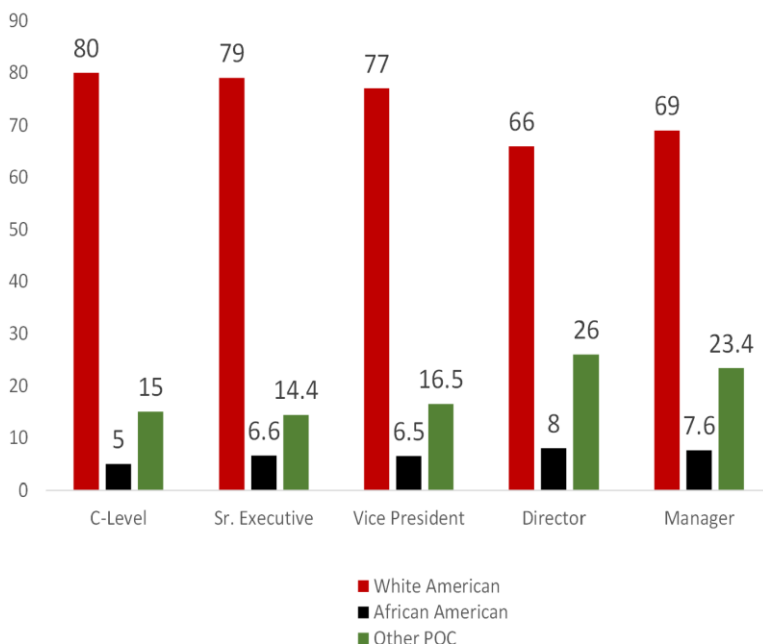
US Birth infant mortality rate for Black mothers is **10.3 percent** compared to .08 percent for White mothers.

US Black Population Death rate for all causes is **5 times more** than White Americans; and **3 times higher for Black males.**



African American/Black Talent Pipeline as Compared to White Americans

2021 DMBA ILI: Percent of Talent



The reality is that **less than 25 percent** of people of color are in management roles.

Even worse, **less than 10 percent** of African Americans are in leadership/management roles across all industries.

The challenge in the next normal is for companies to be innovative and intentional about accelerating the advancement of existing talent and doubling down on sourcing new talent.

Stepping Up the Pace: Expanding the Black Pipeline

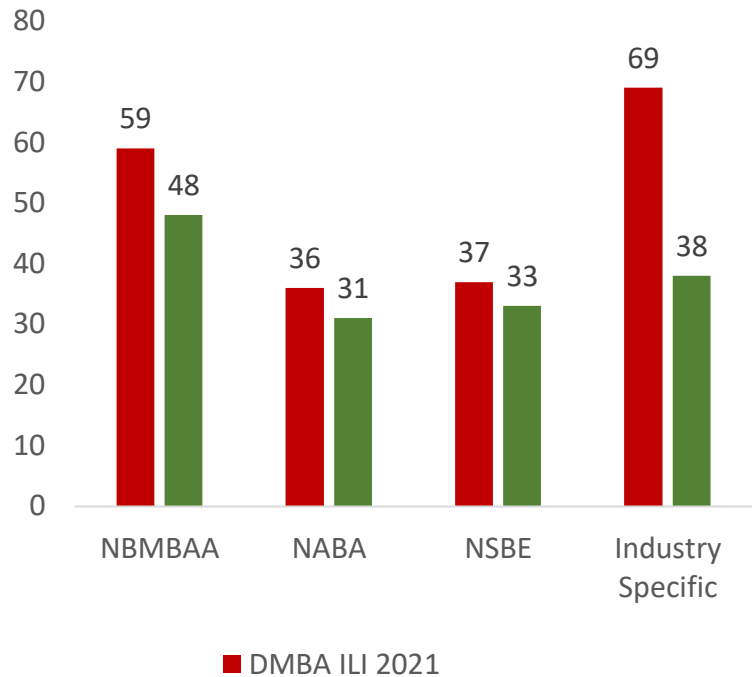
Data source: DMBA Inclusive Leadership Index

Change the Game: Broaden the Talent

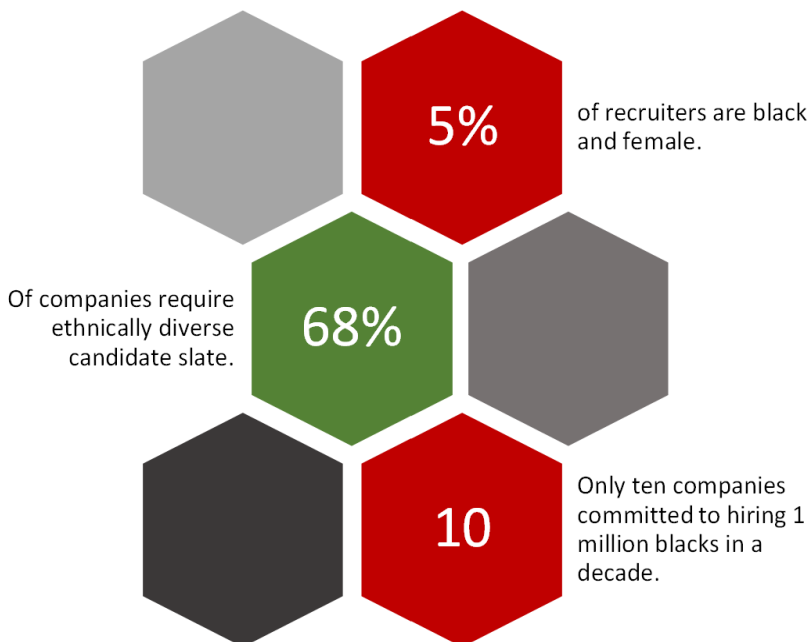
Sourcing in the new normal:

The impact of the pandemic and virtual/remote environments has further impacted traditional recruiting sourcing, accelerating its decline. In result, companies have found success with industry specific partnerships.

87 percent of companies have intentional strategies to hire people of color. Yet in 2021 **less than 5 percent** were hired from professional organizations.



The Urgency of Now: Hire More African American/Black Talent



67 percent of companies have expanded their sourcing to:

- 2-Year College Recruiting
- Vocational Programs
- Apprenticeships

38 percent of companies developed comprehensive high school pipelines.