

# annual gathering

Nov. 13 – 14, 2019  
Frauenthal Theater  
Muskegon, MI



## Building an Inclusive and Equitable Community for Local Prosperity

### Featured Speakers



#### **Jamie Bracey Green, PhD**

Director, Center for Inclusive  
Competitiveness® (CIC)  
Temple University

#### **Mike Green**

Co-founder  
ScaleUp Partners LLC



# INCLUSIVE QUESTION

WHO  
is in the room?



... and who isn't?

## 8 COMMUNITIES OF INFLUENCE

EDUCATION	COMMUNITY	POLICY	FUNDING
K-12 Public Schools Charter / Private Schools Faith-based schools Vocational schools Community Colleges Universities	Social / Health orgs Community Development Housing / Residential Faith-based Non-government orgs Parent / Student groups Fraternities/Sororities Legacy Nonprofits	Government Public-Private Alliances Foundations Professional Associations Elect/Appointed Officials Wealthy/Powerful Individuals	Government/Taxpayers Banks / Financial orgs Foundations Pensions Private Equity Venture Capital Angel Investors <u>Crowdfunders</u>
DEVELOPMENT	INDUSTRY	ENTREPRENEURS	COMMUNICATIONS
Economic Development Tech-Based Eco Dev Regional Development Orgs (CEDS Planning) Real Estate Development Public-Private Partners Faith-based Eco Dev Universities	Corporations Mature Large / Small Biz Successful Startups Gazelles Professional Associations Fraternities/Sororities	Entrepreneurs Associations Incubators Accelerators Conference/Competitions <u>Activities/Meetups</u> <u>Hackathons</u> Startup Weekends	Media PR / Marketing Corporations Government Foundations Policymakers Newsmakers/Pundits Columnists



# WHO

is responsible for **informing** the people and populations **NOT** in the room and **NOT** included in the vision, strategy and economic planning process, yet **WILL** be impacted by outcomes?



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community foundation

Muskegon County

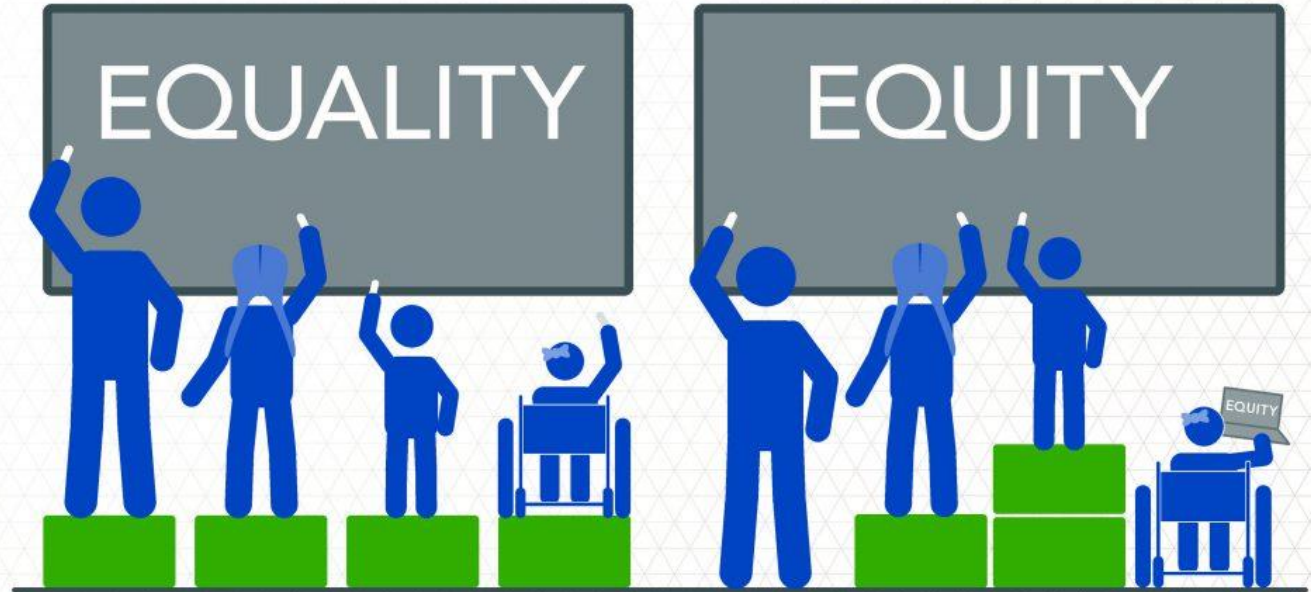
## Building an Inclusive and Equitable Community for Local Prosperity



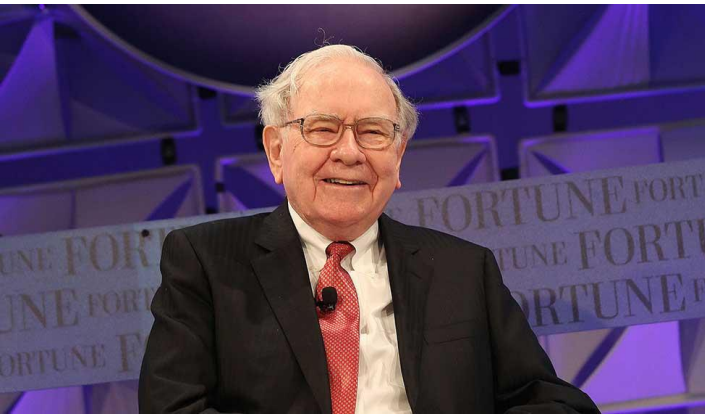


What do  
**you**  
think of  
when  
you hear  
**EQUITY?**

Equity is when every student  
has what they need to succeed.



What do these  
**CEOs** think of  
when **THEY**  
hear **EQUITY**?



# EQUITY

is an

**OWNERSHIP  
STAKE**

in the success or  
failure of an  
enterprise





People are  
hungry for a  
piece of the  
prosperity pie



WHAT IS THE  
AMERICAN  
DREAM?

An **OWNERSHIP** stake in America



People are  
hungry for a  
piece of the  
prosperity pie



**WHAT DO PEOPLE WANT  
WHEN THEY MOVE HERE?**

**OWNERSHIP stake in MUSKEGON**





# EQUITY = OWNERSHIP



**WHO?**

owns

**Homes**

**Land**

**Businesses**





# WHO...



has an equity stake  
in Muskegon's  
prosperity?

- **Owns** your *employer* businesses?
- **Produces** the bulk of business revenue & job growth?
- **Benefits most** from your investments & planning?
- **Contributes** to the productivity of your innovation ecosystem?
- **Generates productivity** for your local GDP?
- **Starts and grows** small businesses?
- **Will produce** the jobs of tomorrow?
- **Owns their own home** and who rents?



In 2040, if Muskegon achieves its **current vision** for economic prosperity, will all demographic segments of its population meaningfully contribute and **equitably benefit**?



# EQUITABLE OWNERSHIP



What is your **vision**?  WORKSHOP  
TOMORROW

What is your **strategy**?

What is your **plan**?

What are your **measures** of progress?



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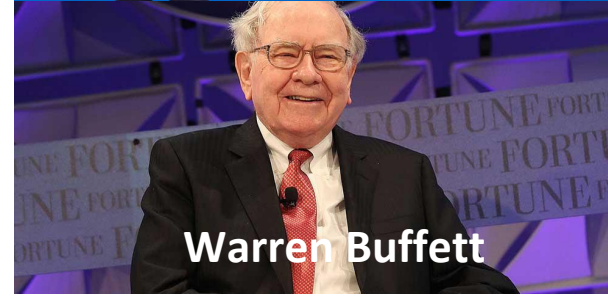
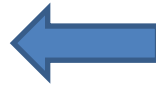
## Building an Inclusive and Equitable Community for Local Prosperity



**PROSPERITY** is generated  
through vision, aligned,  
sustained and focused on  
**ownership & productivity**



EXAMPLE



# Byron Allen, 58

## OWNER:

- Entertainment Studios (Valuation \$1B)
- Weather Channel
- 43 Syndicated TV shows
- 21 regional sports networks
- Digital Media Platforms: The Grio

Successfully sued Comcast (\$20B) and Charter Communications (\$10B) in the 9<sup>th</sup> Circuit Court of Appeals for racial discrimination.





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## **ECONOMIC**

### Lawsuit for Black Media Inclusion to be Heard by US Supreme Court Nov. 13

By [The Charleston Chronicle](#) | November 5, 2019 | 4 

**Q: Can corporate America ignore  
the Civil Rights Act of 1866?**



A slew of Civil Rights organizations, the National Association of Black Journalists, presidential candidates Sens. Kamala Harris and Cory Booker, plus eight of the 55 members of the Congressional Black Caucus, have signed on as friends of the court.

Kristen Clarke, president and executive director of the Lawyers' Committee for Civil Rights Under Law, described the case as **“the most important civil rights case to be heard by the Supreme Court in this term. A negative ruling stands to all but shut the courthouse door on a vast number of victims of discrimination all across the country.”**

Los Angeles Urban League President and CEO Michael Lawson said what Comcast is doing is a clear violation of a clear violation of the 1866 act which prohibits racial discrimination in business dealings.

## Glossary

## Section 1981 of the Civil Rights Act of 1866 (Section 1981)

A federal law prohibiting discrimination on the basis of race, color, and ethnicity when making and enforcing contracts.

Section 1981 specifically grants all individuals within the US jurisdiction the same rights and benefits as "enjoyed by white citizens" regarding contractual relationships (42 U.S.C. § 1981(a)). Courts have interpreted Section 1981 to apply to the employment context, including [at-will employment](#) and the [independent contractor](#) relationship. Section 1981 also prohibits retaliation. It does not prohibit discrimination on the basis of any other [protected class](#).

Section 1981 applies to all private employers and labor organizations, but does not apply to discrimination by the US federal government as an employer. It also does not apply to state or local government employers.

Section 1981 does not require an individual to exhaust administrative remedies by filing a charge before any government agency and waiting for that charge to be adjudicated or released before proceeding to court.

There is no damages cap under Section 1981.

For more information, see [Practice Note, Race, Color, and National Origin Discrimination Under Title VII and Section 1981: Section 1981 Overview](#).

I live in the  
richest nation on  
earth. When I  
grow up, I want  
to be a  
**productive and  
prosperous**  
citizen.





Under the **current**  
economic system,  
what are my  
chances of growing  
up to reach my  
potential and  
achieve my  
dreams?



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*Photo by Richard Ross*

## Latest Data Shows Black Students Disproportionately Suspended, Expelled, Arrested

April 20, 2017



*Photo by Richard Ross*

## Black Children Five Times More Likely Than White Youth to Be Incarcerated



# BY THE NUMBERS:

3 million **INNOCENT**  
black boys ages 10-15 in US

At least 25% will be  
**incarcerated** in next five years\*

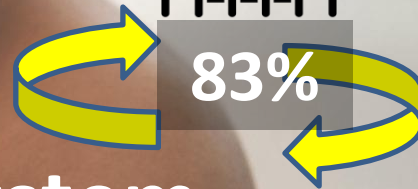
**83%** of released inmates will be  
**re-arrested** in 9 years

**82%** of the aforementioned  
**83%** will be **re-arrested within**  
**the first 3 years** of release

\*Source: [Washington Post Factcheck](#)  
Source: [DOJ Bureau of Justice Statistics](#)



83%

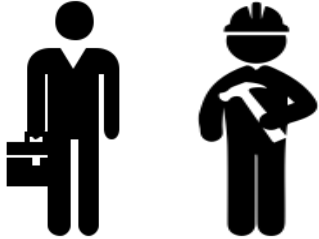


Is this system  
productive?



# 3 PIPELINES OF **PRODUCTIVITY**

## WORKFORCE



White  
Collar

Blue  
Collar

## ENTREPRENEURSHIP



Business

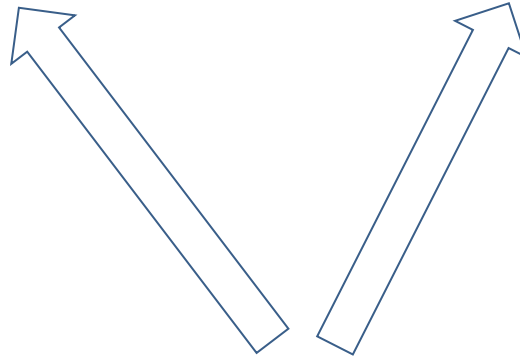
**Ownership**

Job Creation

Wealth-building

## STEAM EDUCATION

Science, Technology,  
Engineering, Arts and Math



# GLOBAL COMPETITIVENESS INDEX



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## How do you measure competitiveness?

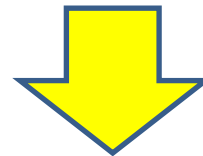
# PRODUCTIVITY

### 2019 Global Competitiveness Index 4.0 Top 10

*Global Rank	Rank difference	2019 Score (0-100)	2018 Score (0-100)	Global Average	Distance to Frontier
1. Singapore	▲ 1	84.8	83.5		15.2
2. United States	▼ 1	83.7	85.6		16.3
3. Hong Kong SAR	▲ 4	83.1	82.3		16.9
4. Netherlands	▲ 2	82.4	82.4		17.6
5. Switzerland	▼ 1	82.3	82.6		17.7
6. Japan	▼ 1	82.3	82.5		17.7
7. Germany	▼ 4	81.8	82.8		18.2
8. Sweden	▲ 1	81.2	81.7		18.8
9. United Kingdom	▼ 1	81.2	82		18.8
10. Denmark	=	81.2	80.6		18.8

Source: World Economic Forum, The Global Competitiveness Report 2019  
\*Ranking out of 141 Economies

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## How do you measure competitiveness?



# PRODUCTIVITY

Requires cultivation of  
**HUMAN CAPITAL**

Based on 12 drivers of **PRODUCTIVITY**, or “pillars”, the framework emphasizes factors that will become more significant as the **Fourth Industrial Revolution** gathers pace, including **HUMAN CAPITAL**, agility, resilience and innovation.



Our state faces two great risks right now:

**inconsistency and complacency,”** said Doug Rothwell, CEO of Business Leaders for Michigan. “**We must come together around unified strategies for growth and investment** during the next decade—strategies that **build on the successes of the past decade**, rather than starting all over again.

# 2018 Economic Competitiveness Benchmarking Report

Data to Support a Stronger Michigan



# DON'T REINVENT THE WHEEL



Let's make the wheel we already have applicable to,  
and accessible by more marginalized people



How competitive  
is **Michigan**  
compared to  
other states?

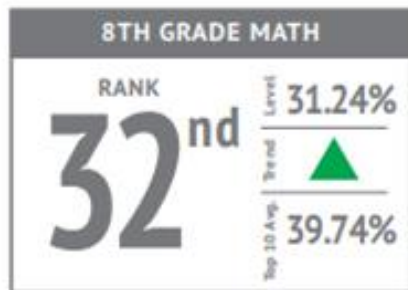
Let's look at  
**human capital**



# 4th Grade Reading



# 8th Grade Math



Human Capital

# Career & Technical Education Enrollment

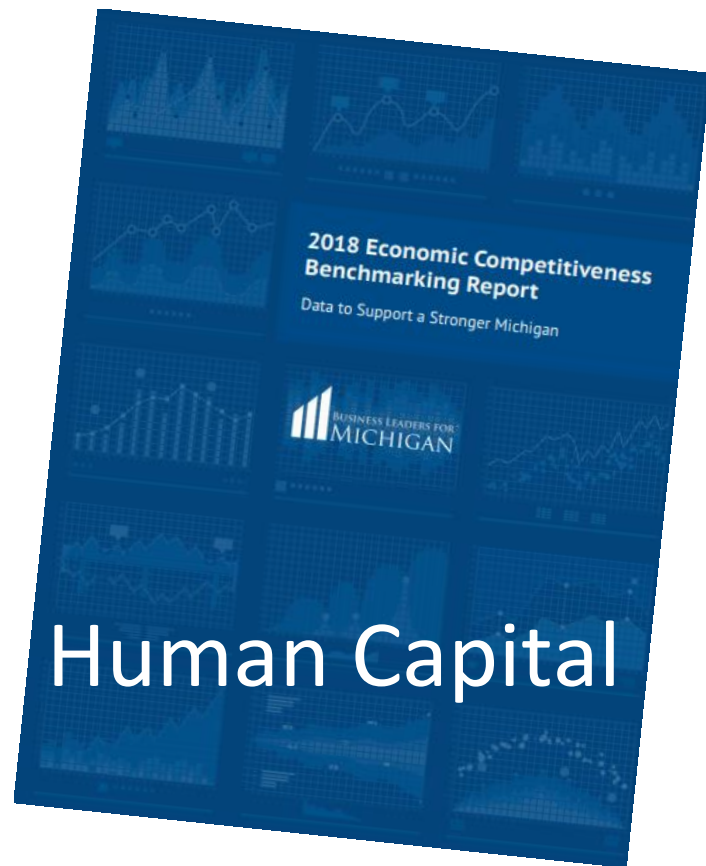


## What it is:

The average number of career-oriented and/or technical education classes in which public high school students are enrolled.

## Why it matters:

Serves as a measure of how well high school students are being prepared for highly-skilled technical professions.



# Active Apprentices



## What it is:

The number of total active apprentices per 1,000 working age people (ages 20 through 64, inclusive).

## Why it matters:

A higher number of apprentices indicates states where skilled workers are receiving valuable on-the-job training.





# Career & College Readiness



## What it is:

The share of students who took the SAT and met benchmark standards for both reading and math.

## Why it matters:

Well-prepared high school graduates help a state maintain a strong talent base.



# Educational Attainment

Population age 25-64 with Associate+



## What it is:

Share of residents aged 25 to 64 with an associate degree or higher.

## Why it matters:

The availability of highly educated talent can promote future growth of the economy, particularly in highly skilled professions. More education also correlates strongly with higher wages.



# Highly Educated Young People



## What it is:

The share of residents ages 25 to 34 with a bachelor's degree or higher.

## Why it matters:

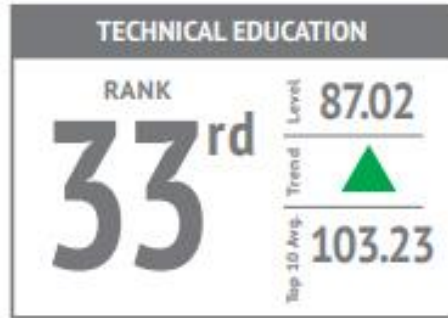
Young, educated residents have the potential to promote innovation and innovation-driven economic growth for years to come.





# Technical Education

## Critical Skills Degrees & Certificates



### What it is:

Total critical skills degrees and certificates conferred divided by the working age population (ages 20 through 64, inclusive).

### Why it matters:

These degrees especially prepare students for high-skilled occupations, particularly in the STEM fields, which are the types of jobs Michigan expects to increase in the future.



# Human Capital

# Per Capita Personal Income



## What it is:

Personal income (2017 dollars) divided by population. Personal income includes salaries, wages, and bonuses from employment; dividends and interest from investments; rental income; pensions, etc.



# Human Capital

# Unemployment Rate



## What it is:

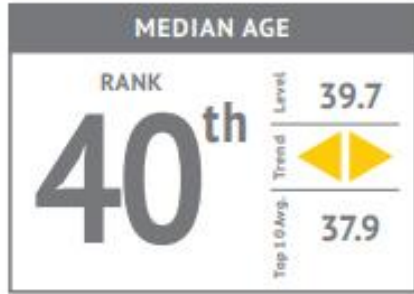
Average share of labor force that is looking for work but does not have a job.

## Why it matters:

A lower unemployment rate indicates that more residents are able to find employment.



# Median Age



## What it is:

Median age of state residents.

## Why it matters:

Increase in the median age is an indicator of an aging population, where the population growth rate of middle-aged and older residents outpaces that of children and young adults. States with a high median age among residents may be good at attracting retirees, but this also can be a sign that younger people are seeking out other places to work and raise a family.

Also median age of successful entrepreneurs



# Human Capital



# Entrepreneurial Activity



## Investing in entrepreneurs

### What it is:

Kauffman Index of Entrepreneurial Activity (the share of individuals age 20 to 64 who previously did not own a business and subsequently started a business with 15 or more hours worked during the year).

### Why it matters:

This measure indicates the number of entrepreneurs in the state. Greater entrepreneurship, in the right environment, can lead to more innovation and more successful businesses.



# Net New Establishments



Entrepreneurs start and grow businesses that create jobs

## What it is:

The number of new businesses opened during the year less the number of businesses closed.

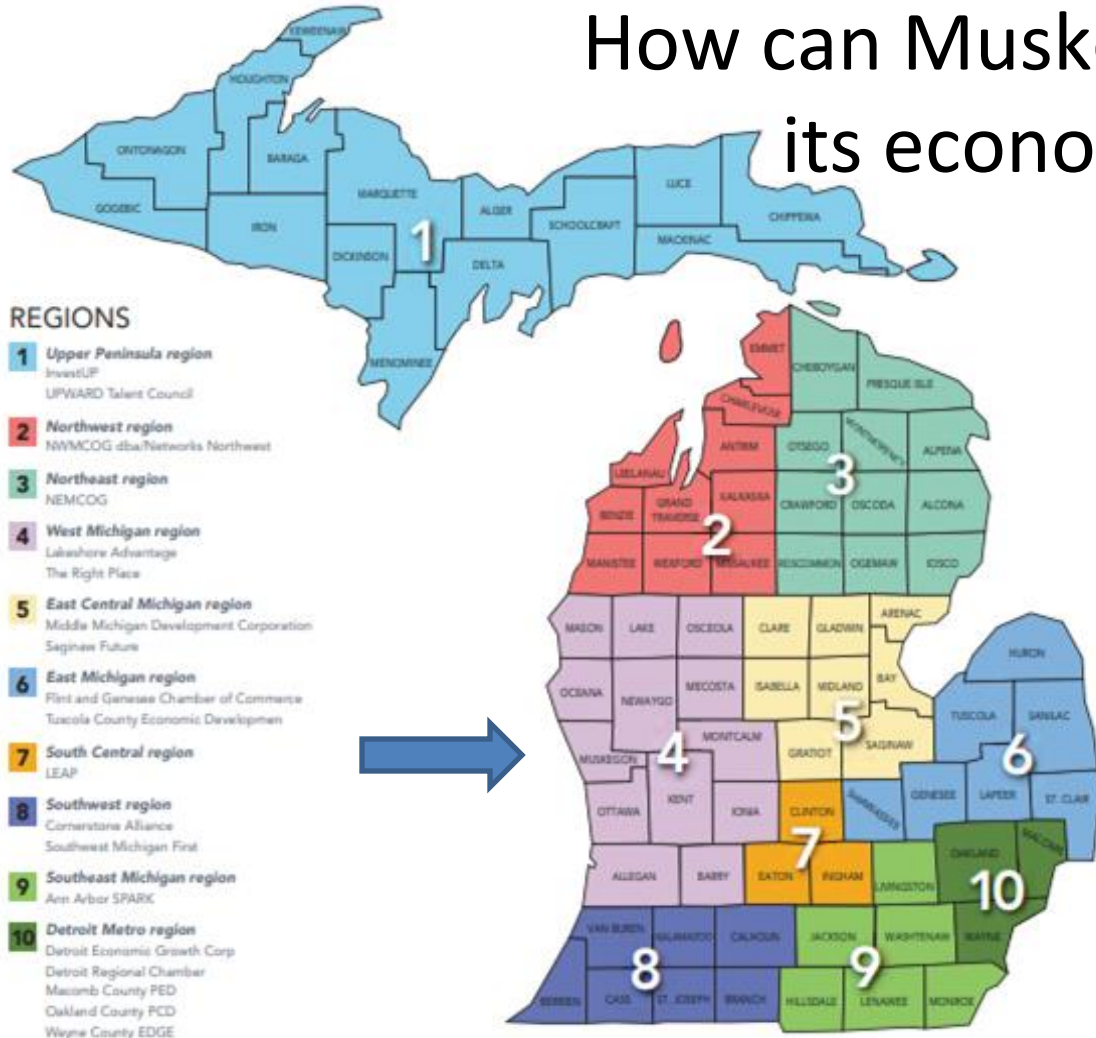
## Why it matters:

Independent of employment, new business creation can provide economic growth, a more stable economic foundation, and a more diverse economy.



Human Capital

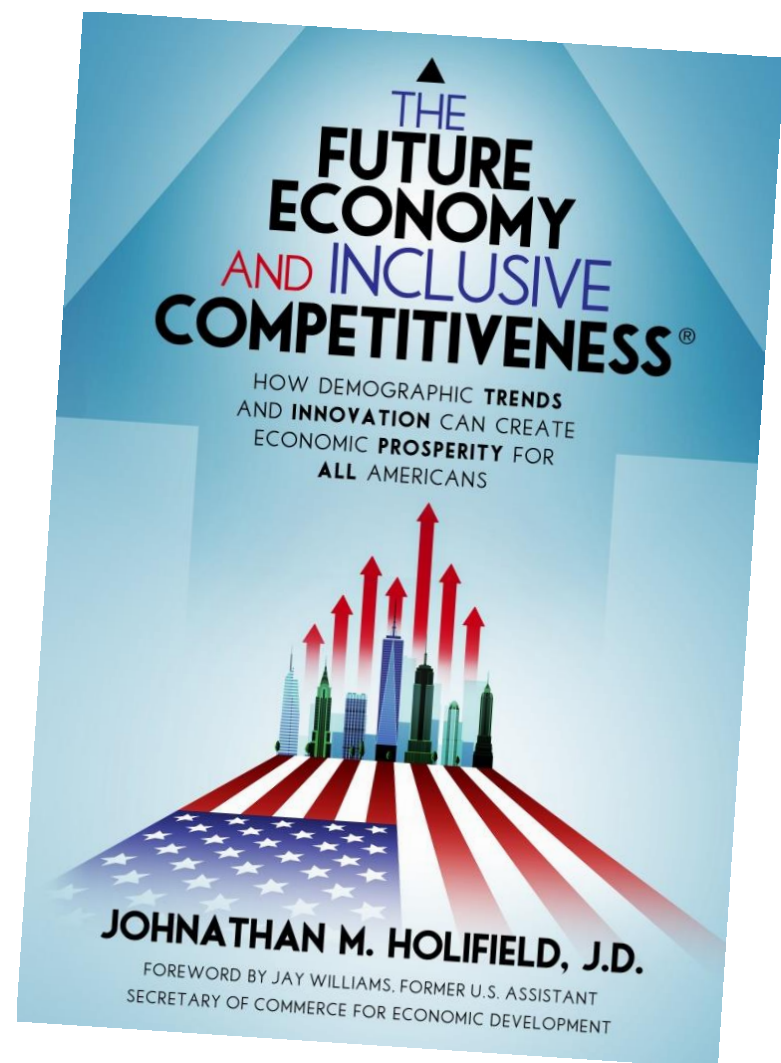
# How can Muskegon County increase its economic competitiveness?





# HUMAN CAPITAL

**Inclusive Competitiveness®:**  
Community strategies,  
systems and frameworks for  
improving the productivity of  
underrepresented  
populations in the global  
innovation economy.





# Inclusive Competitiveness®:

Community strategies,  
systems and frameworks  
for improving the  
productivity of  
**underrepresented  
populations** in the global  
innovation economy.

The difference between  
**ECONOMIC** Competitiveness  
& **INCLUSIVE**  
Competitiveness is ...

**WHO**  
is prioritized?





To claim a slice of the prosperity pie, we need to have **ownership of an equity stake** in America

# WHO



- Has equitable access to resources?
- Has equitable **ownership**?
- Can contribute value?
- Can produce economic impact?
- Reaps the benefits of prosperity?

Prioritize  
**cultivating  
local talent**  
through  
**economic  
gardening** &  
generating  
productivity  
through  
startups &  
small biz



**Which strategy is sustainable?**  
**WHO BENEFITS?**

Target the  
free agent  
market by  
**recruiting  
corporations**  
via tax &  
land  
incentives to  
relocate to  
the region

# WINNING STRATEGY



**+ MVP**

Prioritize uplifting the **most vulnerable populations** to improve their productivity in the local and regional Innovation Economy through a 4IR vision



In your local  
economic  
ecosystem:

**WHO**

is **competing**?  
is **prepared**?  
is **equipped**?  
has **access**?



WHO is contributing meaningfully to the  
**productivity and prosperity** outcomes of  
the local and regional economy?



**WHO** ARE  
YOUR  
PRIORITIES?

And **who** benefits?



# WHO will...



- REDESIGN
- REFORM
- RECONSTRUCT

## **Muskegon's economy?**

# INCLUSIVE QUESTION

WHO  
is in the room?



... and who isn't?

## 8 COMMUNITIES OF INFLUENCE

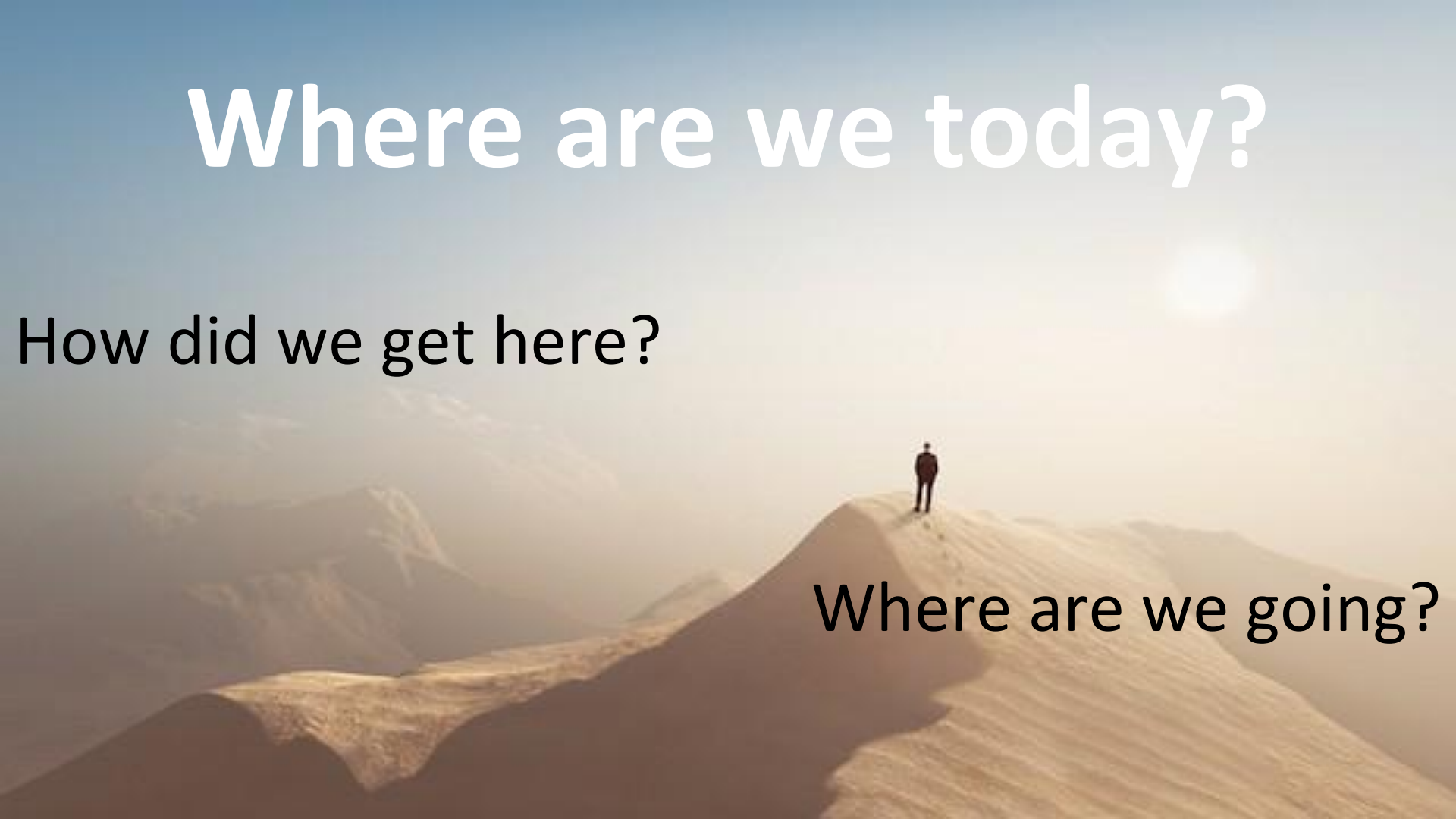
EDUCATION	COMMUNITY	POLICY	FUNDING
K-12 Public Schools Charter / Private Schools Faith-based schools Vocational schools Community Colleges Universities	Social / Health orgs Community Development Housing / Residential Faith-based Non-government orgs Parent / Student groups Fraternities/Sororities Legacy Nonprofits	Government Public-Private Alliances Foundations Professional Associations Elect/Appointed Officials Wealthy/Powerful Individuals	Government/Taxpayers Banks / Financial orgs Foundations Pensions Private Equity Venture Capital Angel Investors <u>Crowdfunders</u>
DEVELOPMENT	INDUSTRY	ENTREPRENEURS	COMMUNICATIONS
Economic Development Tech-Based Eco Dev Regional Development Orgs (CEDS Planning) Real Estate Development Public-Private Partners Faith-based Eco Dev Universities	Corporations Mature Large / Small Biz Successful Startups Gazelles Professional Associations Fraternities/Sororities	Entrepreneurs Associations Incubators Accelerators Conference/Competitions <u>Activities/Meetups</u> <u>Hackathons</u> Startup Weekends	Media PR / Marketing Corporations Government Foundations Policymakers Newsmakers/Pundits Columnists



# Where are we today?

How did we get here?

Where are we going?



# THE AMERICAN DREAM



**WHO** benefited?



# US INDUSTRIAL REVOLUTIONS

## 1st



### AGRARIAN

Own Land  
Own People  
Own Animals  
Labor Intensive

## 2nd



### MANUFACTURING

Own Production  
Control of Workers  
Labor Intensive

## 3rd



### INNOVATION

Knowledge-based  
Tech-driven  
Globally competitive

# The Fourth Industrial Revolution: what it means, how to respond



The 4IR  
accelerates  
creative  
destruction  
while  
introducing  
new/creative  
opportunities  
for new  
competitors



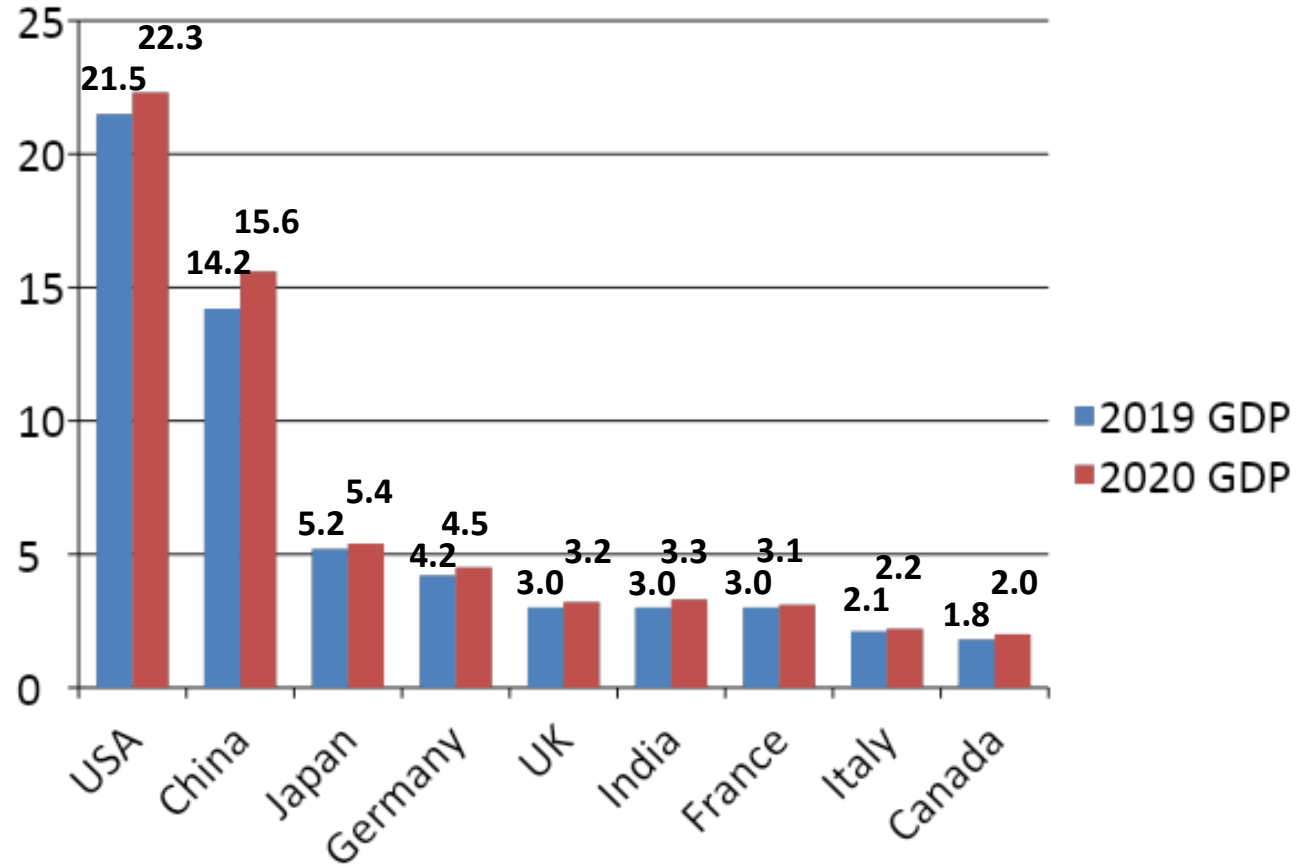
“**There are three reasons** why today’s transformations represent not merely a prolongation of the Third Industrial Revolution but rather the arrival of a FOURTH and distinct one: **velocity, scope, and systems impact.**”

“The speed of current breakthroughs has no historical precedent. When compared with previous industrial revolutions, the Fourth is evolving at an **exponential rather than a linear pace.**”

“Moreover, it is **disrupting almost every industry in every country.** And the breadth and depth of these changes herald **transformation of entire systems** of production, management and governance.”

# TODAY THE U.S. IS THE WORLD'S WEALTHIEST NATION

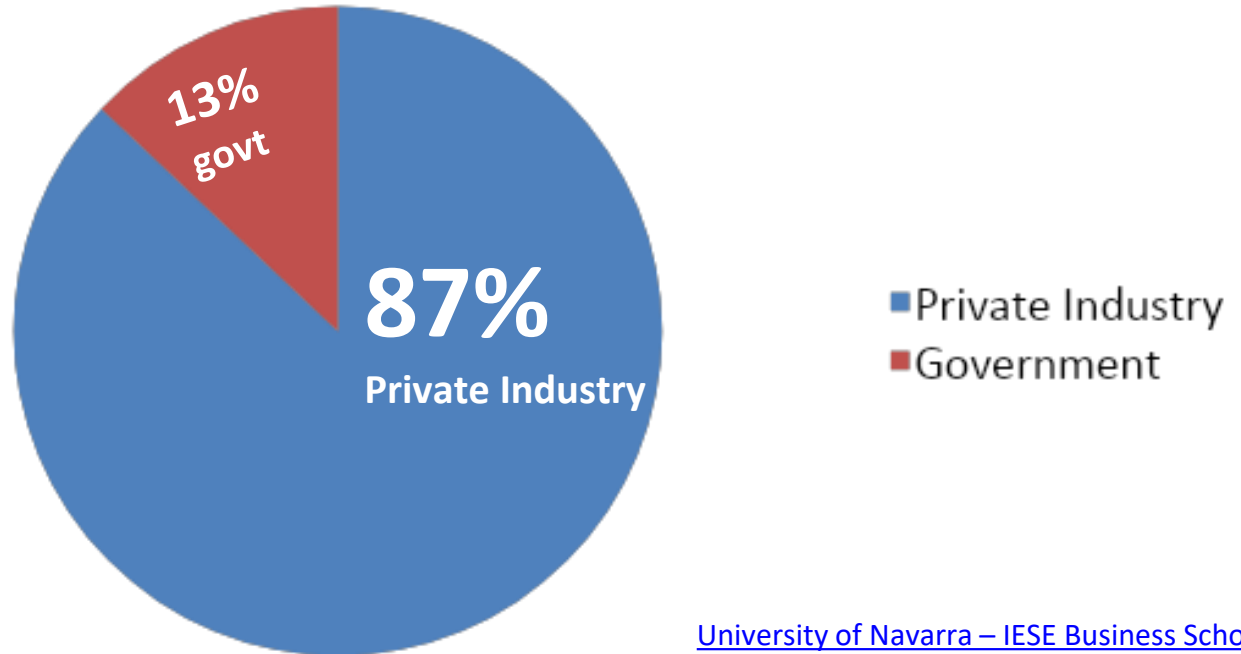
WHO  
BENEFITS?



**WHO  
GENERATES  
GDP?**



# CONTRIBUTION TO US GDP

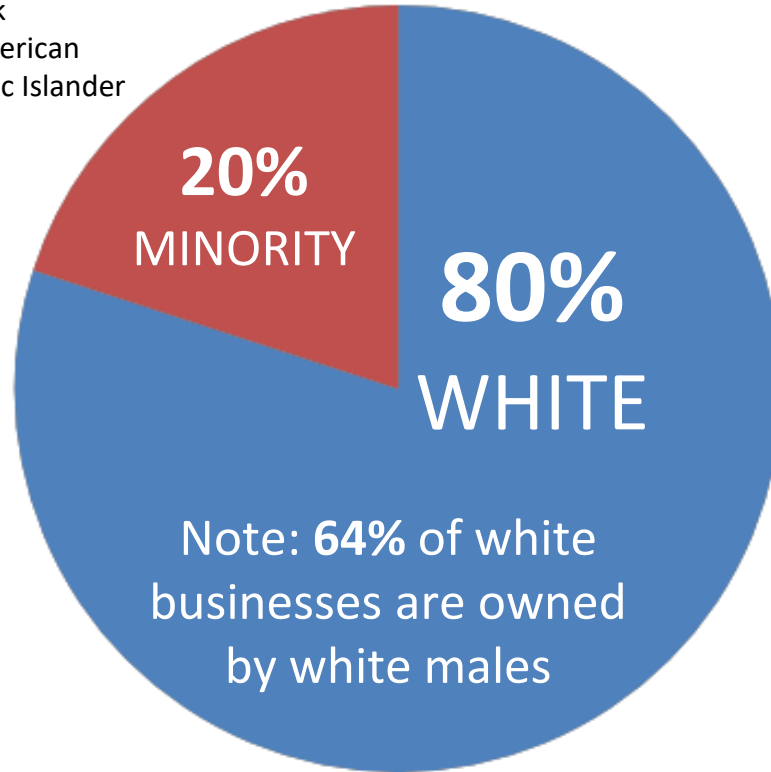


# WHO GENERATES GDP?



Asian  
Hispanic  
Black  
Native American  
Alaskan/Pacific Islander

## PRIVATE BUSINESS OWNERS

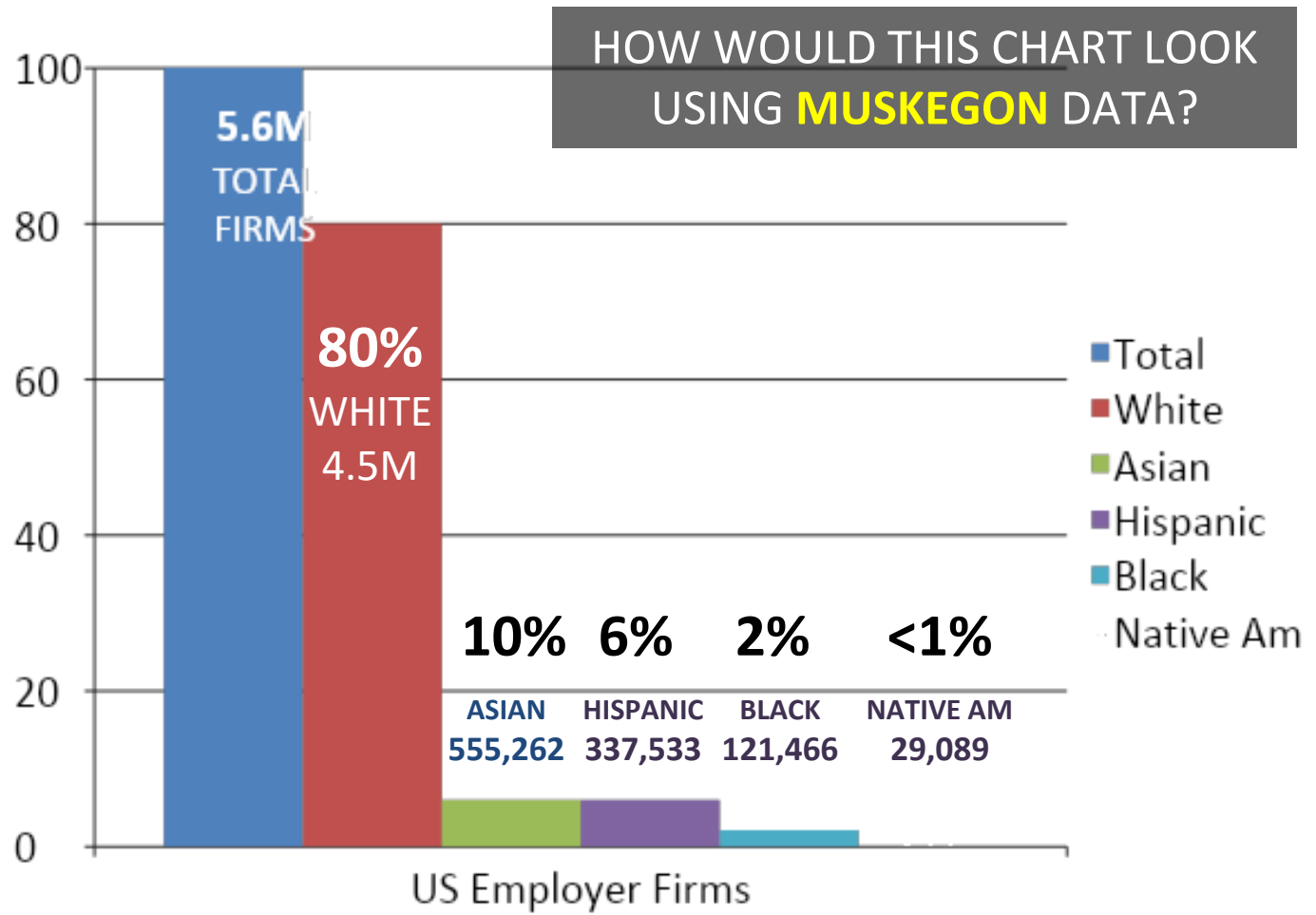


■ White Owners  
■ Minority Owners

Sources: Kauffman State of Entrepreneurship Report & The Washington Post (Feb 28, 2017, "A great majority of our nation's small business owners are old white men")



# WHO ARE U.S. EMPLOYERS?



Source: [2016 Census Survey of Entrepreneurs](#)

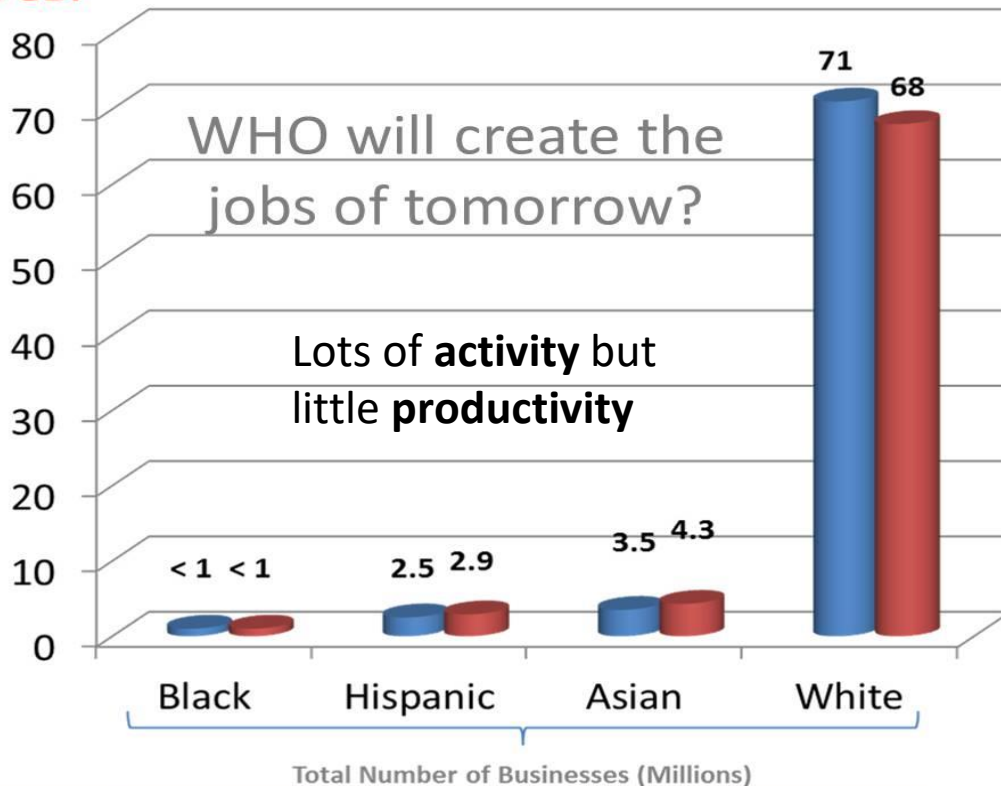


**WOW!**

Black-owned businesses have produced **LESS than 1% GDP** for more than 100 years!

# Business Productivity by Race

**% GDP**



**GDP**

■ 2007

**\$14T**

■ 2012

**\$16T**

ENTREPRENEURIAL  
GROWTH RATE

Year 2007	1.9	2.3	1.5	22.5
Year 2012	2.6	3.3	1.9	21.5



**ScaleUP**  
PARTNERS

[www.scaleuppartners.com](http://www.scaleuppartners.com)

# THE POWER OF 1%

TARGETING 1%



= 1,635,262  
new employers

**2018 US population: 327 million**  
US Employers: 5.6 million  
1.7% of pop

actual



**White pop: 198 million**  
Employers: 4.5 million  
2.2% of pop

actual



**Hispanic pop: 59 million**  
Employers: 337,533  
0.06% of pop  
1% = 590,000 employers

aspirational



**Black pop: 44 million**  
Employers: 121,466  
0.02% of pop  
1% = 440,000 employers

aspirational



Asian pop: 21 million  
Employers: 555,262  
2.6% of pop\*

actual



**Native American & Pacific Islander pop: 5 million**  
Employers: 34,246  
0.006%  
1% = 50,000 employers

aspirational



\*An increase to 1% in non-Asian minority employer firms would still be less than half of the 2.6% that represent Asian employer firms

Source: [2016 Census data \(released Aug 2018\)](#)



# WE DID IT!

Q: Can the **same economic strategies** that built the world's wealthiest, most innovative and globally competitive economy work to **sustain** America's global competitiveness if applied to **minority populations**?



# CROSSROADS

Redesign: 21<sup>st</sup> Century  
for Inclusive Economy

Maintain: 20<sup>th</sup> Century  
Economic Status Quo





CAN YOU  
HANDLE  
THE  
TRUTH?



By mid-century, black  
and Hispanic Americans  
combined will comprise  
**42%** of the US population.

 Today, these groups collectively  
produce **LESS than 4%** of U.S. GDP.



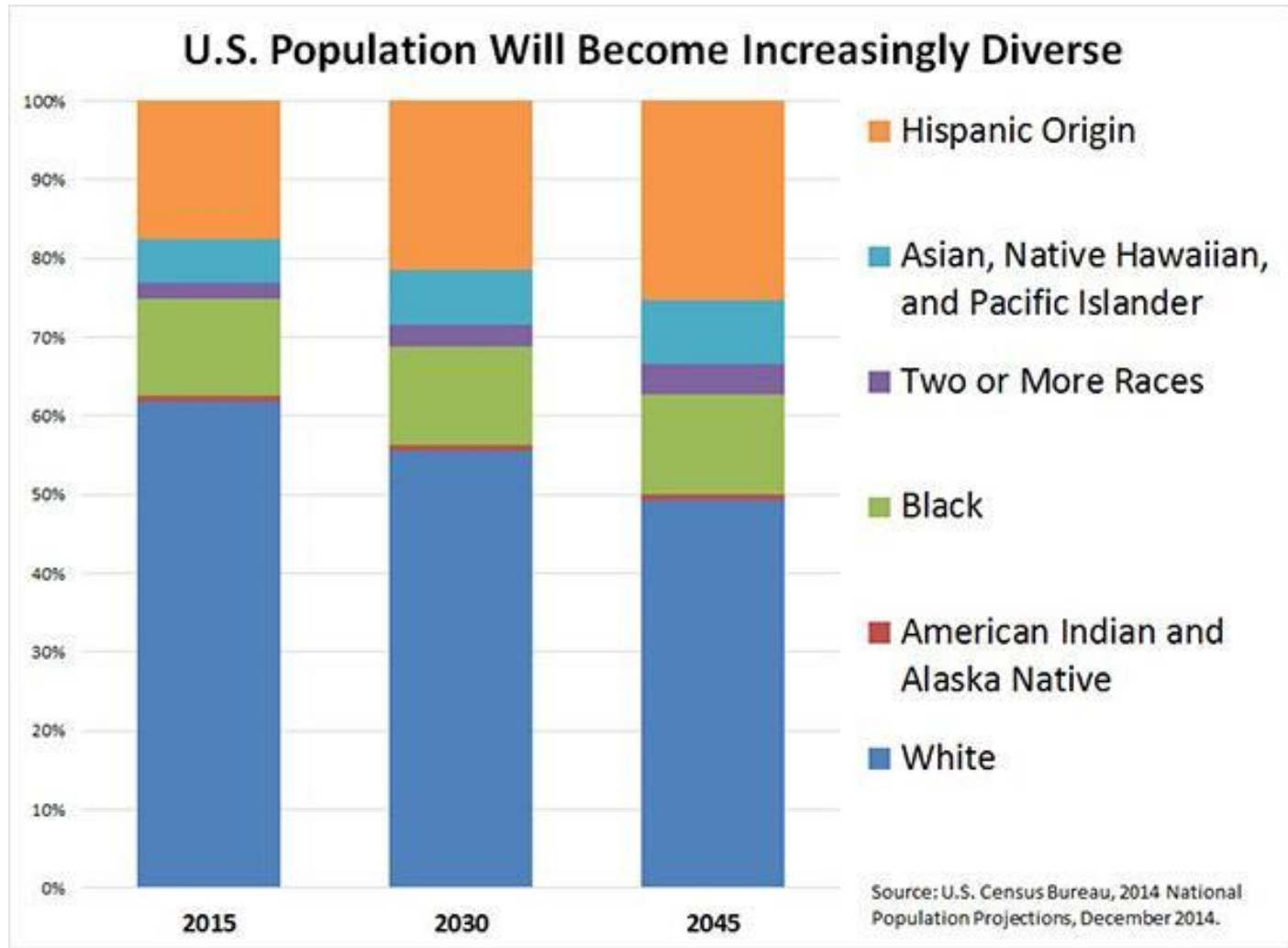




The U.S. is experiencing a demographically-driven national **economic imperative**.

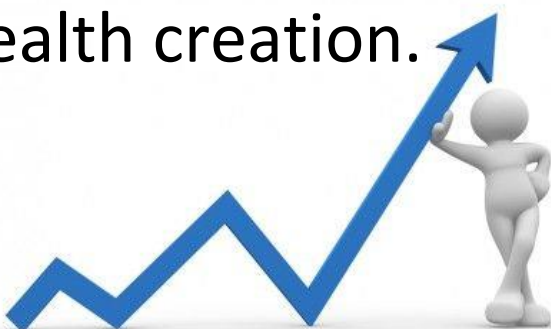


We can no longer sustain our global competitiveness with so much of our population producing so little.



# BOTTOM LINE

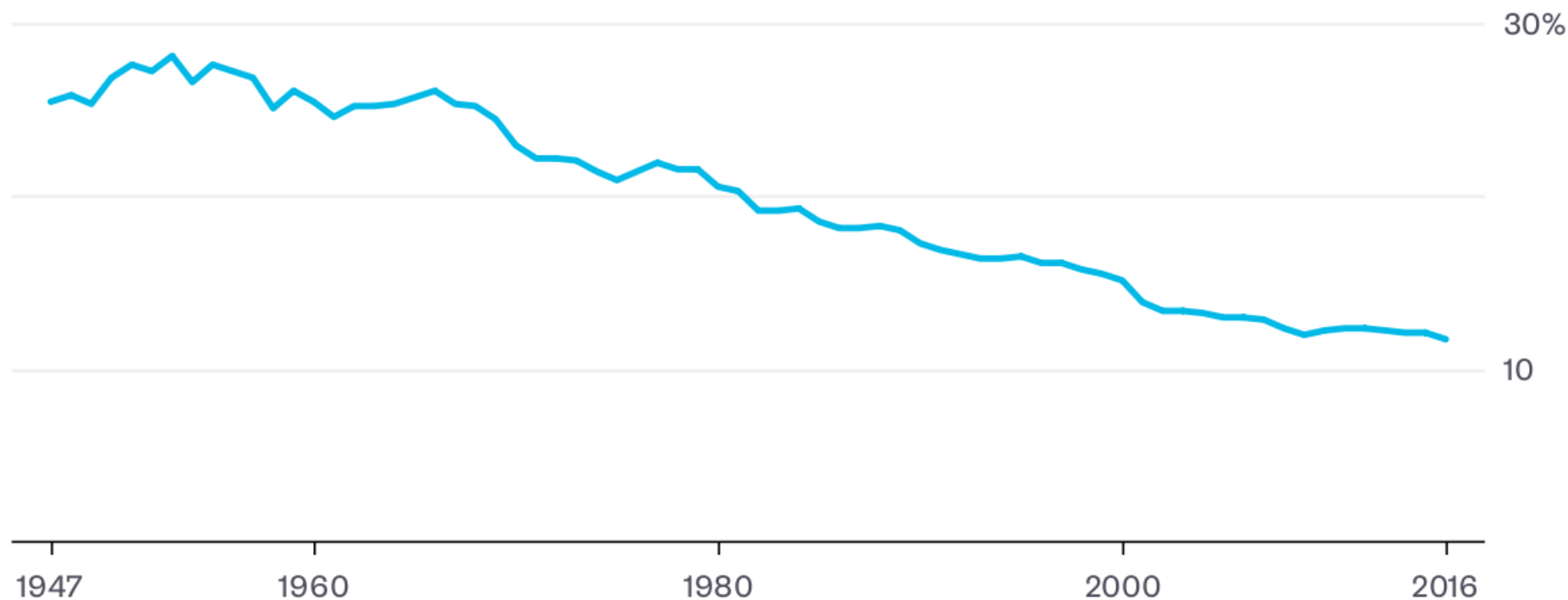
White Americans can no longer carry the overwhelming majority of the burden of business productivity, job growth and wealth creation.



The 20<sup>th</sup> century exclusionist capitalist framework, established under segregationist policies and practices will **NOT WORK** for a 21<sup>st</sup> century inclusive **multicultural** American society.

# A Shrinking Economic Role for Manufacturing

Manufacturing value-added as a percentage of U.S. gross domestic product

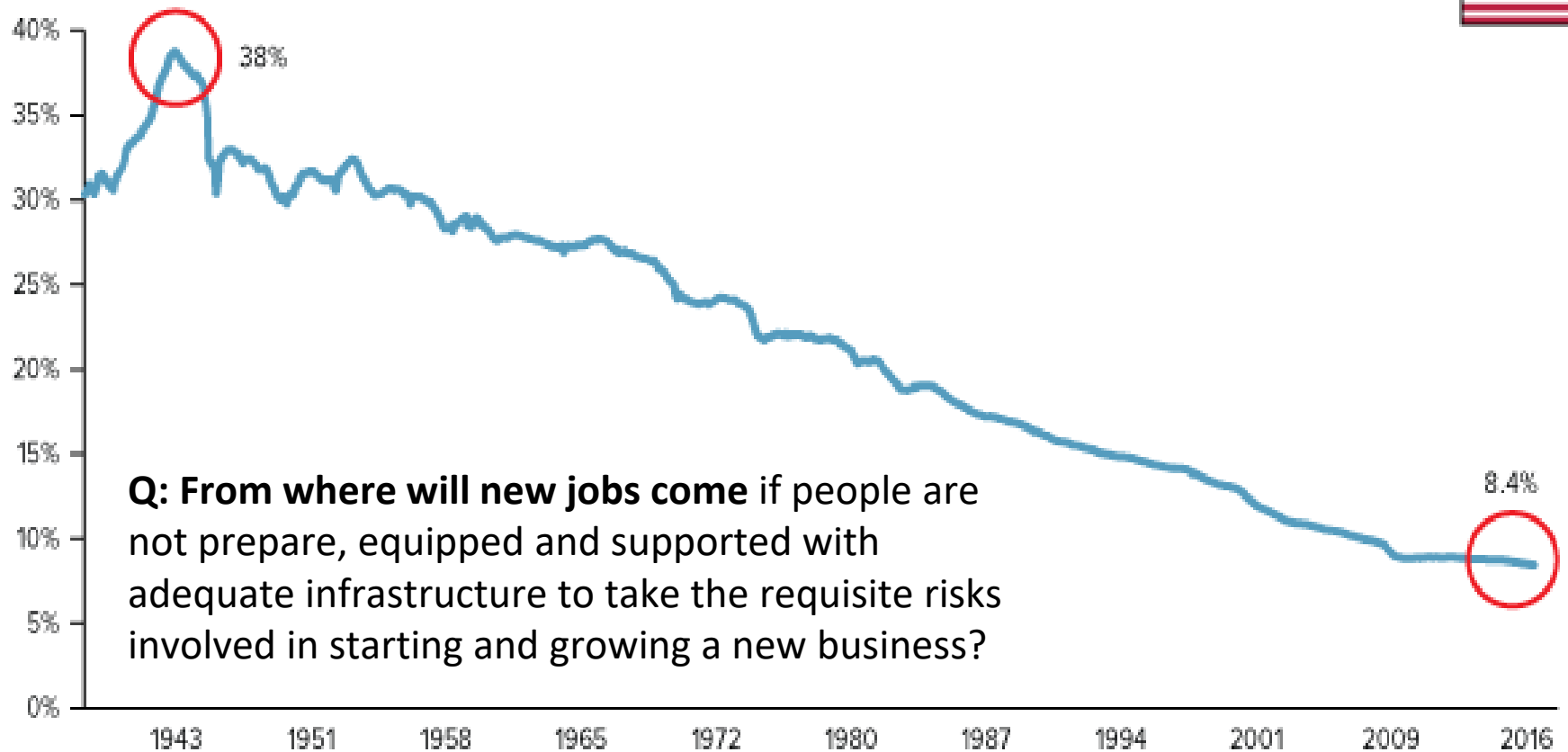


Source: U.S. Bureau of Economic Analysis

BloombergView

## Manufacturing Jobs as a Percentage of Total U.S. Workforce

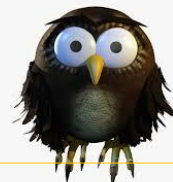
1939 – 2016



Source: Bureau of Labor Statistics, U.S. Global Investors



# WHO CAN COMPETE?



## FINANCING ENTREPRENEURIAL IDEAS AND SMALL BUSINESSES

### MINORITY STARTUP BUSINESS FINANCING & GROWTH OPTIONS

RACE	Friends Family	Savings	Home Equity	Credit Card	Line of Credit	Bank Loan	Angel/ VC Seed	Seed Grants	Non-traditional* & crowdfunding
Black	X	X	X	X	X	X	X	✓	✓
Hispanic	X	X	X	X	X	X	X	✓	✓
Native American	X	X	X	X	X	X	X	✓	✓
Pacific Islander	X	X	X	X	X	X	X	✓	✓
Asian	✓	✓	✓	✓	✓	✓	✓	✓	✓

\*CDFI, Kiva and other micro-lenders, competitions and other non-traditional funders



# Here's the staggering amount banks have been fined since the financial crisis

Published: Feb 24, 2018 11:27 a.m. ET



Bank of America, JPMorgan Chase have paid the largest fines

# \$24.3B



By  
**STEVE  
GOLDSTEIN**

EUROPEAN MARKETS  
EDITOR



Top banks fined for  
**discriminatory behavior**  
against consumers of color  
since 2008



**WHO**  
ARE THE  
BIGGEST  
OFFENDERS?

Bank	Fine, in billions
Bank of America	\$76.1
JPMorgan Chase	\$43.7
Citigroup	\$19
Deutsche Bank	\$14
Wells Fargo	\$11.8
RBS	\$10.1
BNP Paribas	\$9.3
Credit Suisse	\$9.1
Morgan Stanley	\$8.6
Goldman Sachs	\$7.7
UBS	\$6.5



REPORT

# The devaluation of assets in black neighborhoods

## The case of residential property

Andre M. Perry, Jonathan Rothwell, and David Harshbarger · Tuesday, November 27, 2018



Majority-black neighborhoods hold \$609 billion in owner-occupied housing assets and are home to approximately 10,000 public schools and over 3 million businesses. We find that in the average U.S. metropolitan area, homes in neighborhoods where the share of the population is 50 percent black are valued at roughly half the price as homes in neighborhoods with no black residents.



According to our analysis, differences in home and neighborhood quality do not fully explain the devaluation of homes in black neighborhoods.

Homes of similar quality in neighborhoods with similar amenities are worth 23 percent less (\$48,000 per home on average, amounting to \$156 billion in cumulative losses) in majority black neighborhoods, compared to those with very few or no black residents.



Metropolitan areas with greater devaluation of black neighborhoods are more segregated and produce less upward mobility for the black children who grow up in those communities. This analysis finds a positive and statistically significant correlation between the devaluation of homes in black neighborhoods and upward mobility of black children in metropolitan areas with majority black neighborhoods.





# For people of color, banks are shutting the door to homeownership

By Aaron Glantz and Emmanuel Martinez / February 15, 2018



## REVEAL

### The Center for Investigative Reporting

Fifty years after the federal Fair Housing Act banned racial discrimination in lending, African Americans and Latinos continue to be routinely denied conventional mortgage loans at rates far higher than their white counterparts.

This modern-day redlining persisted in 61 metro areas even when controlling for applicants' income, loan amount and neighborhood, according to a mountain of Home Mortgage Disclosure Act records analyzed by Reveal from The Center for Investigative Reporting.

# Homeownership rate for black Americans drops to record low

The 40.6% rate is lowest in Census quarterly series and the smallest since 1950 decennial data

July 25, 2019, 5:03 pm By Kathleen Howley

Share On t f e in

The homeownership rate for black Americans fell to 40.6% in the three months through June, the lowest level in the **Census Bureau's** quarterly data going back to 1994, according to a government report on Thursday. It was the smallest share recorded for black households since the 1950 decennial Census when it was **34.5%**.

## HOMEOWNERSHIP RATES

July 25, 2019

BLACK	40.6%
HISPANIC	41.6%
WHITE	73.1%

Higher-wage jobs produce higher incomes, but only wealth can be transferred from one generation to the next.

**Wealth is derived through ownership of assets**

## Racial income and wealth gaps

Median income and wealth of black and white families over time, in 2016 dollars

INCOME  
\$200k

150

100

50

0

1989

1995

2001

2007

2016

WHITE FAMILIES

BLACK FAMILIES

WEALTH  
\$200k

150

100

50

0

1989

1995

2001

2007

2016

WHITE FAMILIES

BLACK FAMILIES

Sources: Survey of Consumer Finances

THE WASHINGTON POST

# That was no typo: The median net worth of black Bostonians really is \$8

By [Akilah Johnson](#) Globe Staff, December 11, 2017, 4:24 p.m.

**THE**  
**Nation.**

[Politics](#) [World](#) [Economy](#) [Culture](#) [Take Action](#)

[RACISM AND DISCRIMINATION](#) [POVERTY](#) [FAMILIES](#)

## The Average Black Family Would Need 228 Years to Build the Wealth of a White Family Today

*Just as past public policies created the racial wealth gap, current policy widens it.*

By [Joshua Holland](#) [Twitter](#)

AUGUST 8, 2016

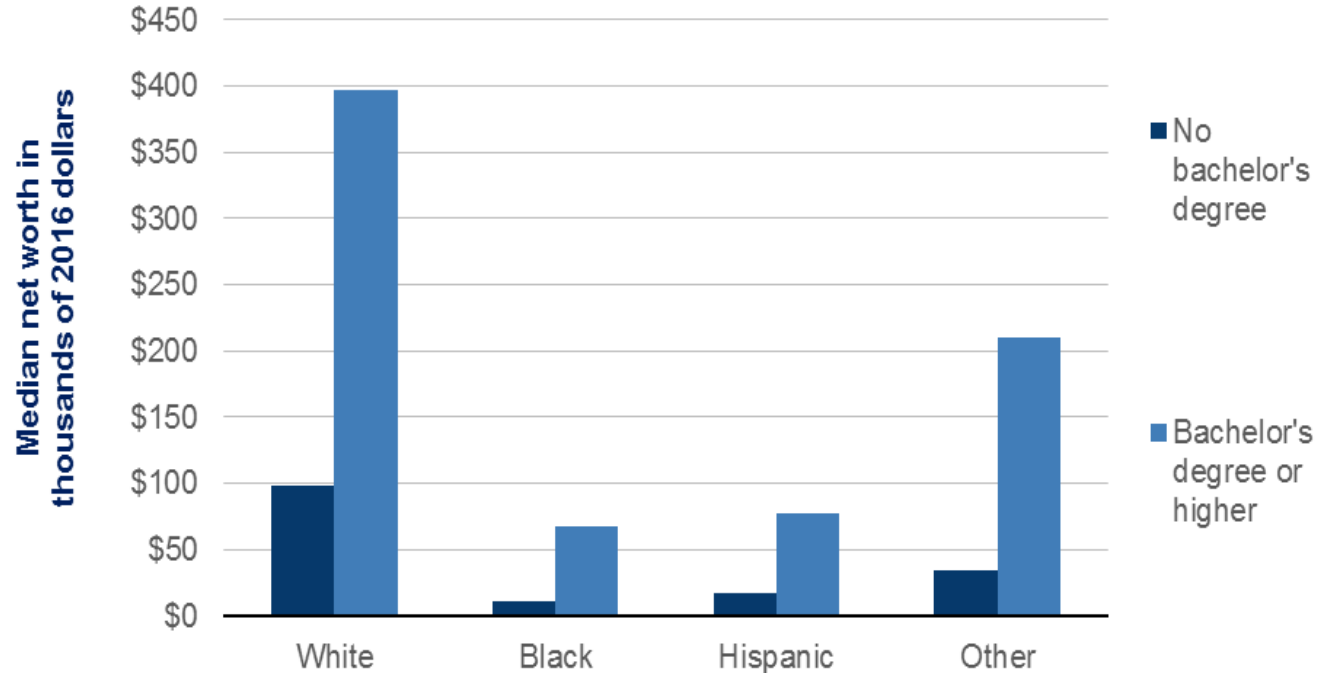




**Higher education is vital** as an access point to economic opportunity, but **alone it fails the competitiveness quotient** to adequately prepare and equip black and Latinx Americans.

## College Is Not a Cure for Wealth Gaps

Median net worth of U.S. households in 2016 by race and educational attainment of household head



Source: Lisa J. Dettling, Joanne W. Hsu, Lindsay Jacobs, et al. "Recent Trends in Wealth-Holding by Race and Ethnicity: Evidence from the Survey of Consumer Finances." *Federal Reserve Board*. September 27, 2017.

# HONEST QUESTIONS

Does Muskegon already  
have an inclusive equitable  
economic ecosystem?

If yes, how is it measured?  
If no, has it ever had one?  
If not, **why not?**



# BIG QUESTION



What kind of society do **WE** want  
OUR kids to live in and what can  
**WE** adults do **NOW** to build it?

We now know where we are but ...

# HOW DID WE GET HERE?

And where are we going?





# Message to America's youth ...



**“You believe in a fair, just and Inclusive America.”**

President Barack Obama

[Farewell speech, Jan. 10, 2017](#)

Every generation of youth inherits a society built on a foundation of the past and maintenance of the status quo. Still, each generation of youth are handed a baton of responsibility and the burden of redesigning, reforming and reconstructing a societal environment that their parents and grandparents failed to fix.

A close-up photograph of a young child with dark, spiky hair and large, dark eyes. The child has a skeptical or questioning expression on their face, with a slightly furrowed brow and a small frown. They are holding their hands up to their ears. The child is wearing a grey long-sleeved shirt with a striped cuff visible on the left arm. The background is a plain, light grey.

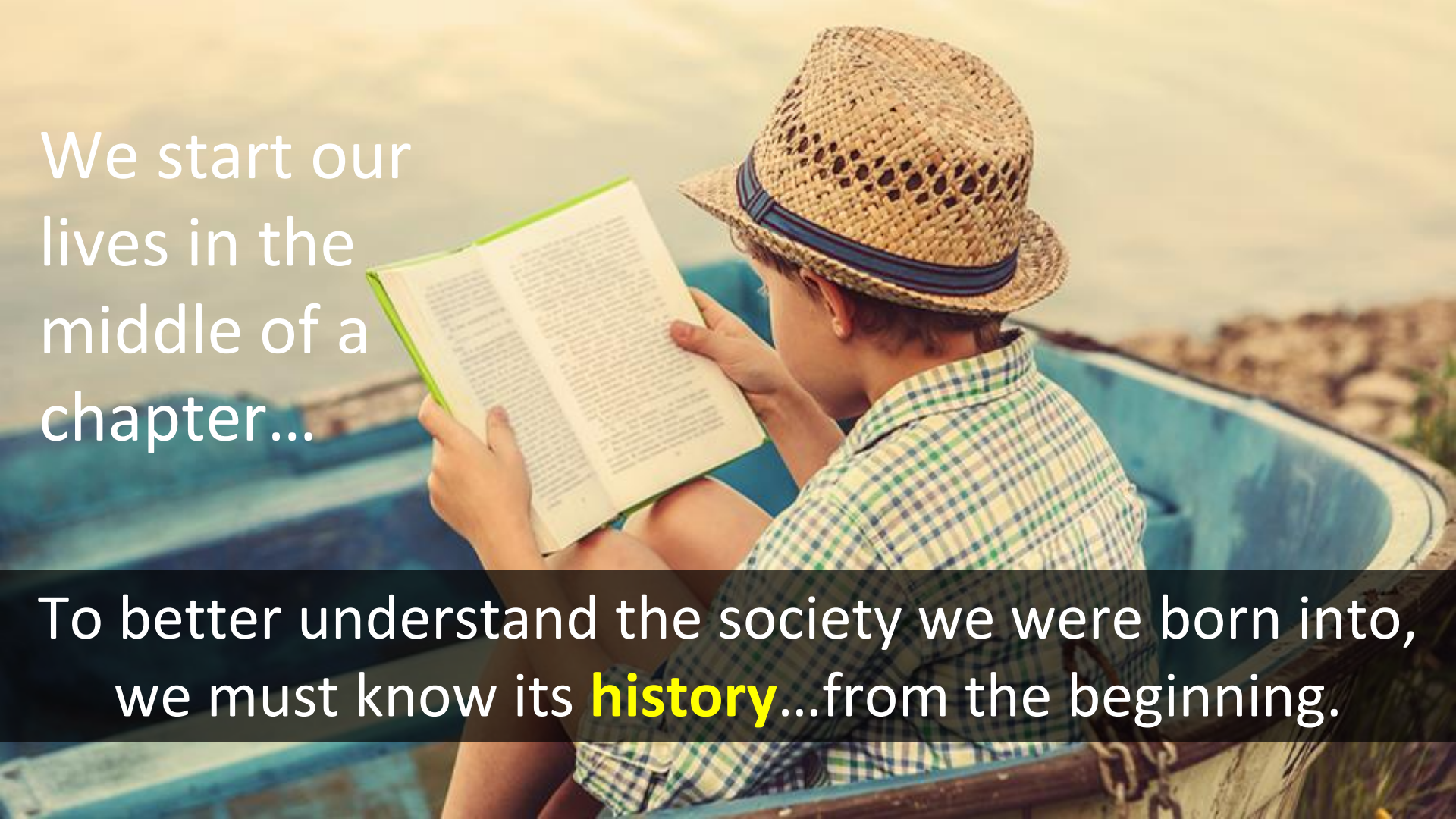
You want  
**ME** to fix  
*America?*

We were all  
born into a  
chapter of  
US history...

that we  
didn't write.





A person wearing a straw hat and a plaid shirt is sitting on a boat, reading a book. The background shows a body of water and a rocky shore under a cloudy sky.

We start our  
lives in the  
middle of a  
chapter...

To better understand the society we were born into,  
we must know its **history**...from the beginning.



**Every generation finds its voice  
in young people.**

Although Greta came from  
across the ocean to give a  
message of global implications,  
her words were reminiscent of  
the same youthful mantra that  
we've ignored in the United  
States for more than 150 years.



Greta Thunberg, 16  
Global Activist

This is all wrong. I shouldn't be up here.

You have come to us young people for hope? How dare you!

**You have stolen my dreams and my childhood** with your empty words.

You are failing us.



Greta Thunberg, 16  
Global Activist

1957

Little Rock Arkansas



Childhood  
dreams

What is the status of  
school segregation today?

# 1960

Ruby  
Bridges

6 years old

Integrated  
first  
school in  
NOLA

Childhood  
dreams



What is the status of  
school segregation today?



# 1962

**James  
Meredith**

**University of  
Mississippi  
riot in Oxford**

**Childhood  
dreams**

What is the status of  
school segregation today?





RACE  
RACE  
RACE  
RACE  
RACE  
RACE  
RACE  
RACE

If I avoid it...



will it will go away?



An elephant is standing in the middle of an office. The office has desks, chairs, and bookshelves. The elephant is looking towards the right. The text is overlaid on the image.

When we avoid talking about race ...  
we're really avoiding the issue of  
**EQUAL VALUE of America's children**

When we avoid talking about racial  
hierarchy... we're really avoiding the  
issue of **WHITE SUPREMACY and the  
LESSER VALUE** ascribed to nonwhite  
peoples in American society





If **adults** can't  
or won't  
discuss issues  
of racial  
hierarchy, **how**  
**will kids do it?**

Our **ADULT** society  
ascribes a different value  
to humans based on their  
race. Kids are then taught  
these values ...

**In home**  
**In school**  
**In media**  
**In their faith**  
**community**

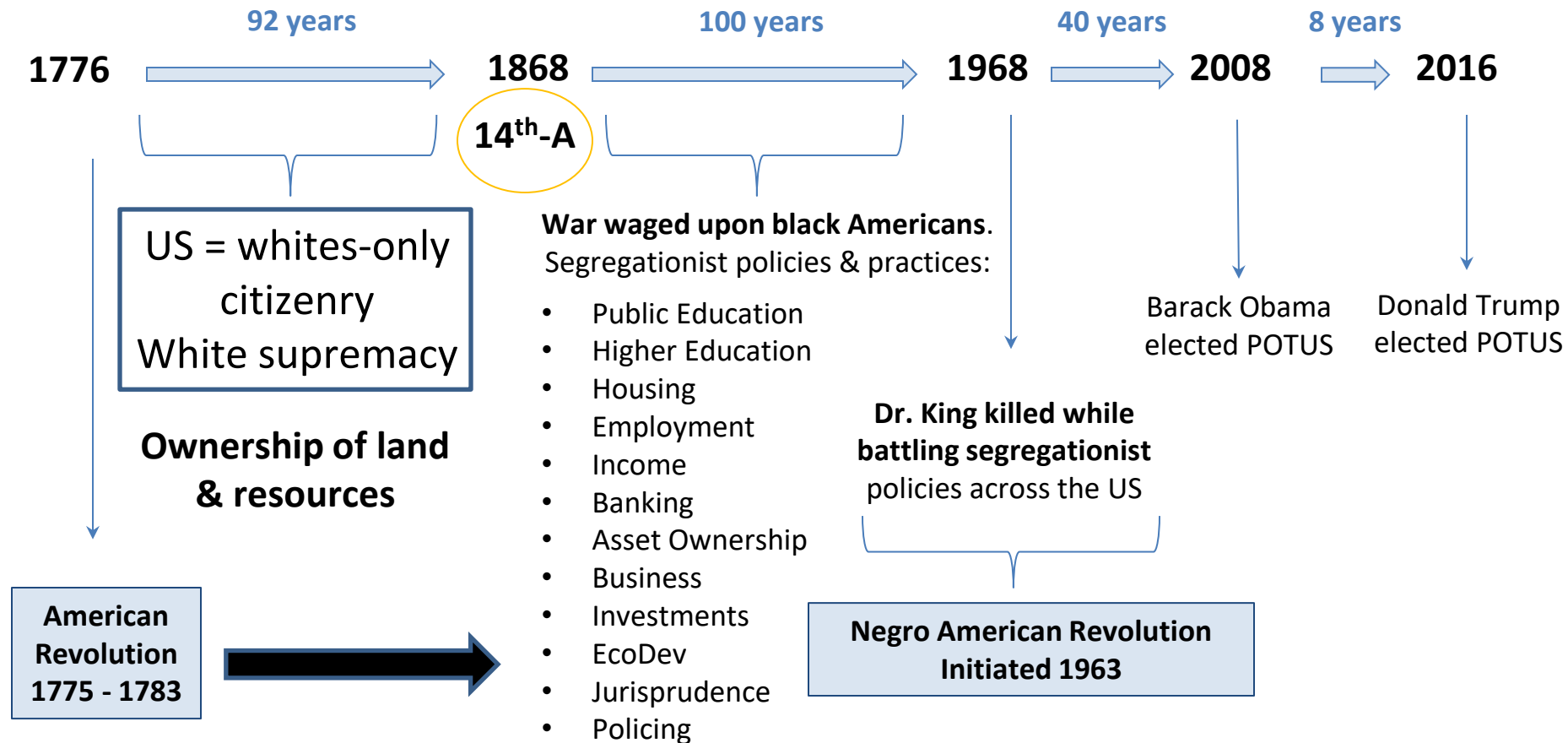




# POWER Of TRUTH

We inherited a deeply flawed society  
**But we now have power to change it**  
And **empower** our kids to redesign it (with us)

# US HISTORY IS BUILT ON A FOUNDATION OF **RACIAL HIERARCHY**





# WHAT IS RACIAL HIERARCHY?

(cornerstone philosophy of white supremacy)

Ranking the races by color and **diminishing value ...**  
**with white at the top**





Who's  
idea  
was  
that?

A group of young people are shown from behind, holding hands and raising them in the air. They are standing on a beach or near water, with a bright sunset or sunrise in the background. The scene is silhouetted against the warm, golden light of the sun. The text is overlaid on the lower half of the image.

The BIGGEST threat to the status quo...  
is the **nation's youth** who seek to disrupt it



# How to Talk to Your Kids About Race in America

**Enlightenment:** New knowledge, resources and perspectives

**Empathy:** Insight, genuine curiosity, active listening

**Empowerment:** Interactive exercises, practical tools, generational equipping

Workshop training for educators, parents and other societal influencers



Let's  
explore...



truth the  
genuine or factual 2  
true 3 a proven or v

# HISTORICAL CONTEXT

How did **WE** learn about the society **we inherited**?



**WHAT IS THE AMERICAN NARRATIVE?**

(What is the story we tell ourselves about ourselves?)



Societal Influencers:

**family, school, university, religion and media**



# BUILDING A NEW NATION

## Founders Constitution 1778

**Article IV.** The better to secure and perpetuate mutual friendship and intercourse among the people of the different states in this union, the free inhabitants of each of these states, paupers, vagabonds and fugitives from justice excepted, **shall be entitled to all privileges and immunities of free citizens in the several states**; and the people of each state **shall have free ingress and regress** to and from any other state, and shall enjoy therein all the privileges of trade and commerce.

**To who did this new citizenship apply?**

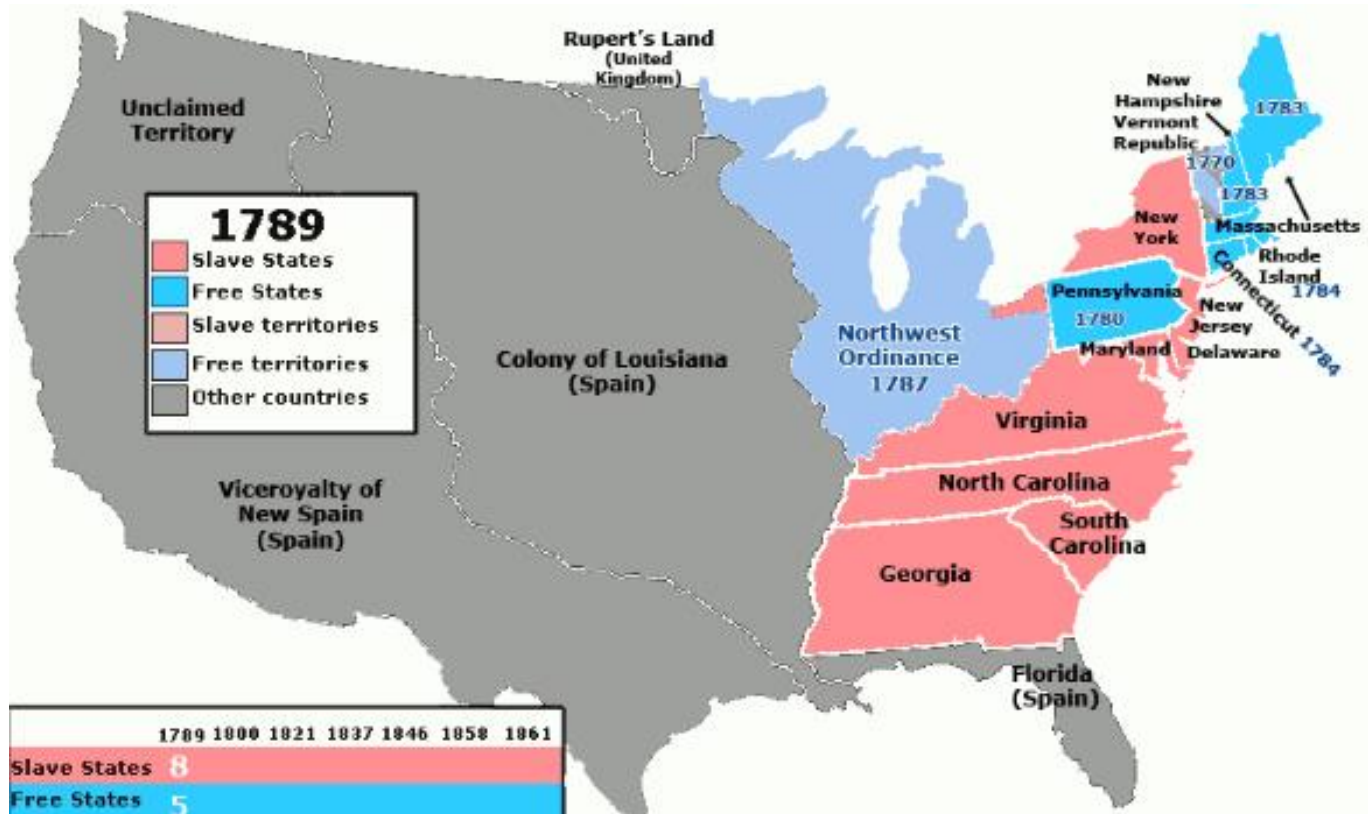
[Source: Library of Congress  
Online Library](#)

# ONE BIG QUESTION

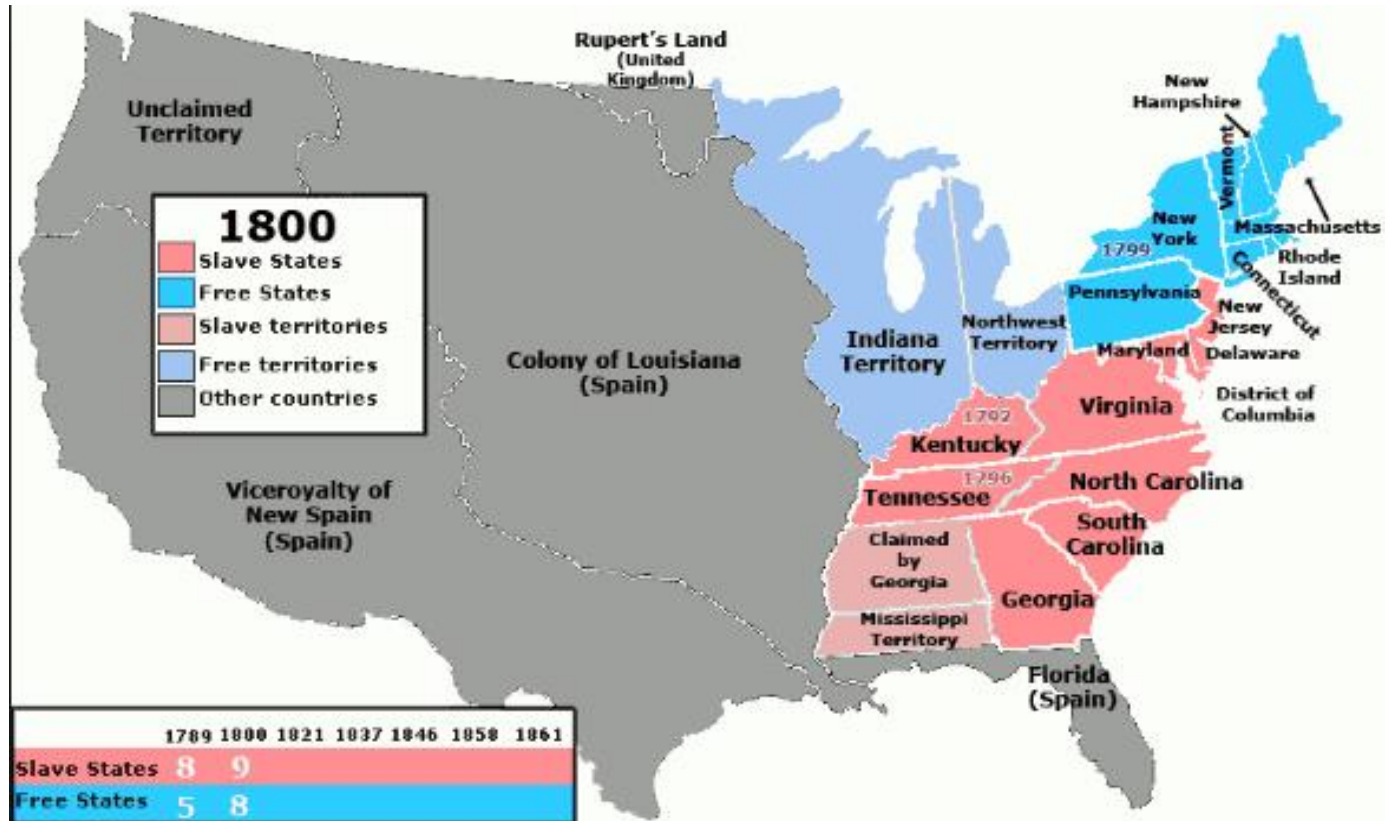




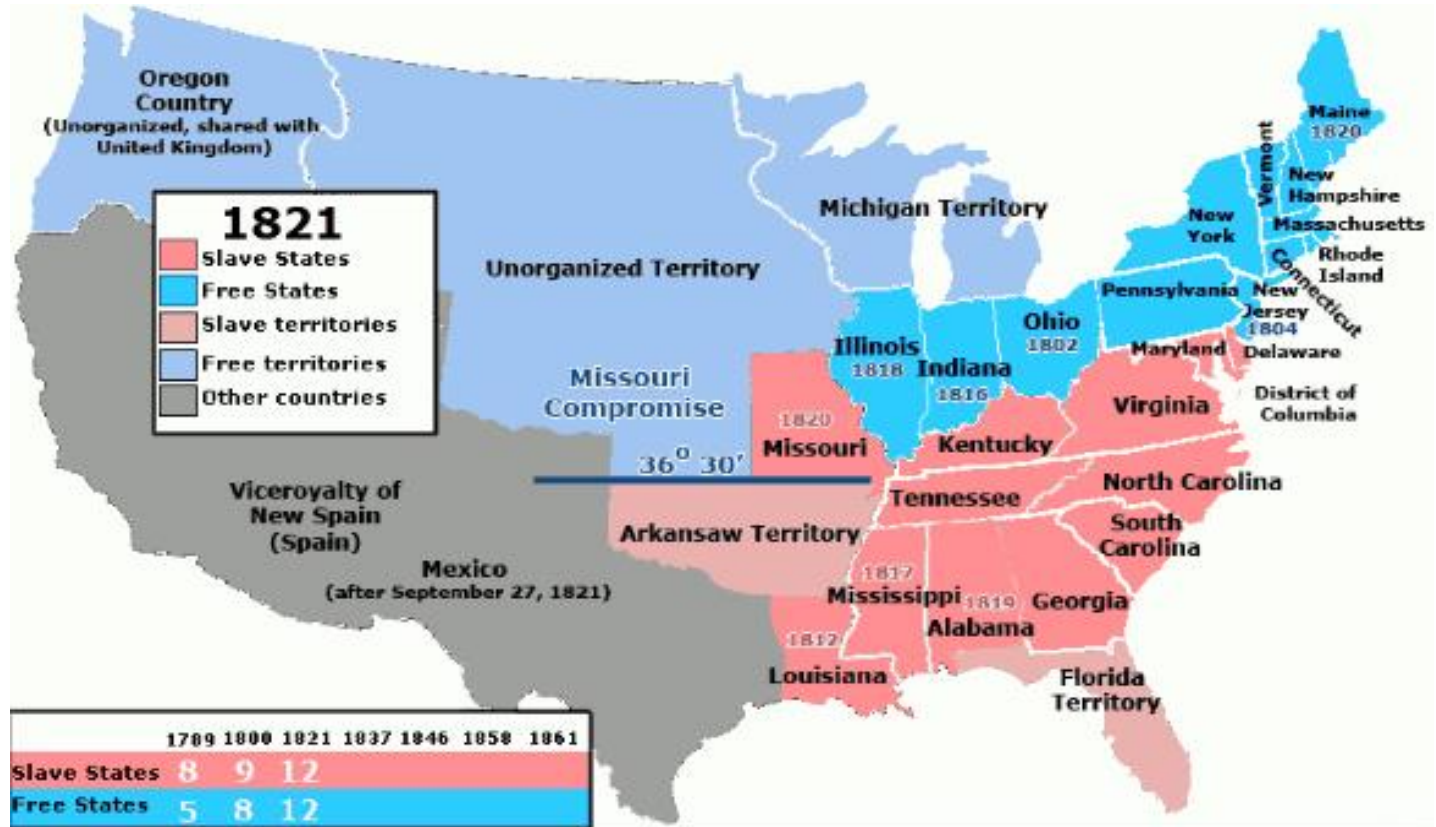
# Q: What to do with black people?



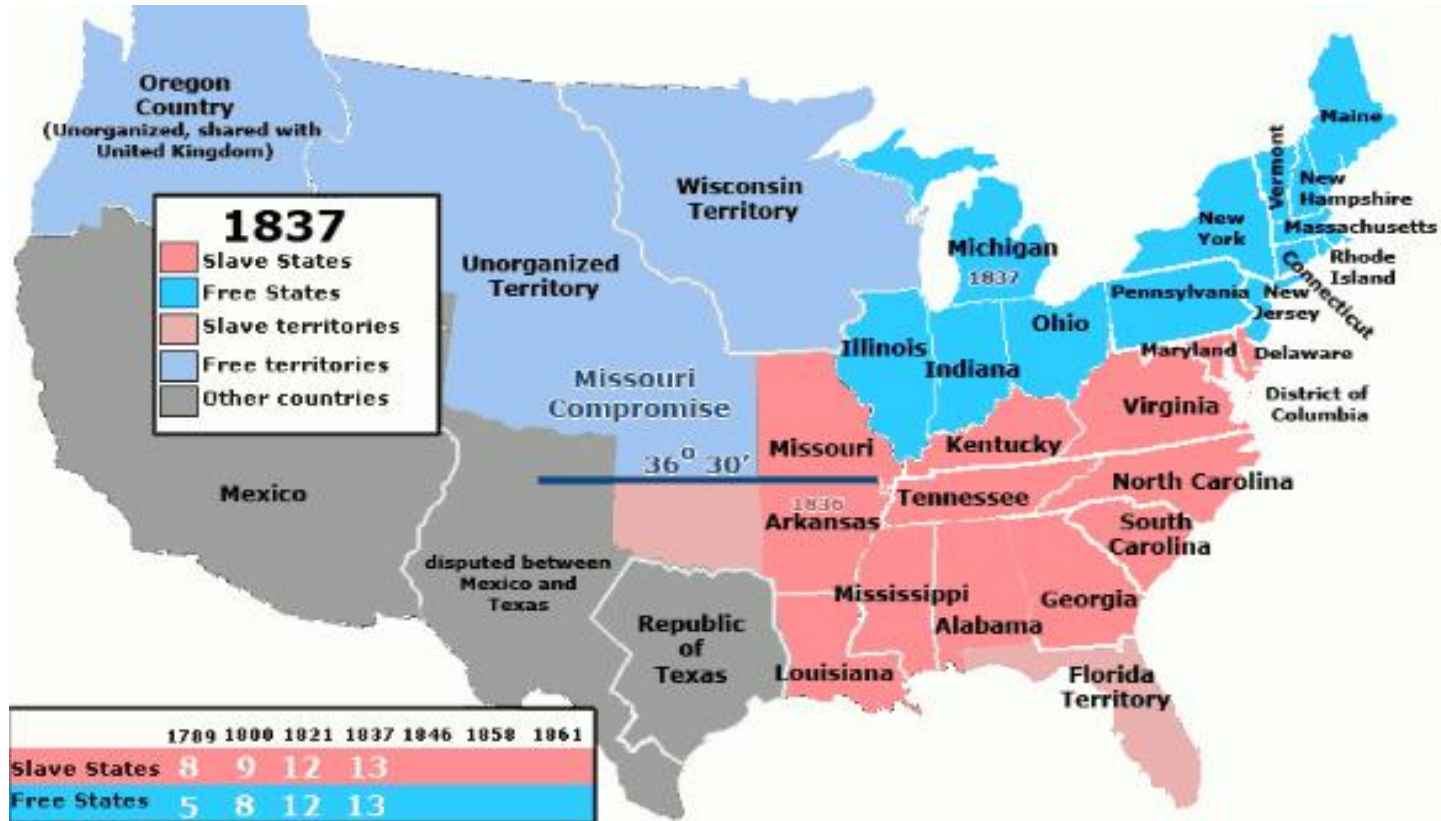
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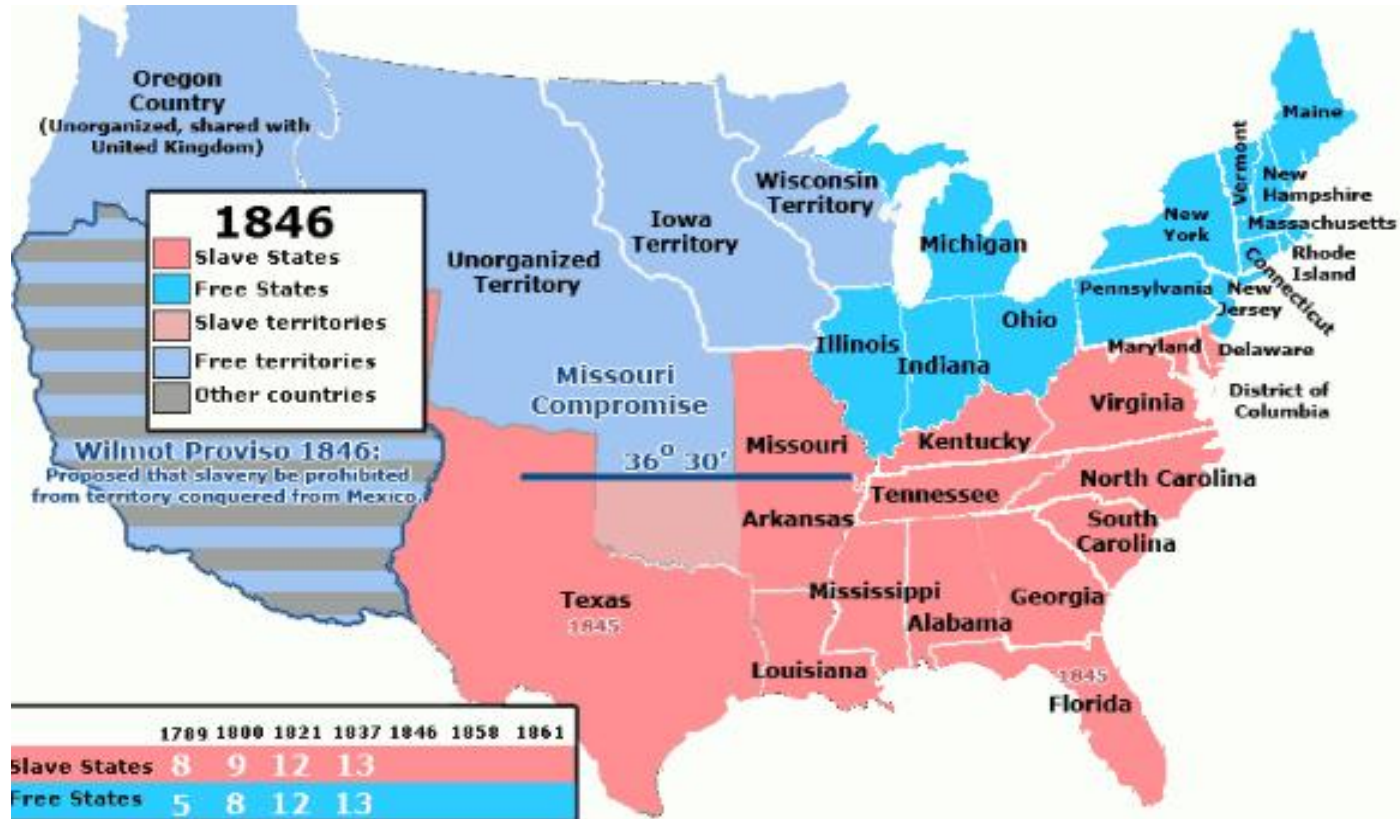


# Q: What to do with black people?

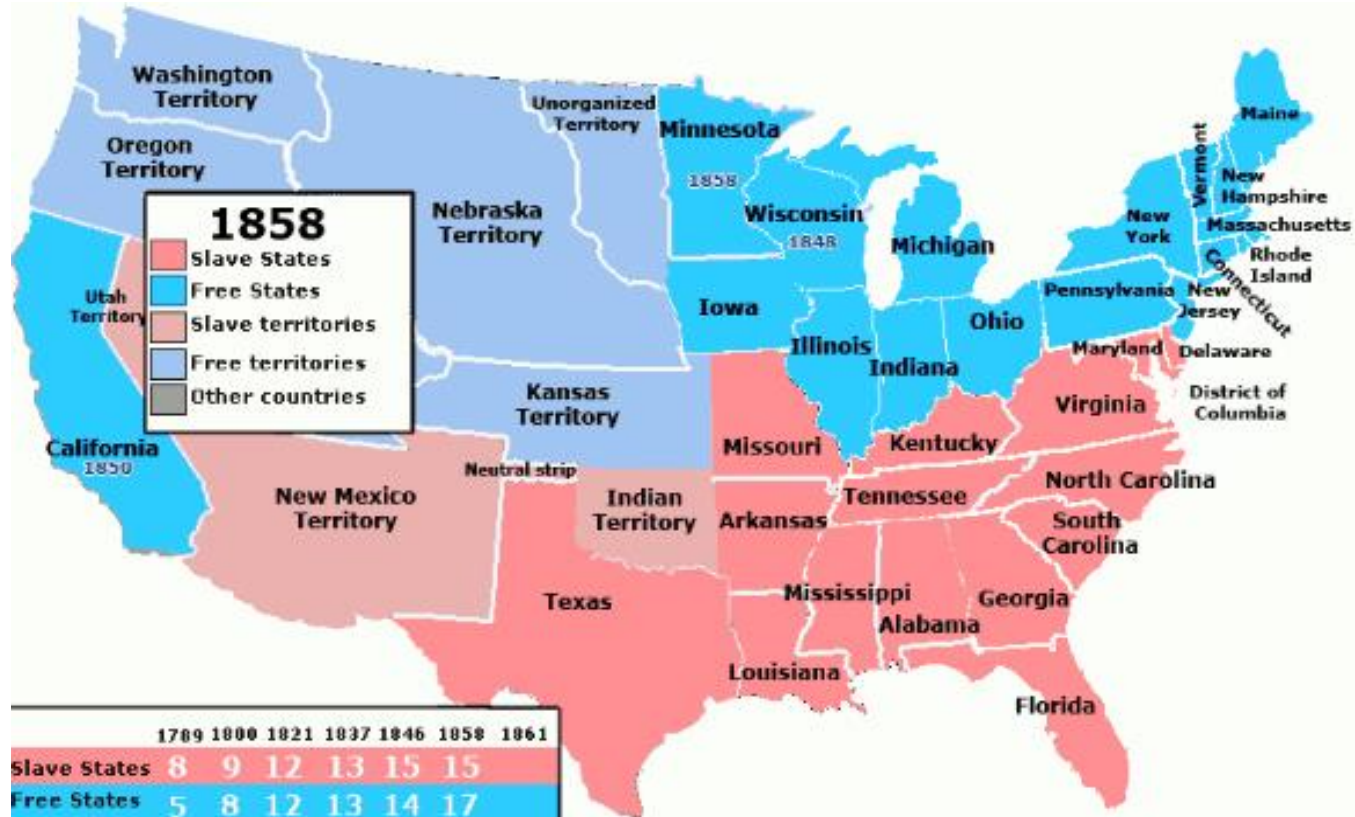




# Q: What to do with black people?

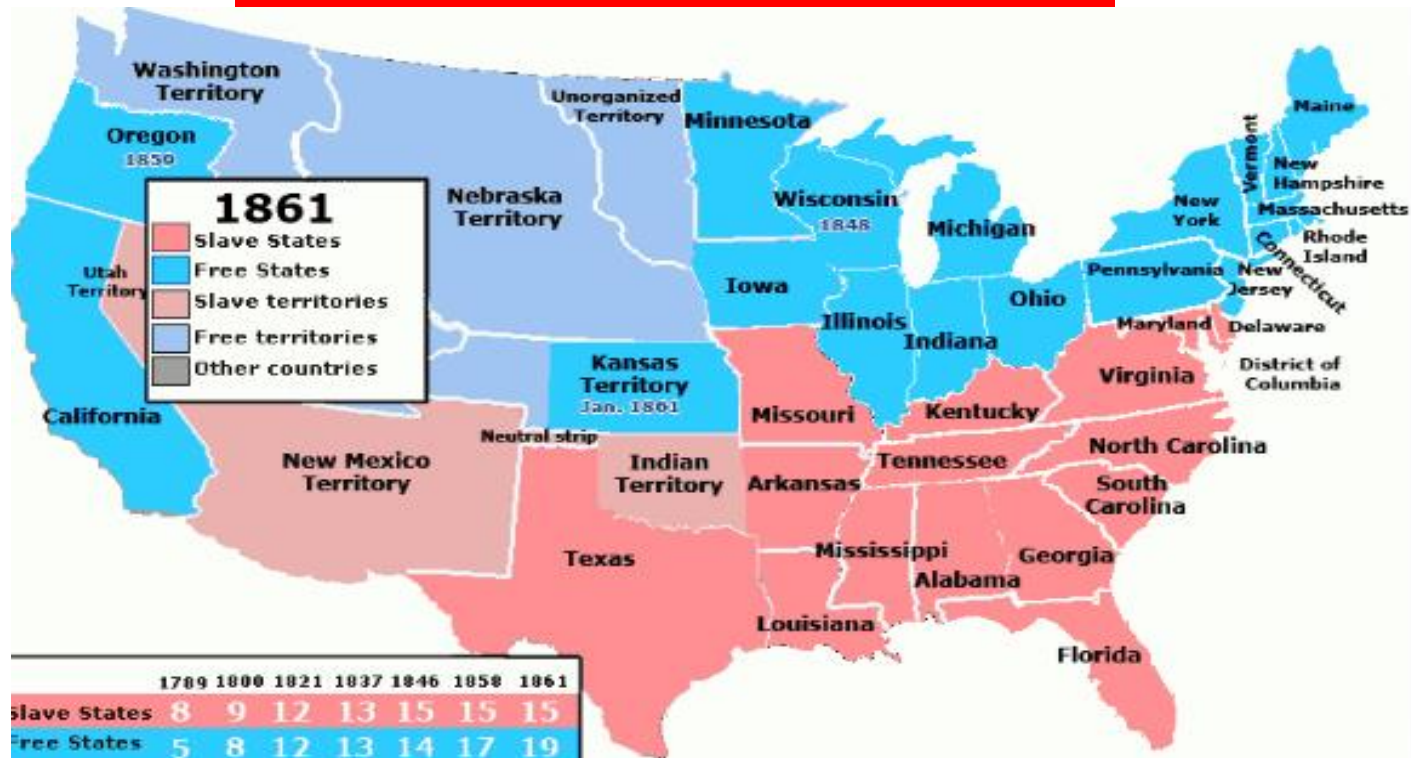


# Q: What to do with black people?



# Q: What to do with black people?

## CIVIL WAR BEGINS



# Q: What to do with black people?



## MILITARY RECONSTRUCTION

Military districts and commanding generals

1 Schofield   2 Sickles   3 Pope   4 Ord   5 Sheridan

*Tennessee had been readmitted before military reconstruction was established in 1867.*

### State

1868   Date of readmission to Union

1871   Date conservative rule reestablished





# Rise of the WHITE RADICALS

**THE RESULT OF THE FIFTEENTH AMENDMENT,**

And the Rise and Progress of the African Race in America and Its final Accomplishment, and Celebrations on May 30th A.D. 1870.

Published by the American Anti-Slavery Society, New York, 1870.



# WHO ARE THE WHITE RADICALS?

**White Radicals believed blacks were entitled to the same political rights and opportunities as whites.** They also believed that the Confederate leaders should be punished for their roles in the Civil War. Leaders like Pennsylvania REPRESENTATIVE THADDEUS STEVENS and Massachusetts SENATOR CHARLES SUMNER vigorously opposed President Andrew Johnson's lenient policies for the southern states. A great political battle was about to unfold.

At the heart of the beliefs of **WHITE RADICALS** was the notion that blacks must be given a chance to **compete in a free-labor economy.** In 1866, Congress introduced a bill to extend the life of the Freedmen's Bureau and began work on an **1866 CIVIL RIGHTS BILL.**



40 acres and a mule?

# FREEDMEN'S BUREAU

PROVIDED FOOD, CLOTHING, EDUCATION, AND JOB TRAINING TO FREED SLAVES

CONGRESSIONAL WHITE "RADICALS"

13<sup>th</sup> 14<sup>th</sup>, 15<sup>th</sup> amendments

FREEDMEN'S BUREAU | 1865 – 1872 (7 years)

**WHITE ANTAGONIST: President Andrew Johnson**



**Q: What to do with black people?**  
US Citizens? Not yet.

### 13th Amendment

Section 1. Neither slavery nor involuntary servitude, except as a punishment for crime whereof the party shall have been duly convicted, shall exist within the United States, or any place subject to their jurisdiction.

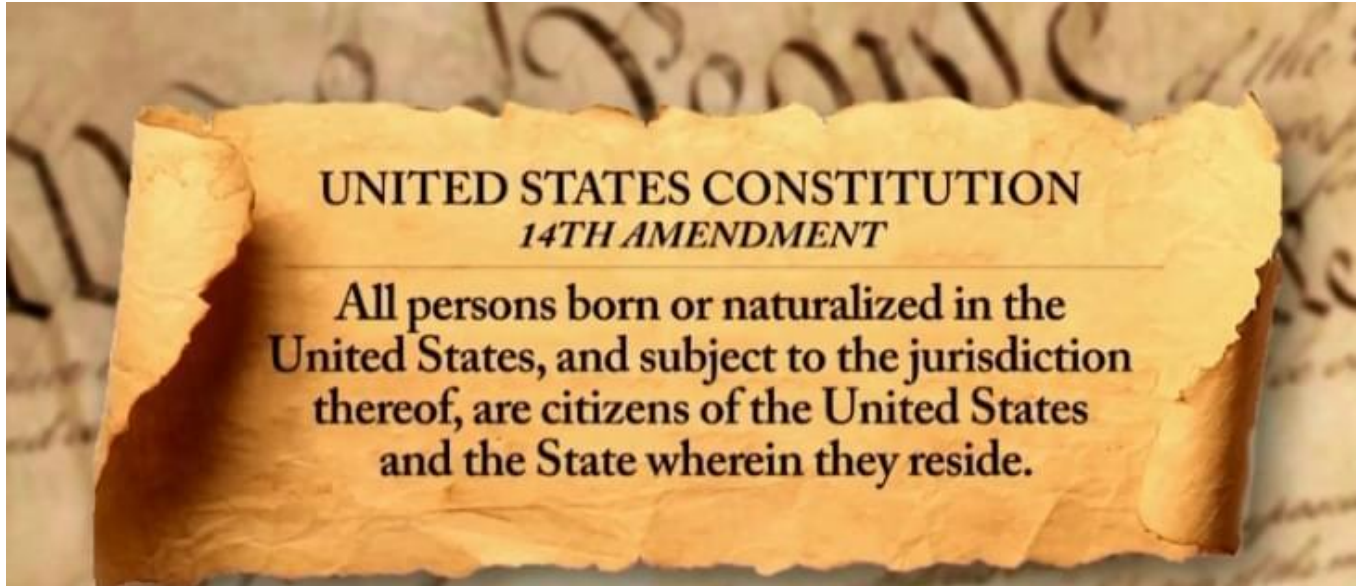
Section 2. Congress shall have power to enforce this article by appropriate legislation.



# Q: What to do with black people?

**1868**

Extend US citizenship to black and immigrant children born on US soil



This law covers **civil rights** for all US citizens. 14<sup>th</sup> amendment is the [most cited law](#) in court cases throughout modern history.

# UNITED STATES AT A HISTORIC CROSSROADS

Struggle for  
Inclusion

after  
**1868**



**Progressive**

White  
Supremacy

before  
**1868**



**Status Quo**





# 1870

To this day, the 15<sup>th</sup> amendment is under attack, and has been since it was established.

*Q: Why is voting in the United States **still** so difficult for many US citizens?*

THE RIGHT OF CITIZENS  
OF THE UNITED STATES  
TO VOTE SHALL NOT  
BE DENIED OR ABRIDGED  
BY THE UNITED STATES  
OR BY ANY STATE  
ON ACCOUNT OF RACE,  
COLOR, OR PREVIOUS  
CONDITION OF SERVITUDE.

~ FIFTEENTH AMENDMENT,  
UNITED STATES CONSTITUTION

*Louis De Antonio*

# POLITICAL WAR | IMPEACHMENT

Progressive “Radicals” vs Conservatives (status quo)

## ISSUES

### Freedmen's Bureau

13<sup>th</sup> amendment

14<sup>th</sup> amendment

15<sup>th</sup> amendment

Firing of Secretary of War

Congress and  
the president  
fight over the  
future of the  
United States



# STATUE OF LIBERTY

New York Times: May 15, 2019

The statue opened with much fanfare on Oct. 28, 1886. That was six years before the government opened Ellis Island, the inspection site that more than 12 million immigrants would pass through in the decades to come.

The New York Times

## New Statue of Liberty Museum Illuminates a Forgotten History

The museum, opening Thursday on Liberty Island, reminds visitors of the vague and often dubious ideal of "liberty for all."

**France gifted the Statue of Liberty to the US to memorialize the death of chattel slavery & the freedom of black people in America.**



# INCLUSIVE AMERICA



## 1865

A divided nation  
begins anew:

White “RADICALS” tried to:

- **REDESIGN**
- **REFORM**
- **RECONSTRUCT**

... a new nation and  
**EMPOWER black people**  
to be productive,  
prosperous & self-  
sufficient.



# BACKLASH

# WARS AGAINST NATIVE AMERICANS

1622 – 1918

Continuous wars over nearly 300 years

From the Powhatan conflict, which began in 1622 to the [Trail of Tears](#) (1838-39) to the massacre of Lakota Sioux Indians at Wounded Knee Creek by the US Army in 1890, up to the last known battles with [Apache](#) and [Yaqui](#) Indians in 1900, the ongoing war between white Americans and Native Americans totaled at least [278 years](#).

Native American history records wars between white Americans and Natives from 1622 to 1918.



# HOSTILITY TOWARD CHINESE

Chinese people began arriving in the United States during the 1850s. They were recruited as much-needed laborers for gold mining, railroad-building, factory work, farming and fishing.

Following the Civil War, with hostile white attitudes toward nonwhites fueling surface tensions against black and Native Americans, Chinese laborers were targeted as well.

Although they represented a tiny fraction of the population, there was widespread belief that the Chinese were taking jobs from white Americans.

**In 1882**, Congress passed the **Chinese Exclusion Act**, an overt racist legislative policy targeting Chinese people in America.

**By 1887**, the Chinese population in the US had dwindled from 39,500 to become virtually extinct, with a reported [count of only 10](#)

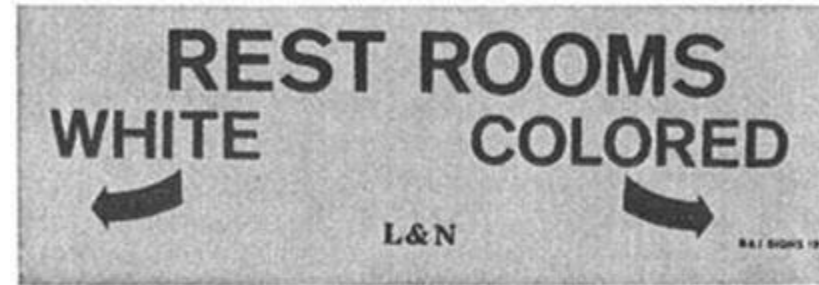
# WAR AGAINST BLACK AMERICANS

In 1896, the Supreme Court ruled that **segregation of the races was legal**, upholding longstanding practices across the nation that was challenged in the courts.

This ruling **officially established two separate and unequal Americas**, one white, wealthy and privileged, the other black, poor and oppressed.

## WAR IMPACT

- Black Codes & broad community destruction
- Convict Leasing / false imprisonment
- Domestic Terrorism (KKK)
- Public lynchings / murders
- Denial of Rights / Economic sanctions
- Segregationist Laws, Policies and Practices



# 1900s: HOSTILITY TOWARD ASIANS

In the midst of a massive outflow of **CHINESE**, the US experienced an inflow of Japanese, Koreans, Indians and others from Asian regions flocking to America to fill the needs of the labor market. **By the early 1900s**, white hostility turned toward the Japanese and resulted in severe immigration restrictions.

**KOREANS** were particularly impacted due to being victimized twice over by racist white Americans in the US and Japanese colonizers who ruled their Korean homeland, forcing many to flee as refugees.

The white backlash to Asians in America was so severe that by 1924, **nearly all Asians were excluded from access to citizenship and naturalization**, owning US land, and even marrying white American women. The only exceptions were Filipinos.

Naturally, citizens of the Philippine Islands began migrating to the US in ever-increasing numbers to fill the void in the labor market as other Asians were pushed out. **This led to white hostility toward Filipinos** and congressional legislation in **1935** that placed an immigration limit of 50 Filipinos per year.

# 1942-52: HOSTILITY TOWARD JAPANESE

The most well-known targeting of **Asian Americans** occurred during WWII, when more than 117,000 Japanese, mostly Americans, were rounded up and placed into internment camps from **1942 through 1945**. ←

What isn't widely known is that Canada, Mexico, Brazil, Chile, Argentina and Peru all sent thousands of Japanese living in their countries to the detention camps in the United States. Families were arrested, assets frozen and the future for Asians in the US appeared to be certain doom.

↓  
Not until **1952** did Congress relent in its targeting of Asians through harsh immigration policies.

[Source: Internment camps](#)

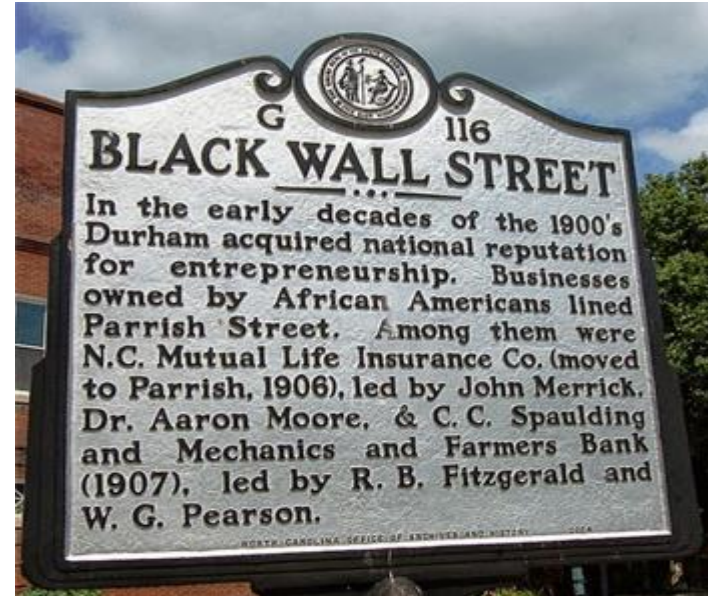


# THE GREAT MIGRATION

**6 MILLION BLACK AMERICANS FLEE SOUTHERN STATES**

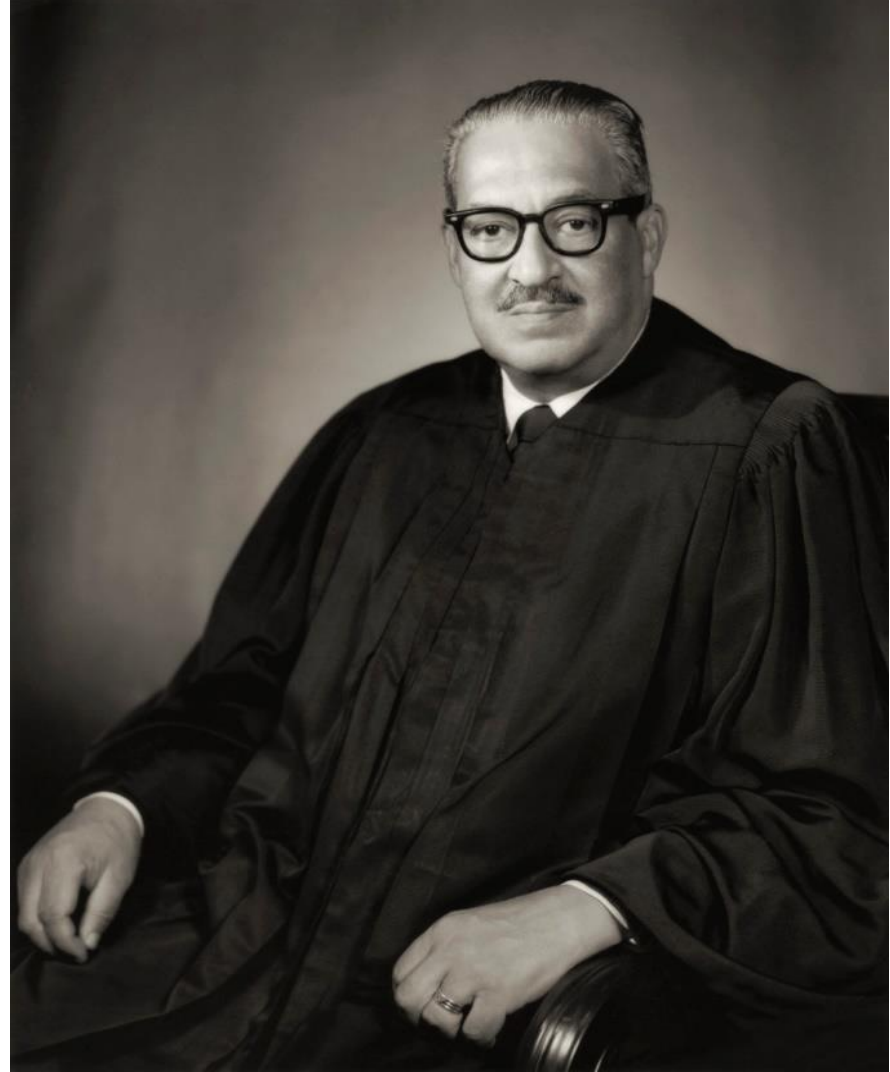
The Great Migration was the relocation of more than 6 million African Americans from the rural South to the cities of the North, Midwest and West from about **1916 to 1970**.

Driven from their homes by unsatisfactory economic opportunities and harsh segregationist laws, many blacks headed north, where they took advantage of the need for industrial workers that first arose during the First World War.



# BROWN V BOARD OF EDUCATION 1954

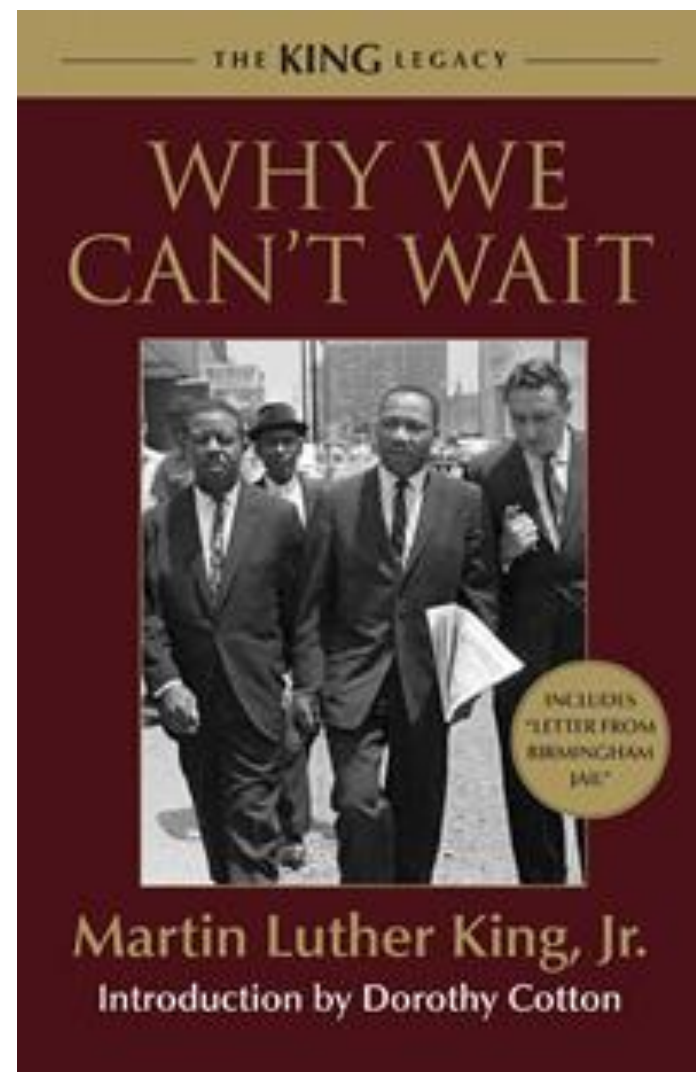
Desegregate  
schools with  
all deliberate  
speed!



# Dr. Martin Luther King Jr.

Nonviolent  
Warrior fighting  
against Segregation

When Dr. Martin Luther King was incarcerated in Alabama in **1963**, he wrote his famous *Letter from a Birmingham Jail* in which he invoked the term "**segregation**" 18 times.



For we have come to see that segregation is not only sociologically untenable, it is not only politically unsound, it is *morally wrong and sinful*.

**Segregation** is a cancer in the body politic, which must be removed before our democratic health can be realized.

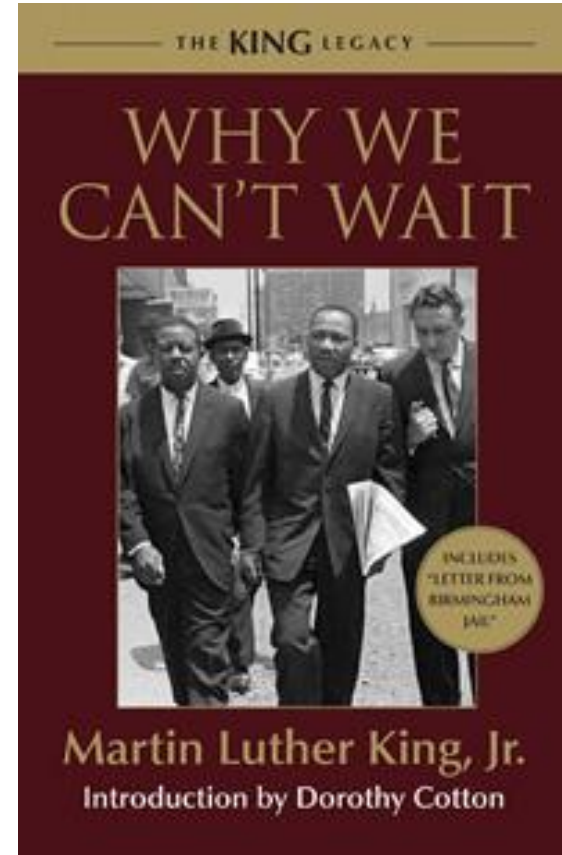
**Segregation** is wrong because it is nothing but a new form of slavery covered up with certain niceties of complexity.

**Segregation** is wrong because it is a system of adultery perpetuated by an illicit intercourse between injustice and immorality.

...and all over the nation, we are simply saying that we will no longer sell our birthright of freedom for a mess of segregated pottage.

***In a real sense, we are through with segregation now, henceforth & forevermore!***

# DETROIT 1963





***“I am convinced  
that there is nothing  
more tragic than to  
sleep through a  
revolution!”***



*“There can be no gainsaying of  
the fact that a revolution has  
taken place in the world and in  
our nation and is sweeping away  
an old unjust order and bringing  
into being a new creative order.*

***The great challenge facing every  
man and every woman today is  
to remain awake through this  
great social revolution.”***

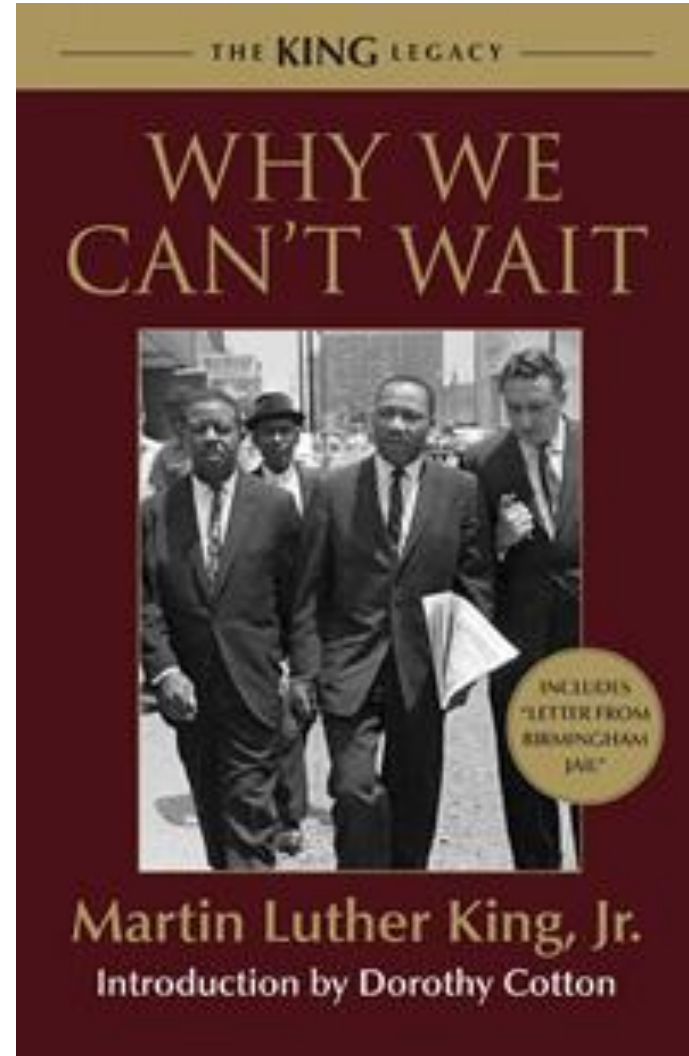
[“Remaining Awake through a Great Revolution!”](#)

Dr. Martin Luther King Jr.  
Speech at California Western College (Now PLNU)  
Spring 1964

# THE NEGRO AMERICAN REVOLUTION: 1963 - ?

## 3 TRIGGERS

1. **Pupil Placement Law** nullified the Supreme Court Ruling *Brown v Board of Education* (current issue)
2. **Housing Discrimination** was supposed to be “erased with a stroke of a pen,” said JFK, who black voters supported in 1960 (current issue)
3. **Banking discrimination** was left in place by JFK (current issue across America)

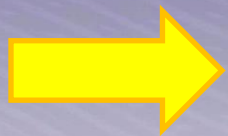


# The Negro family

*The case for national action*

United States. Dept. of Labor. Office of Policy  
Planning and Research.

March 1965



**“The Negro American Revolution** is rightly regarded as the most important domestic event of the postwar period in the United States.

**“There have been few other events in our history** - the American Revolution itself, the surge of Jacksonian Democracy in the 1830's, the Abolitionist movement, and the Populist movement of the late 19<sup>th</sup> Century - comparable to the current Negro movement. **There has been none more important.”**

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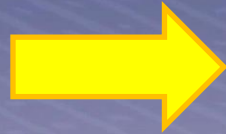
**“The Negro American Revolution holds forth the prospect that the American Republic, which at birth was flawed by the institution of Negro slavery, and which throughout its history has been marred by the unequal treatment of Negro citizens, will at last redeem the full promise of the Declaration of Independence.”**



# The Negro family

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Planning and Research.



“In this new period the expectations of the Negro Americans will go beyond civil rights.

“Being Americans, they will now expect that in the near future equal opportunities for them as a group will **produce** roughly equal results, as compared with other groups.

**“This is not going to happen.** Nor will it happen for generations to come unless a new and special effort is made.”

March 1965

# The Negro family

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Planning and Research.

March 1965

**There are two reasons.**

**First...** the racist virus in the  
[WHITE] American blood stream  
still afflicts us:

Negroes will encounter serious  
personal prejudice for at least  
another generation.

# The Negro family

*The case for national action*

United States. Dept. of Labor. Office of Policy  
Planning and Research.

March 1965

“**Second**, three centuries of sometimes unimaginable mistreatment have taken their toll on the Negro people.

“The harsh fact is that as a group...**they are not equal** to most with which they will be competing.

“**Individually**, Negro Americans reach the highest peaks of achievement. **But collectively**, in the spectrum of American ethnic and religious and regional groups... Negroes are among the weakest.”

# The Negro family

*The case for national action*

United States. Dept. of Labor. Office of Policy  
Planning and Research.

March 1965

“The most difficult fact for white Americans to understand is that in these terms the circumstances of the Negro American community in recent years has probably been getting *worse, not better*.

“Indices of dollars of income, standards of living, and years of education deceive. The gap between the Negro and most other groups in American society is widening.”



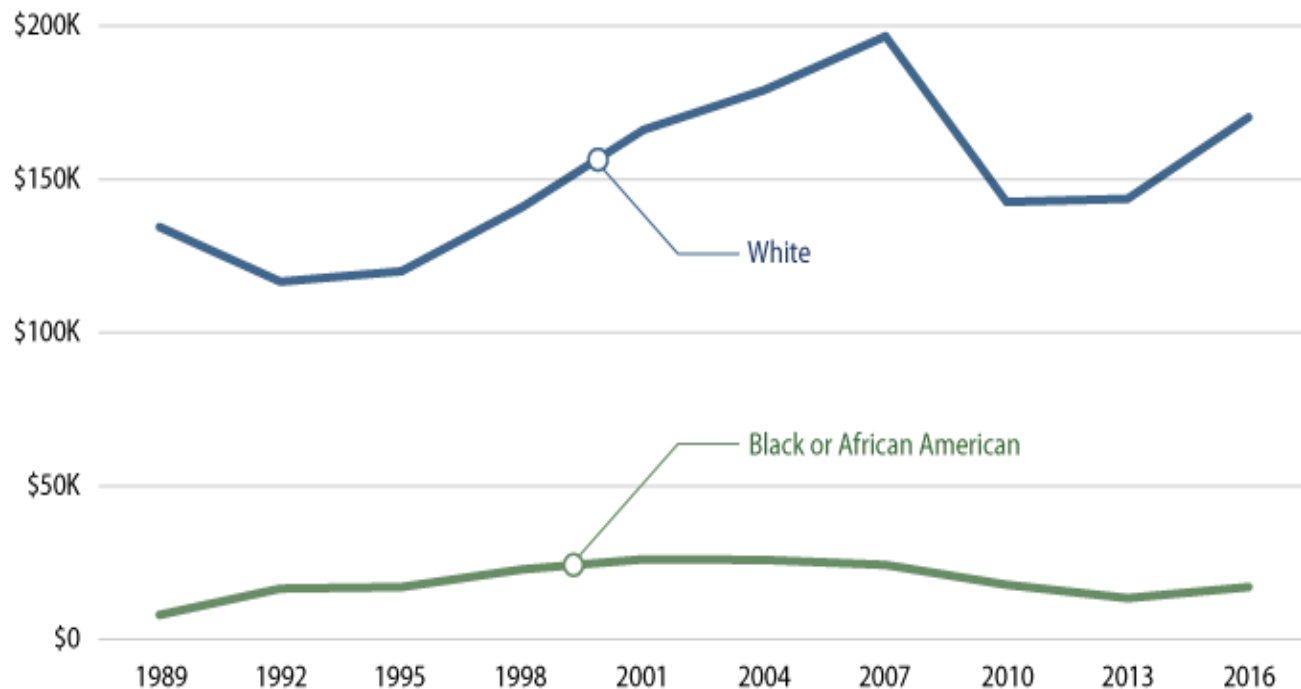
**WHO** can afford to compete in the arena of entrepreneurship when the price of entry is a “friends and family” round of investment?



FIGURE A1

## Black or African American households hold significantly less wealth than white households

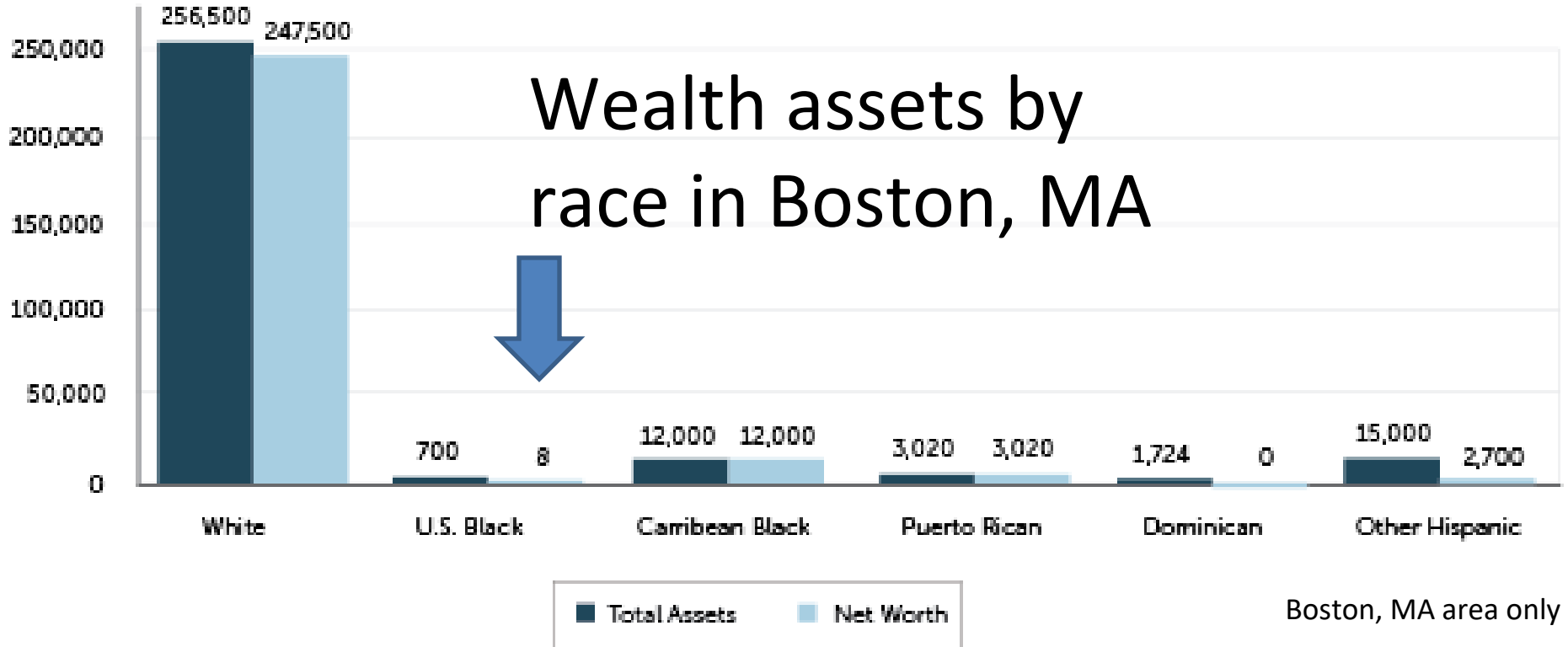
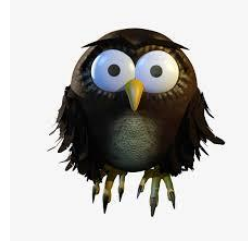
Household wealth from 1989 to 2016, by race



Note: Shares are based on separate distributions for all white and black or African American households.

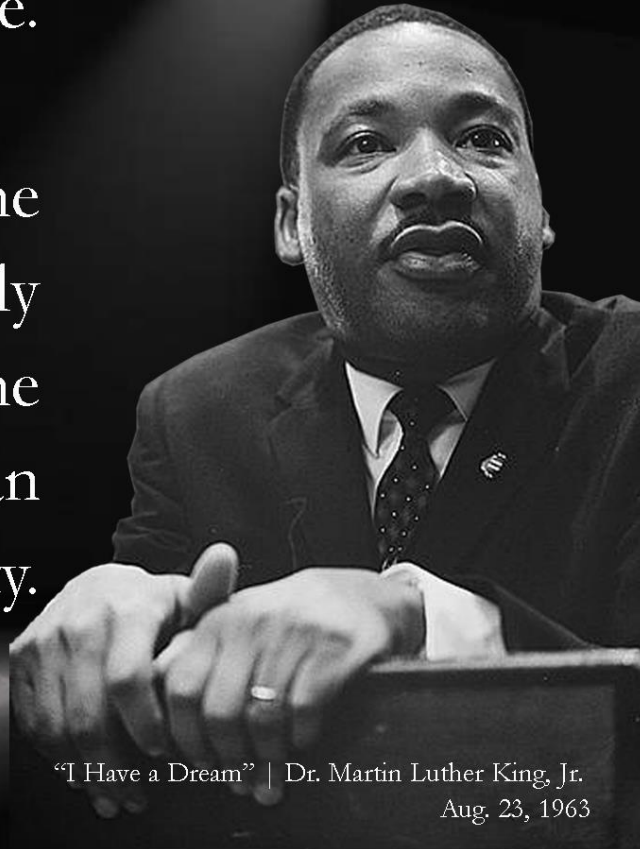
Source: Authors' calculations based on data in survey years from 1989 to 2016 from Board of Governors of the Federal Reserve System, "Survey of Consumer Finances (SCF)," available at <https://www.federalreserve.gov/econres/scfindex.htm> (last accessed October 2017).

**WHO can afford** to compete in the arena of entrepreneurship when the price of entry is a “friends and family” round of investment?



100 years later, the  
Negro still is not free.

100 years later, the  
Negro lives on a lonely  
island of poverty in the  
midst of a vast ocean  
of material prosperity.



"I Have a Dream" | Dr. Martin Luther King, Jr.  
Aug. 23, 1963

**1963**

Washington DC

*"100 years later,  
the Negro is sadly  
crippled by the  
manacles of  
**segregation** and the  
chains of  
discrimination.*

***"So, we've come here  
today to dramatize a  
shameful condition!"***

# SEGREGATION

1967

- 34 states
- 164 cities
- 83 dead
- Thousands injured
- **67,000 whites flee**  
**Detroit in one year**
- (another 80,000 leave in '68)

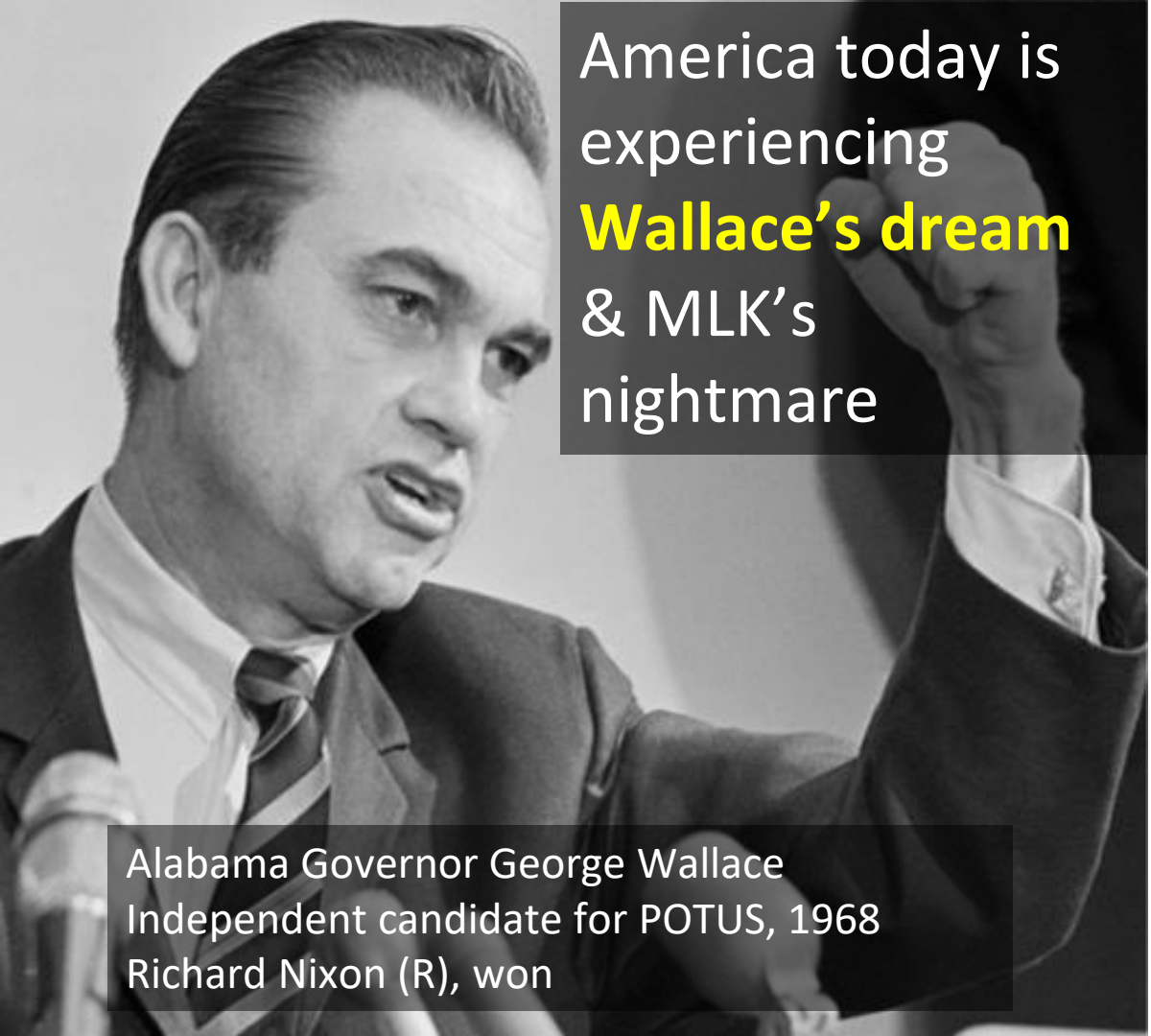
THE WEEK

**“LONG HOT SUMMER”**



July 1967 | Michigan National Guardsmen stand at the ready as firemen battle one of numerous blazes in riot-torn Detroit. | (AP Photo)





America today is  
experiencing  
**Wallace's dream**  
& MLK's  
nightmare

Alabama Governor George Wallace  
Independent candidate for POTUS, 1968  
Richard Nixon (R), won

**1968**

Detroit – Cobo Hall

***“Segregation  
today,  
segregation  
tomorrow,  
segregation  
forever!”***

MLK & Bobby Kennedy were  
both killed earlier that year

# MISSING HISTORICAL CONTEXT

**We're repeating the same narratives we were told**

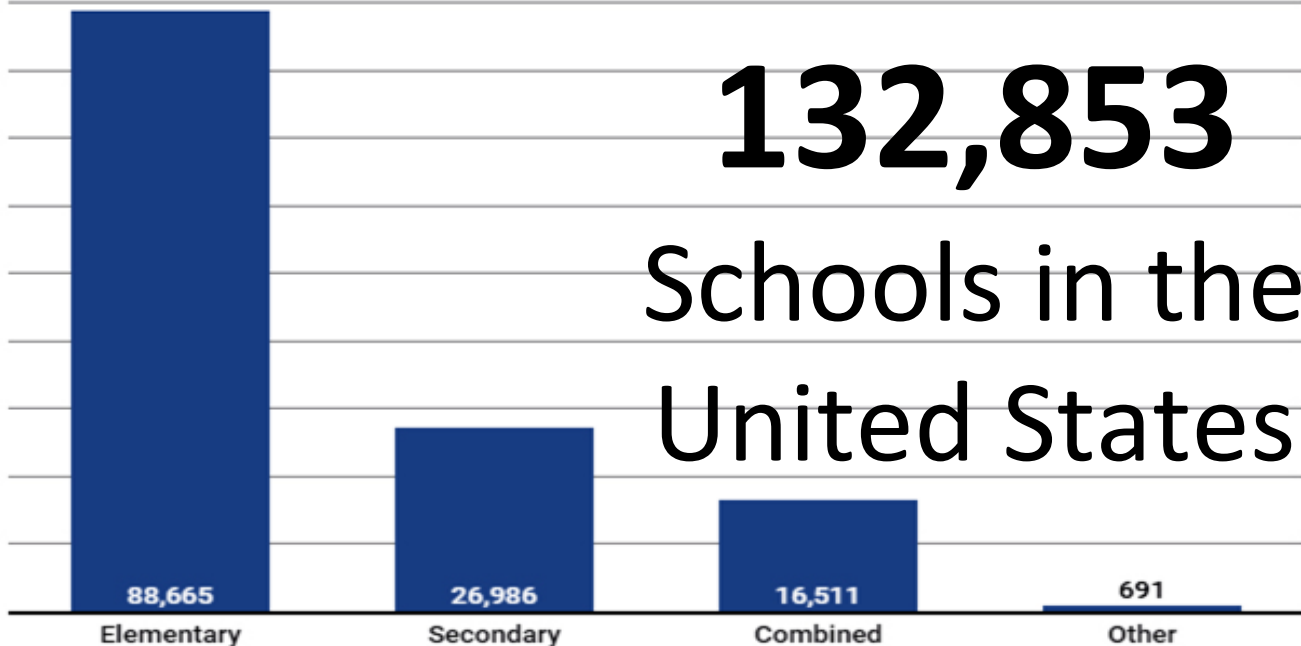


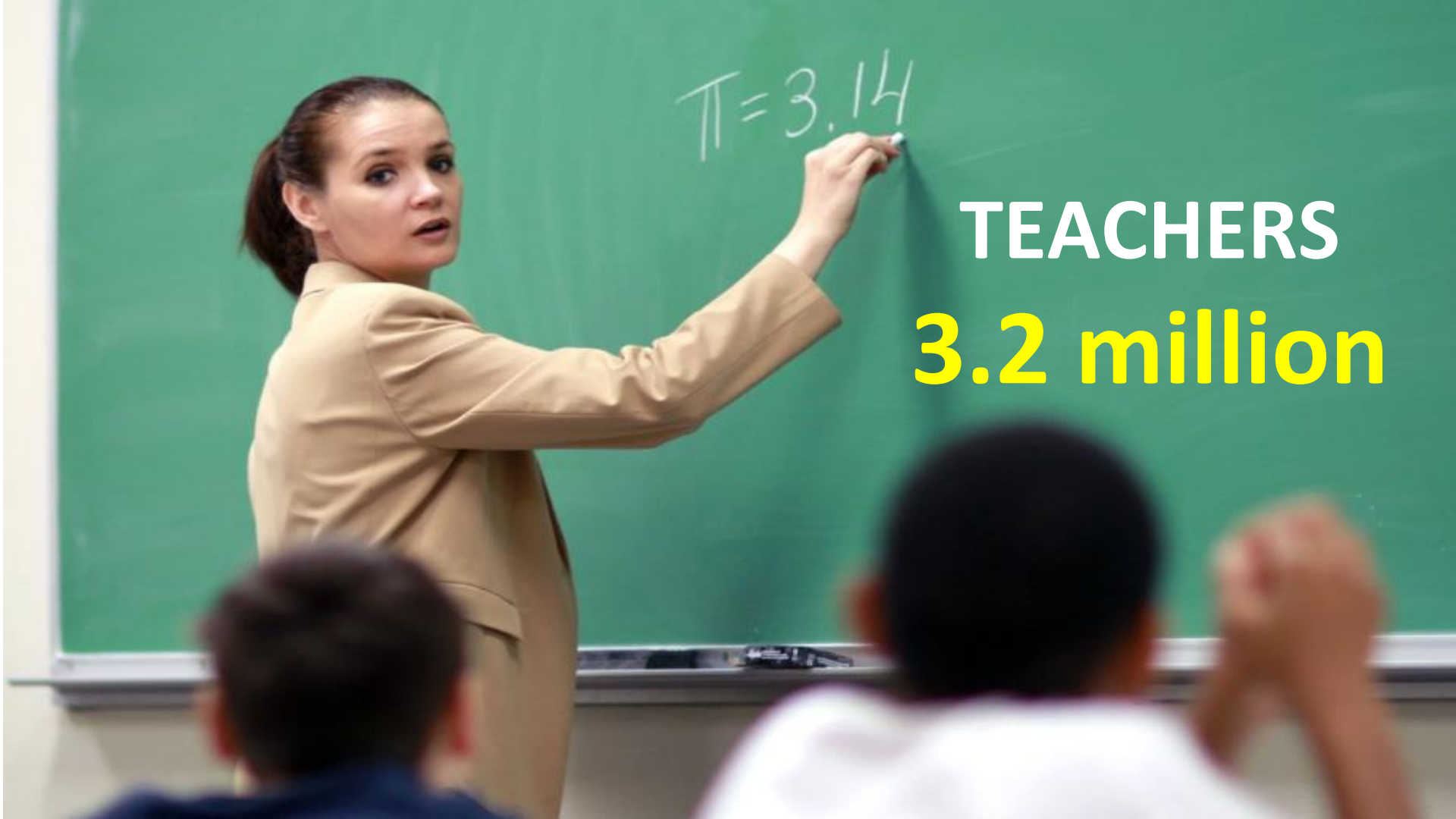
We can't teach  
what we don't  
know.

Each generation passes on what they were taught

# 132,853

## Schools in the United States



A female teacher with dark hair in a ponytail, wearing a tan blazer, is standing in front of a green chalkboard. She is holding a piece of white chalk and has just finished writing the equation  $\pi = 3.14$  on the board. She is looking back over her shoulder towards the students. In the foreground, the backs of two students' heads are visible, one with dark hair and one with light hair. The chalkboard has a white eraser and some chalk resting on the ledge.
$$\pi = 3.14$$

**TEACHERS**  
**3.2 million**



**STUDENTS**  
**50.8 million**



# Shifting racial demographics requires a paradigm shift in teaching students

TEACHERS (3.2 million)

STUDENTS (51 million)

**80.1%**

**WHITE**

**48.2%**

**8.8%**

Hispanic

**26.4%**

**6.7%**

Black

**15.3%**

**2.3%**

Asian

**5.1%**

**1.4%**

2+ races

**3.6%**

**0.4%**

American Indian/Alaska Native

**1.0%**

**0.2%**

Native Hawaiian/ Pacific Islander

**0.4%**

National Center for  
Education Statistics

## The 1968 Kerner Commission Got It Right, But Nobody Listened

Released 50 years ago, the infamous report found that poverty and institutional racism were driving inner-city violence

Bad policing practices, a flawed justice system, unscrupulous consumer credit practices, poor or inadequate housing, high unemployment, voter suppression, and other culturally embedded forms of racial discrimination all converged to propel violent upheaval on the streets of African-American neighborhoods in American cities, north and south, east and west.

And as black unrest arose, inadequately trained police officers and National Guard troops entered affected neighborhoods, often worsening the violence.

“White society,” the presidentially appointed panel [reported](#), “is **deeply implicated** in the ghetto. White institutions **created it**, white institutions **maintain it**, and white society **condones it.**”

# We Can't Teach What We Don't Know

As part of a broader study of the legacy of the antislavery movement and the rise of the modern civil-rights era, I wanted to assess how abolitionism had been presented in textbooks. I imagined a quick look. Instead, I found myself immersed in [Harvard's collection of nearly 3,000 U.S. history textbooks, dating from about 1800 to the 1980s](#). Without intending, I had become engaged in a study of how abolitionism, race, slavery, and the Civil War and Reconstruction have been taught for generations.

After reviewing my first 50 or so textbooks, one morning I realized precisely what I was seeing, what instruction, and what priorities were leaping from the pages into the brains of the students compelled to read them: **white supremacy**. One text even began with the capitalized title: "**The White Man's History**."

Across time and with precious few exceptions, African-Americans appeared only as "ignorant negroes," as slaves, and as anonymous abstractions that only posed "problems" for the supposed real subjects of history: white people of European descent. The assumptions of **white priority, white domination, and white importance** underlie every chapter and every theme of the thousands of textbooks that blanketed the country. This is the vast tectonic plate that underlies American culture. And while the worst features of our textbook legacy may have ended, the themes, facts, and attitudes of **supremacist ideologies are deeply embedded in what we teach and how we teach it**.

THE CHRONICLE OF HIGHER EDUCATION

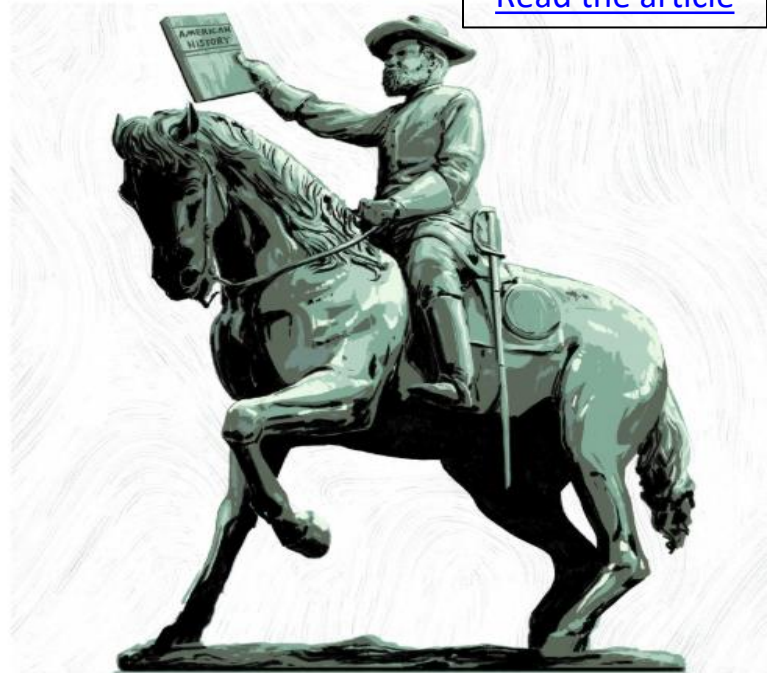
THE CHRONICLE REVIEW

## Textbook Racism

How scholars sustained white supremacy

By Donald Yacovone | APRIL 08, 2018

[Read the article](#)





# How Scholars Sustained White Supremacy

I found myself immersed in Harvard's collection of nearly 3,000 U.S. history textbooks, dating from about 1800 to the 1980s.

One morning I realized precisely what I was seeing, what instruction, and what priorities were leaping from the pages into the brains of the students compelled to read them: white supremacy. One text even began with the capitalized title: **"The White Man's History."**

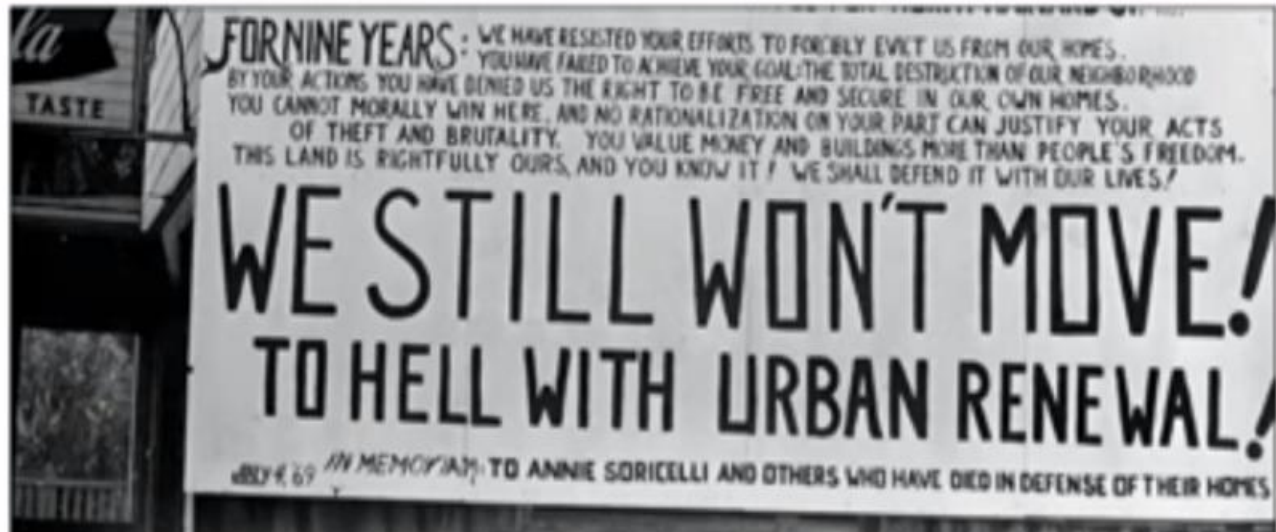
# How Scholars Sustained White Supremacy

The assumptions of white priority, white domination, and white importance underlie every chapter and every theme of the thousands of textbooks that blanketed the country.

**This is the vast tectonic plate that underlies American culture.**

# Urban Redevelopment in the U.S Has Too Often Been About Removing the Poor – Not About Building a City for Everyone

A model  
for every  
US mayor.



In 2017, Detroit Mayor Mike Duggan [presented a history](#) of Detroit's segregationist war on its black residents.



You didn't create a segregationist society built on a foundation of white supremacy. **But you did inherit one.**

**It's your turn to  
change the world**

**...for future generations**

**THINK...**

**WHO** will  
benefit  
from your  
vision,  
strategy  
and  
planning?





We now know where we are and how we got here, but ...

# WHERE ARE WE GOING?



Equitable  
Inclusive  
Ecosystems  
are **new** to  
all regions.



Whatever your plan is,  
it will be an improvement.

A photograph of a bright, colorful classroom. The room is decorated with large paper pom-poms in red, yellow, and blue hanging from the ceiling. A large blue bulletin board is mounted on the wall, flanked by colorful display boards. The classroom is filled with wooden tables, chairs, and various educational materials, creating a lively and inviting learning environment.

# IMAGINE

**Highest quality schools** serving the  
**most vulnerable** children in the most  
economically neglected communities

# IMAGINE

Superior quality

Well-funded

Extraordinary teachers

Wraparound services

Nutritious meals

Nurturing environment

Core STEAM / STEEM (Arts / Entrepreneurship)

Project-based learning



An aerial view of a model city featuring a variety of housing types, including single-story bungalow-style homes, two-story houses, and townhouses. The houses are painted in different colors like grey, yellow, and blue, and all have orange roofs. They are arranged in a grid-like pattern with green lawns and small trees interspersed between them. The word "IMAGINE" is superimposed in large, black, handwritten-style letters at the top center of the image.

# IMAGINE

**Integrated communities** with a range of  
quality housing options for most families

# IMAGINE

An aerial view of a diverse, walkable neighborhood. The scene shows a mix of single-family and multi-family housing, including row houses and small apartment buildings. There are community parks, open safe spaces, and walkable streets. The neighborhood is characterized by a broad socioeconomic range, high ratio homeownership, and easily accessible public transportation. The overall atmosphere is one of a vibrant, inclusive community.

Single family + multi family options

Multicultural, Multiracial, Multiethnic

Broad socioeconomic range (HHI)

Broad housing affordability range

Owners and renters / High ratio homeownership

Community parks / open safe spaces, walkable

High quality schools / after school options

Easily accessible public transportation



# IMAGINE a SOCIETY

**Prioritizes** uplifting its  
most vulnerable people

**Identifies & disrupts**  
segregationist policies  
& practices

**Develops** inclusive,  
equitable communities  
that improve the  
quality of life for all



# HUMAN CAPITAL

**Productivity** comes from the cultivation of human capital to reach their highest potential.

When people of color are enabled and empowered to reach their highest potential, what can they achieve and how can they **contribute to the prosperity of the whole society?**





# Miriam Rivera: Changing the Venture Capital Diversity Equation

November 16, 2017 | Sharon Driscoll  
Fall 2017 – Issue 97 | In Focus

SUBSCRIBE



*“We’re not sacrificing anything by investing in women and minorities,” says Rivera, JD/MBA ’95 (BA ’86, MA ’89).*

*“Our ability to look at startups objectively and pick the ones with great potential makes us a top-performing fund.”*

**Miriam Rivera**  
Co-founder, Ulu Ventures



**DAVID DRUMMOND** has been called "[the world's luckiest lawyer](#)."

That's because while working as a partner at a Bay Area law firm, Drummond was introduced to two Stanford grad students named Larry Page and Sergey Brin who had a big idea.

He was ultimately hired to legally incorporate Google and help the cofounders find funding.

By 2002, Drummond would officially join Google, and, as its top lawyer, help it go public in 2004.

Today, Drummond serves as senior VP of corporate development and chief legal officer of Alphabet, Google's parent company.



# Kenneth Coleman



Special Advisor to venture  
capital firm Andreessen  
Horowitz

Mentor to Ben Horowitz

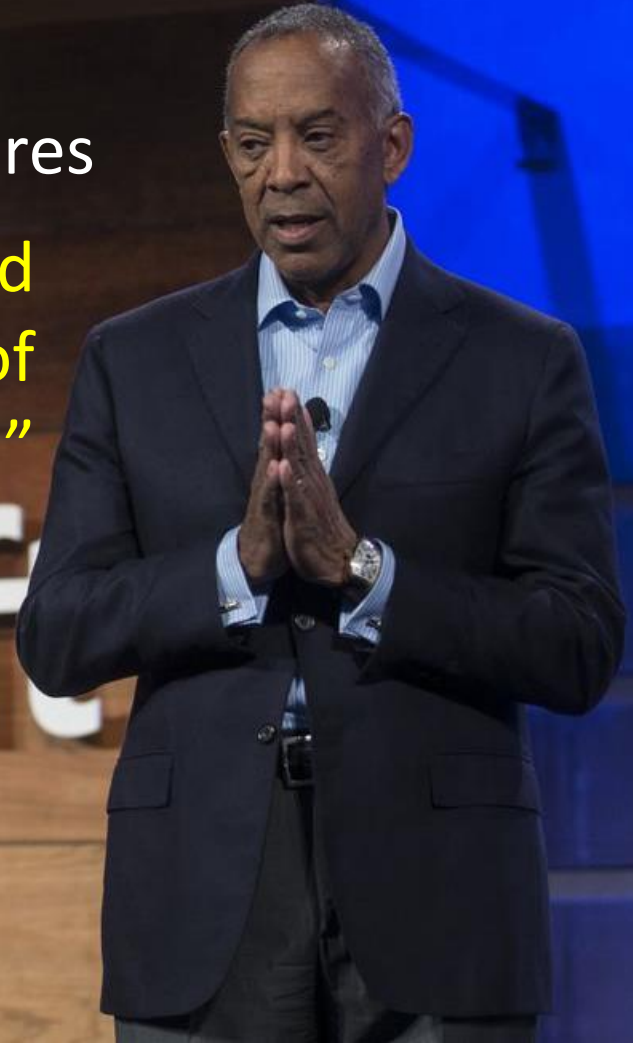
CEO of Saama Technologies

Before there was a “Silicon  
Valley,” Ken was a technology  
leader in the region

**Chairman of the Board, Microsoft  
Venture Partner, Lightspeed Ventures**

**“I’m passionate about building and  
scaling the next generation of  
enduring enterprise companies.”**

**Microsoft**





## ROBERT F. SMITH

Founder, Chairman & Chief Executive Officer | Vista Equity Partners | Austin

Robert F. Smith is the Founder, Chairman, and CEO of Vista Equity Partners. He directs Vista's investment strategy and decisions, firm governance, and investor relations. Vista currently manages equity capital commitments of over \$52 billion and oversees a portfolio of over 60 software companies that employ more than 70,000 people worldwide. Since Vista's founding in 2000, Mr. Smith has overseen more than 415 completed transactions by the firm representing over \$130 billion in transaction value. In 2017, Smith was named by Forbes as one of the 100 Greatest Living Business Minds.



Founder, Vista Equity  
Manages \$52B+ in capital investments  
Employs 70,000+ workers  
Transactions value = \$130B

**FORBES LIST: 100 GREATEST  
LIVING BUSINESS MINDS**

**Michelle Depass, CEO**  
Meyer Memorial Trust  
Portland, Oregon  
\$800M Endowment  
Manages Investments and Philanthropy



LEADERSHIP TRANSITION

Meyer's new CEO

FEBRUARY 8, 2018



MEYER	Mission	Equity + Inclusion	Our Approach	Our History	Team	Trustees	Contact	
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## Rukaiyah Adams

*Chief Investment Officer*

She / Her

[radams@mmt.org](mailto:radams@mmt.org)

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*"Don't grow a wishbone, daughter, where your backbone ought to be."*

— Clementine Paddleford

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**Rukaiyah Adams, CIO**  
Meyer Memorial Trust  
Manages \$800M investment portfolio

## AMERICAN BLACK JOURNAL

## W.K. Kellogg Foundation C.E.O. La June Montgomery Tabron

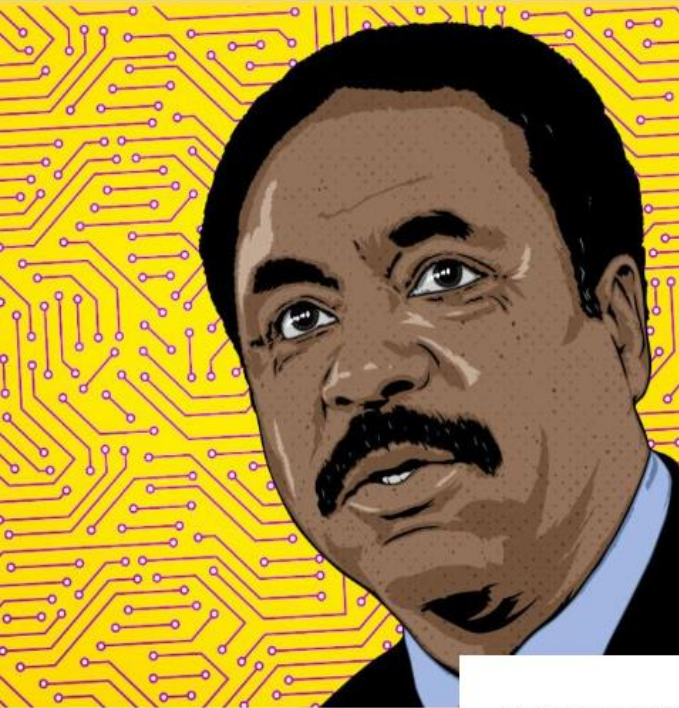
Season 43 Episode 12 | 26m 46s

For the first time in its 84-year history, the W.K. Kellogg Foundation is being led by an African-American woman. We talk with the Foundation's President and C.E.O., La June Montgomery Tabron, about growing up in inner-city Detroit with nine siblings, and her incredible journey to the top of one of the most prominent philanthropic foundations in the country. Episode 4312.

**La June Montgomery Tabron, CEO**  
**Kellogg Foundation**  
**\$7.3B Endowment**  
First black women to lead the  
Kellogg Foundation



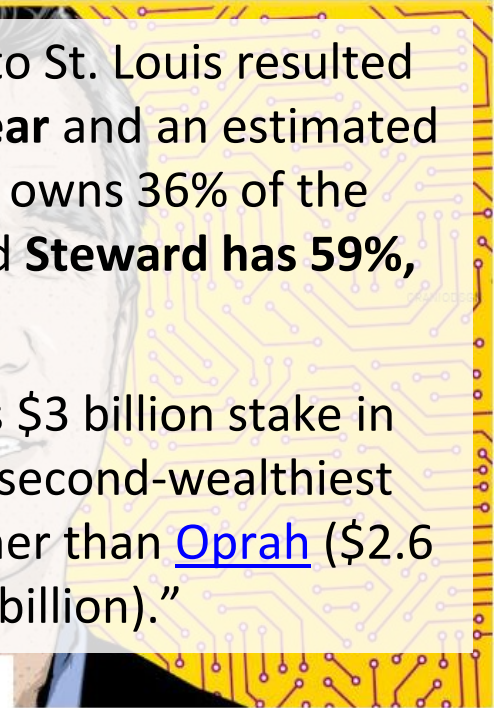




**David Steward,**  
Chairman  
World Wide  
Technologies

“All those groups beating a path to St. Louis resulted in **\$11.2 billion in revenue last year** and an estimated profit of \$700 million. Kavanaugh owns 36% of the company, a \$2.1 billion stake, and **Steward has 59%, \$3.4 billion [EQUITY SHARE].**

“For some perspective, Steward’s \$3 billion stake in World Wide Tech makes him the second-wealthiest African-American in America, richer than [Oprah](#) (\$2.6 billion) and [Michael Jordan](#) (\$1.9 billion).”



**Jim Kavanaugh, CEO**  
WorldWide  
Technologies

DAILY COVER | 57,660 views | Aug 8, 2019, 06:00am

## The Billionaires Behind The Secret Tech Mecca In America’s Heartland



**Lauren Debter** Forbes Staff  
Retail  
*I write about all things retail.*

annual  
gathering

**Nov. 14, 2019**

Frauenthal Theater

**HILT BUILDING BALLROOM**



community foundation

Muskegon County

# Building an Inclusive and Equitable Community for Local Prosperity

## INCLUSIVE PROSPERITY WORKSHOP



**Jamie Bracey Green, PhD**

Director, Center for Inclusive  
Competitiveness® (CIC)  
Temple University

**Mike Green**

Co-founder  
ScaleUp Partners LLC



# Best Practices

Pieces of the puzzle for  
building inclusive  
economic ecosystems





First-of-its-kind university-based hub for developing high school and college students for tech-skilled workforce and entrepreneurship pipelines in the Innovation Economy.

☎ 215-204-7067 ✉ [mesapa@temple.edu](mailto:mesapa@temple.edu) 📷 📺 🐦



[Home](#) [CIC](#) [About PA MESA](#) ▾ [Programs](#) [Events](#) ▾ [Donate](#) ▾ [Contact](#) 🔍

# Center for Inclusive Competitiveness®

The Center for Inclusive Competitiveness is leading a national network of institutional, community and economic development partners working to align STEAM policy, research and education activities that prepares, wealth through entrepreneurship, and sustained minority connectivity to the innovation economy.

[PA MESA](#)

[Donate](#)



# Big Ideas related to Inclusive Competitiveness

01 The impossible is *still* possible in America, if...

02 Economic inclusion is a function of Dream, Strategy and Tactics

03 Change is productive, destructive, and inevitable

04 Our past is a warning and a source of inspiration

05 The world is not waiting on America



While we (Americans) sit around wallowing in racial negativity and diminished productivity, the rest of the world is saying...



**Imagine Muskegon as a World Class City that “ain’t got time” for debilitating & exclusionary policies, practices and programs.**

**1** Futuristic ~ 100 years ahead

**2** The “Wakanda” Effect

**3** The ties that bind



# 4 Chapters

- Community engagement
- Protest mobilization
- Legal push for civil rights
- **Economic Inclusion**



21<sup>st</sup> century competitiveness



# Media Mogul Byron Allen's Masterclass on Economic Inclusion



- Mrs. Coretta Scott King mentored him
- America's Growth Requires *Proper Education* & Access to Capital
- He's taken responsibility for advancing the 4<sup>th</sup> Chapter in America
- **VISION DREAM:** fully maximize each person's potential as God wills

# WHAT'S **MUSKEGON'S** VISION?



How will you **know** when it's been achieved?

# WHAT'S MUSKEGON'S STRATEGY?



# How will you **get there** from where you are today?



# WHAT'S **MUSKEGON'S** PLAN?

How will you **measure success**?





annual  
gathering

**Nov. 14, 2019**

Frauenthal Theater

**HILT BUILDING BALLROOM**



community foundation

**Muskegon County**

# JOIN US

## INCLUSIVE PROSPERITY WORKSHOP



**Jamie Bracey Green, PhD**

Director, Center for Inclusive  
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Co-founder  
ScaleUp Partners LLC



annual  
gathering

**Nov. 14, 2019**

Frauenthal Theater

**HILT BUILDING BALLROOM**



community foundation

**Muskegon County**

# **LIMITED SEATING!**

# **MUST RSVP WITH FOUNDATION STAFF**

## **INCLUSIVE PROSPERITY WORKSHOP**



**Jamie Bracey Green, PhD**

Director, Center for Inclusive  
Competitiveness® (CIC)  
Temple University

**Mike Green**

Co-founder  
ScaleUp Partners LLC





community foundation<sup>®</sup>

## Muskegon County

Community Foundation for Muskegon County

# annual gathering

Building an  
Inclusive and  
Equitable  
Community for  
Local Prosperity



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community foundation<sup>®</sup>

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**Muskegon County**