



Dear Friend,

Thank you for your interest in the first Inclusv State Party Diversity Report. **This report - the first of its kind - gives a national snapshot of diversity data in State Democratic Parties.** Inclusv was founded in 2015 to help push racial diversity & inclusion in politics and advocacy forward. For too long organizations and institutions have been working on behalf of communities of color and not working with them. We don't need well-intentioned ideas that continue to fail; we need to jumpstart professional inclusionary efforts to keep up with the demographic changes in our nation.

Our goal is to ensure that people of color have significant seats at all tables electing and working for officials and nonprofit organizations that are making policies that impact our communities. We do this quantitatively through data and advocacy like this report, and qualitatively through substantive training programming for people of color pursuing careers in politics and advocacy. We are not only here to point out a problem, we want to help be a part of the solution.

Following our innovative organizing success in getting Hillary Clinton to self report her staff diversity data on a quarterly basis, and the Democratic National Committee (DNC) and Democratic Congressional Campaign Committee (DCCC) publishing their own data in 2016, we now shift our attention to the state parties.

This cutting-edge report is the first of its kind. As such, we know it does not tell the full story, but we believe this report can serve as a pivotal starting point in a conversation that could evolve toward building national and state-based programs and processes to help state parties truly reflect the Democratic Party's voters.

Some points of interest to shape your analysis of the data:

1. Inclusv solely focuses on racial diversity. We encourage similar efforts toward all aspects of diversity & inclusion and consultation with organizations that are experts.
2. We know that state party infrastructure varies greatly based on demographic data and varied investments cycle after cycle, therefore an apples to apples comparison would be difficult and complex.
3. To increase initial participation and collective accountability we have not published individual party data. We believe in a future where all institutions involved in creating leaders or policies that impact our communities embrace transparency and publish their own data.
4. This data is a recent 2017 snapshot as reported to us directly from the organizations.

We also recognize the Democratic Party and its stakeholder community are in the middle of a dynamic debate on its direction. We are not here to pile on in this debate. We present this constructive, fact-based data to provide initial analysis to move us all forward. This work was needed before Election Day and it is even more critical now.

Inclusv thanks its Advisory Board, which includes some of this nation's greatest leaders of color in politics, Susan Sandler and Steve Phillips, the Democracy in Color campaign, the Association of State Democratic Chairs, and our community members for knowing this is important work and making this report possible.

In Solidarity,

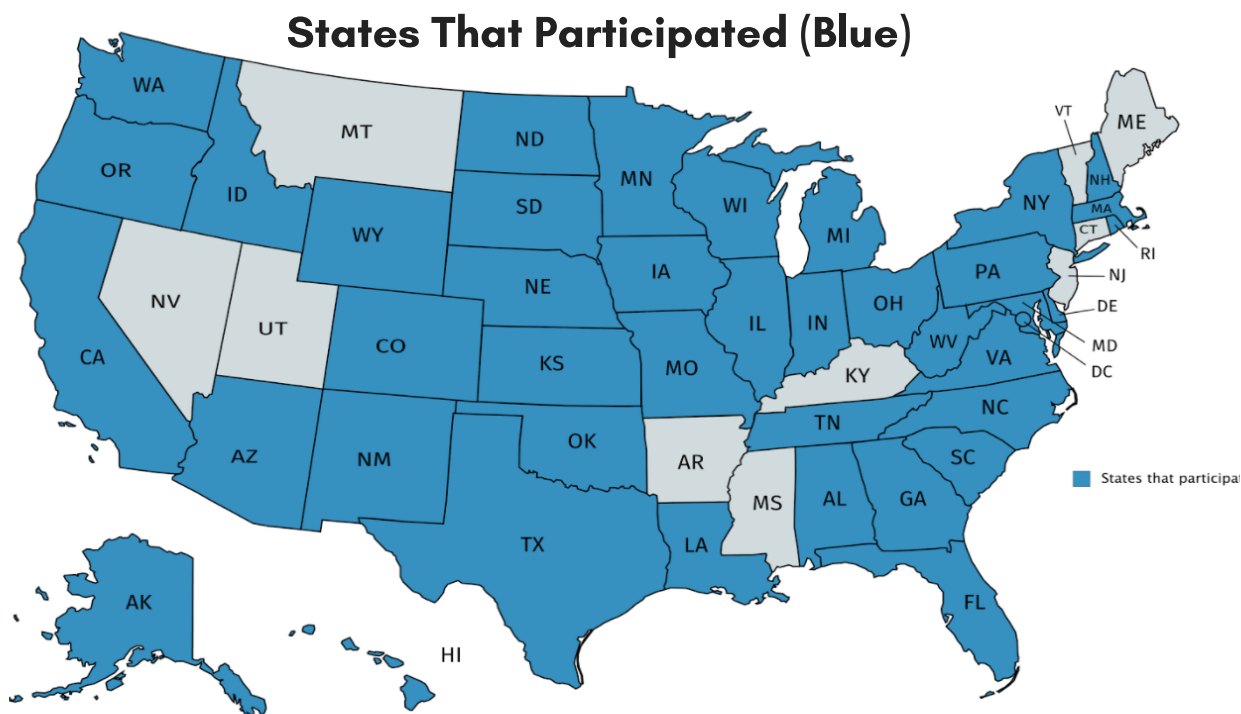
Alida Garcia, Eric Lundy, & Moonyoung Ko
Inclusv

THE PARTICIPANTS

Transparency is the foundation of all serious efforts to improve hiring practices and ensuring that the staff of Democratic organizations reflect the diversity of Democratic voters.

With that in mind, **Inclusv reached out to all fifty Democratic state parties** to ask that they participate in our survey and disclose the level of racial diversity within their staff and describe their efforts to diversify their staff.

40 state parties and the Democratic Party of Washington, D.C. participated in the development of this report by responding to our survey (highlighted in blue on the below map). Despite the progress that each of these states needs to make with regard to hiring and promoting a diverse staff, Inclusv applauds them for their initial transparency and demonstrated interest in hiring and promoting people of color.

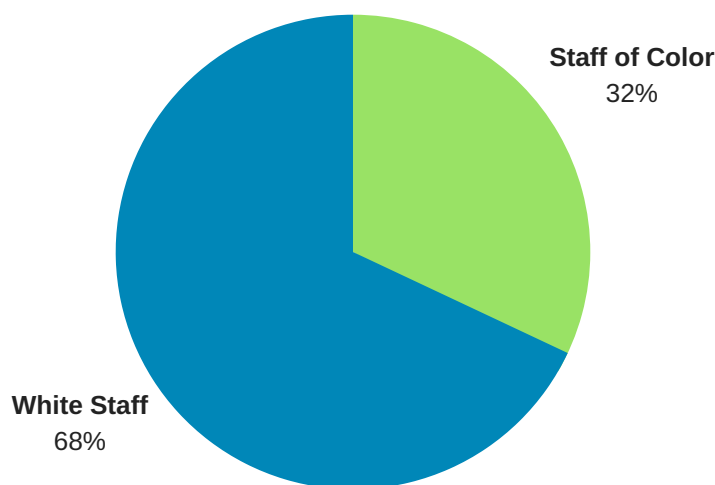


It's troubling that ten states did not fill out our simple survey and describe how they approach diversity in their hiring and promotional practices. These states should be contacted by constituents and asked to participate: **Arkansas, Connecticut, Kentucky, Maine, Mississippi, Montana, Nevada, New Jersey, Utah, Vermont.**

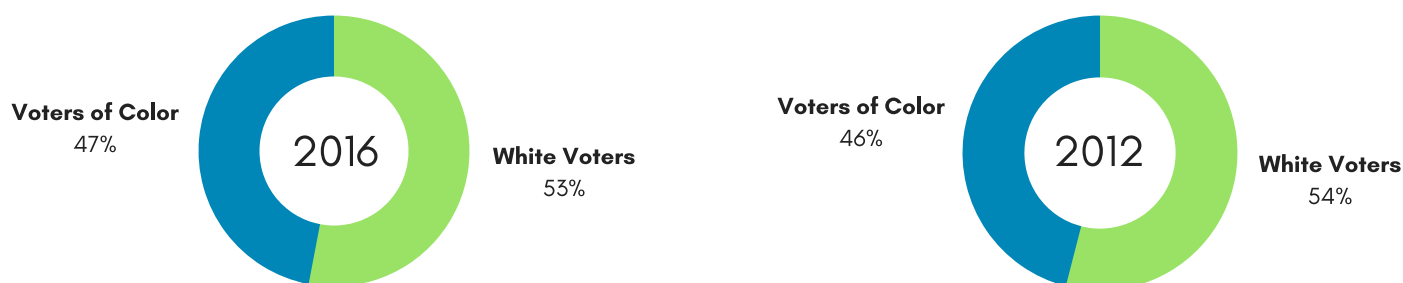
NATIONAL SNAPSHOT

The 41 party organizations reported that collectively they employ 401 staffers, of which 128 (32%) identify as people of color.** This is similar to recent studies of staff diversity within the Democratic Senate Caucus and the 2016 Clinton presidential campaign, which seems to show that there is an artificial glass ceiling of a staff diversity level of 33% within Democratic organizations. ¹

Inclusv State Party Diversity Report: Total Staff of Color



For Comparison: 2016 & 2012 Democratic Vote Share



Frequently in discussions of diversity & inclusion in the Democratic Party data will be measured against national population statistics—**We view this as an erroneous standard and not an accurate reflection of the Democratic Party's reliance on voters of color.** The above two charts demonstrate that if we measure by who is contributing by voting for Democratic presidential candidates that people of color are nearing 50% of the pie, but only 32% of the workforce. ²

COMMUNITY BREAKOUT

Inclusv advocates for all people of color, however, it is critical that each unique community facing their own unique challenges both nationally and regionally is able to advocate for increased representation and opportunities for participation as their leaders and voters see fit. The following graph gives a national snapshot of the total number of each group within our survey from our 40 participating organizations.

Inclusv State Party Diversity Report: Community Breakout

White	273 (68%)
African American	58 (14.5%)
Latino/Hispanic	33 (8.2%)
Asian American Pacific Islander	15 (3.7%)
Arab American	8 (2%)
Native American	3 (.75%)
**Unspecified Staff of Color	11 (2.7%)

Additional Data Points to Compare & Reflect:

- Notably, recent *Pew Research Center Data* estimates that African Americans make up approximately 21% of Democratic or Dem-leaning registered voters.³
- The same *Pew* data set indicated that Latinos make up approximately 12% of the Democratic or Dem-leaning registered voters.⁴ As a sign of their youth and underregistration, Latinos are approximately 17% of the national population.⁵
- As to be expected in a country where demographics can widely vary from state to state, there was a large range in numbers at the state level, with high numbers of staffers of color in several states, including Oklahoma (55.5%), Indiana (50%), Georgia (40%), and several other states and reaching a nadir of 0% in five states. Nearly 40% of the staffers of color identified in this survey were from the five states of Florida, California, Ohio, North Carolina, and Virginia.

COMMUNITY BREAKOUT

Additional Data Points to Compare & Reflect:

- 21 states reported having 0 Latino staffers.
- 25 states reported having 0 AAPI staffers.
- 31 states have 0 Arab-American staffers, and only 3 states reported having a Native American staffer onboard.
- In the states of Michigan, Wisconsin, and Florida, where Donald Trump won by less than 3% and turnout amongst people of color dramatically dropped, only Michigan has a person of color in the top staff position.
- An analysis of party leadership in all 50 states found only 14 people of color hold the position of Executive Director.*

Many of the states that responded to our survey noted that they planned to hire additional employees over the next 6 months and that diversity was a value they hold in prospecting talent. While that is encouraging, it is important to note that the “permanent” staff that is reflected in this report are the people who shape long-term planning and will be the decision makers on future hires. Many of the future hires will also be placed in junior and mid-level roles, limiting their ability to have a meaningful impact on party strategy.

CHALLENGES

In addition to asking for quantitative data on the number of staffers working in the states, we asked party leaders to identify challenges they have run into when attempting to hire people of color. **A few common themes emerged:**

- Traditional hiring methods, such as posting positions on the party's website and circulating job descriptions amongst personal networks are not generating a wealth of applicants from underrepresented communities.
- Multiple parties mentioned a desire to strengthen relationships with students at local historically black colleges and universities as a talent pipeline.
- Low turnover in year-round positions limits hiring opportunities.
- There is not a pipeline of potential hires for open positions because of the lack of people of color participating in internship programs and staffers who work on large campaigns do not stay in touch with the party after a campaign ends.
- Initial pipeline opportunities like internships are seeing frequent applicants from white college students, but not students of color.
- Large campaigns frequently bring in diverse talent from out of state for leadership positions, but those staffers frequently depart after the campaign ends without building a relationship with the state party, thus making it difficult for the party to hire those staffers when new positions become available.
- In battleground states, retention is a challenge for senior staff of color who are recruited to other opportunities.

RECOMMENDATIONS

Inclusv recommends that state parties implement the following best practices to increase representation of people of color at the staff level:

- **Pledge to implement the “Rooney Rule” for all senior staff openings.** Named after the late owner of the National Football League’s Pittsburgh Steelers, the Rooney Rule is a commitment to interview at least one person of color for each available position.⁶ The Senate Democratic Caucus, Facebook, NFL, and the state of Oregon have all implemented some version of the Rule, which shows a commitment to changing hiring practices to be more equitable.⁷ With the limited number of available senior staff positions, states should commit to ensuring that at least one person of color is seriously considered for these roles every time a position is open.
- **Utilize Inclusv as a resource.** Inclusv maintains a database of several thousand current and aspiring political staffers who identify as a person of color. States that have an open position should contact Inclusv at Partnerships@Inclusv.com so that we can make our members aware of opportunities within their state. In addition to publication of job listings to our community, Inclusv is happy to work with states grappling with these challenges to think through career development training curriculum for staff of color and provide mentorship and specific training opportunities for talent within organizations to help with retention by giving them a community of peers and leaders pursuing similar careers who are invested in their success.
- **Train and invest in former field staffers year-round.** People of color disproportionately get their start in politics by working as organizers, and many find themselves typecast as field staff even when they have developed other interests and skills. We recommend that at the conclusion of a major campaign, state parties survey coordinated campaign field staffers to determine their interest in working in other departments, and then develop trainings, workshops, and seminars to prepare these staffers to take positions in finance, communications, and data once they are available. We also recommend that states follow the lead of Georgia, which has created the BLUE Institute to train staffers on a variety of skills and has assisted with placing staffers in leadership roles on local down-ballot campaigns. This approach creates a pipeline of talent for future open party positions. Inclusv is available as a resource to states that want to develop methods to cross-train and mentor field staffers.

RECOMMENDATIONS

- **Commit to issuing annual diversity reports.** States should embrace transparency and show a commitment to building a diverse staff by publicly issuing annual staff diversity reports. Numerous examples of diversity reports exist in the corporate world, with AT&T, Apple, and Xerox all releasing reports documenting the status of their efforts to build an inclusive workforce.⁸ Additionally, releasing their own report would empower states to document the full level of diversity within their staff, including gender, sexual orientation, and age diversity. We encourage states to follow the lead of the Democracy in Color campaign and conduct similar transparency in consulting and budgeting practices.
- **Re-evaluate internship programs.** Young people of color oftentimes do not have the luxury of taking an unpaid internship. Offering some type of compensation, even if it's only a small stipend, will remove a barrier that prevents many young people from gaining valuable experience. A model to explore is payourinterns.com, a site which offers paid internship opportunities.
- **Partner with Issue Advocacy Organizations in Training Programming & Talent Development/Prospecting.** With "The Resistance" in full swing and strong social justice movements like the Fight for 15, the Movement for Black Lives, the Immigrant Rights Movement, and climate change tremendous talent is emerging outside of the electoral context. Some of these movements have been built by passionate volunteers who have evolved into movement leaders. Engaging in joint programming on all training and talent development/prospecting with with local community activists may increase access to a local talent pool that otherwise may not view the Democratic Party as an accessible space.
- **Recruit & Track Early, Even During the Chaos.** A common theme in the survey was strong talent quickly leaving a state after a major campaign. Oftentimes people of color need to quickly find their next job after Election Day due to outside family pressures or financial concerns. During the campaign they may not feel it's appropriate to talk next steps in their career in the middle of trying to win an election out of fear of being labeled as someone who isn't focused or a team player. People have been plotting their next move since the beginning of time. Engage with talent and break taboo norms of not talking about their futures so that they know they're valued and should consider sticking around after Election Day. Build out a database of talent of color to ensure focused training and placement after Election Day.

- **Encourage Shared Values Among Coordinators, Candidates, Counties, Committees.** We all know that the talent ecosystem in campaigns and advocacy is relationship-based. And as such, the challenges state parties are facing are likely similar to partner organizations. There is often a misconception of the size of the official "Democratic Party" and the reality is the party infrastructure is many organizations. The more state parties become a focused and accountable diversity and inclusion advocate, the more partners around the parties will as well. This is a culture shift that requires prioritization in order for the party to succeed longterm. Consider requesting staff and consultant diversity on your candidate endorsement surveys as a part of your analysis for endorsements and the same for consultants.
- **Conduct Implicit Bias Training For Your Staff.** Retention challenges may be linked to the experience of people of color in your work place. Inclusv is happy to provide recommendations of implicit bias trainers who may be a good fit for your organization.
- **Ask for help from people of color.** This may sound obvious, but when was the last time you sat down with local community leaders of color to brainstorm localized solutions to this challenge? Often times a simple respectful convening on this specific topic can unlock access into communities who are invested in your success.

Methodology

Inclusv began surveying state parties on the level of diversity within their staff in May of 2017 by asking either the Executive Director, Political Director, or Party Chair to fill out this survey. A representative from each state was emailed or called, and party leaders who filled out the survey were asked to encourage their colleagues in other states to participate. *The analysis of Executive Directors was done in February 2017 and was not done via self-reporting. Additional hires may have occurred since then. **2 states reported having 11 staffers of color without clarifying their ethnicity.

About Inclusv

Inclusv was founded in 2015 to support and advocate on behalf of people of color who work in politics, advocacy, and government. In addition to calling for more transparency from Democratic stakeholders, Inclusv also offers one on one career coaching, maintains a resume database, and circulates a weekly jobs list. Inclusv previously worked with the DCCC, DNC, Hillary for America, and Bernie Sanders for President to release internal staff diversity data in each of those organizations. Inclusv is a project of PowerPac Plus.

Media inquiries can be sent to Eric Lundy, Inclusv Program Director at Eric@Inclusv.com.

JOIN THE FREE COMMUNITY OF PEOPLE OF COLOR IN POLITICS BY UPLOADING YOUR RESUME AT:
WWW.INCLUSV.COM | [@INCLUSV](https://www.facebook.com/INCLUSV) | [FACEBOOK.COM/INCLUSV](https://www.facebook.com/INCLUSV)

FOOTNOTES

1 https://www.buzzfeed.com/adriancarrasquillo/clinton-and-sanders-campaigns-neck-and-neck-on-diversity-hir?utm_term=.elgJE6KnN#.niL1Jdgro and <https://www.colorlines.com/articles/bernie-sanders-and-hillary-clinton-beef-staff-diversity>

2 <http://www.people-press.org/2016/09/13/the-parties-on-the-eve-of-the-2016-election-two-coalitions-moving-further-apart/>

3 <http://www.people-press.org/2016/09/13/the-parties-on-the-eve-of-the-2016-election-two-coalitions-moving-further-apart/>

4 Ibid.

5 <http://www.cnn.com/2013/09/20/us/hispanics-in-the-u-s-/index.html> and <http://www.pewhispanic.org/2016/04/19/statistical-portrait-of-hispanics-in-the-united-states-key-charts/>

6 <https://www.usatoday.com/story/sports/nfl/2017/04/14/rooney-rule-leaves-a-legacy-and-impact-far-beyond-nfl/100476038/>

7 <https://www.csmonitor.com/USA/2017/0301/Schumer-wants-to-boost-Senate-staff-diversity-by-taking-a-page-from-NFL>, <http://www.politico.com/story/2017/02/schumer-diversity-nfl-rooney-rule-235477>, <https://newsroom.fb.com/news/2016/07/facebook-diversity-update-positive-hiring-trends-show-progress/> https://www.washingtonpost.com/news/sports/wp/2016/12/21/nfl-vows-to-apply-rooney-rule-informally-to-some-coordinator-openings/?utm_term=.c9f437751666, and <http://www.opb.org/news/article/oregon-first-state-pass-rooney-rule/>

8 http://about.att.com/content/dam/sitesdocs/ATT_DandI_2016_AR_FINAL.pdf, <https://www.apple.com/diversity/>, and <https://www.xerox.com/corporate-citizenship-2015/workplace/diversity-and-inclusion.html>