

Diversity & Inclusion Matters

We believe in the importance, value and power of diversity – diversity of people and diversity of thought. The diversity of race, gender, age, ethnicity, geography, and experience is important and valuable in SCORE. We strive to achieve diversity of our volunteer corps, staff, board and clients. We believe in SCORE’s Culture of Inclusion to achieve our goals.

79%
percentage of new women-owned businesses started by women of color

+45%
increase in woman-owned businesses from 2007-2016

+38%
increase in minority owned firms from 2002-2017

In order to achieve our mission to foster vibrant small business communities through mentoring and education, SCORE is focused on improving our diversity of both clients and volunteers.

The number of women-owned businesses is growing at a rate **five-times faster** than the national average.

SCORE Clients

SCORE serves all clients, and our data shows that our clients represent the general population (with the exception of the Hispanic market.)

Furthermore, women and minorities have a higher engagement score than white men.

Our clients tell us that race doesn't matter... but we know we can still do more.

	U.S. Population*	2017 SCORE Clients	Agree SCORE Helped
White	76.9%	64%	79%
Black/African Am.	13.3%	23%	78%
Hispanic	17.8%	8%	80%
Native American	1.3%	2%	76%
Asian	5.7%	5%	81%
Hawaiian/Pac. Isl	0.2%	1%	71%
Men	49.2%	41%	77%
Women	50.8%	59%	78%

*<https://www.census.gov/quickfacts/fact/table/US/PST045217>



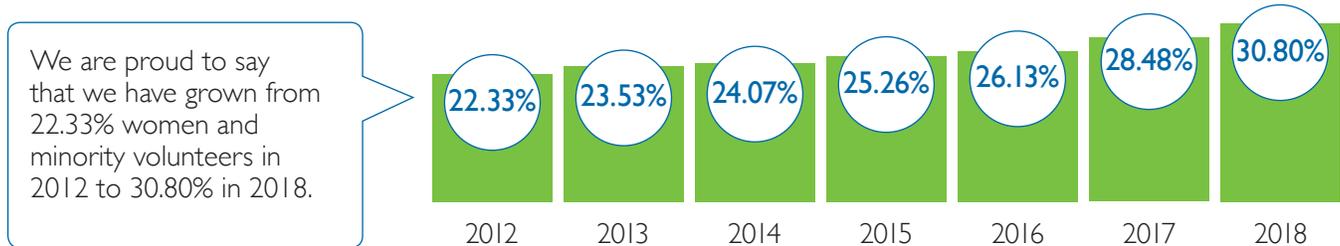
“This business will grow to about 30 to 40 employees within a five year period of time; within 10 years it should double. I have learned success has multiple meanings. Building relationships and positioning myself to raise awareness with multiple key referral sources is success. When you have a SCORE mentor, you are learning from someone who has already arrived at where I want to be ...experience can't be purchased, it can only be earned or shared.”

– Michele Scott, Home Helpers

2016 SCORE Award Winner for Outstanding Franchise Business

SCORE Volunteers

While all of our data shows that we are helping all clients regardless of demographics, SCORE is still committed to growing our volunteer base in terms of our diversity, reinforcing an inclusive culture.



Our growth in the diverse nature of our volunteer base is not an accident. Consider our actions over the past few years:

October 2015 Formation of the National Women's Steering Committee – a group of SCORE volunteer leaders whose goal is to help recruit and retain women as mentors and leaders in the organization and assist chapters with women clients educational events such as roundtables, networking and forums and business conferences. In 2017 we approximate there were 45 such events throughout the country.

April 2017 Formation of a National Inclusion Task Force who set formulated strategy to create cultural change throughout SCORE.

August 2017 Announcement of SCORE's Culture of Inclusion by Ken Yancey, CEO at the annual National Leadership Conference.

December 2017 Launch of online inclusion training for every volunteer. Now a mandatory yearly requirement.

March 2017 Appointment of National Volunteer VP, Diversity and Inclusion.

Spring 2018 Formal in-person inclusion training for all field leaders completed.

October 2018 Formation of field Diversity/Inclusion Ambassadors with a mission to spread the word to all 10,700 volunteers.

Ongoing Various webinars and newsletters highlighting successes of chapters and clients.

And we can do more:

SCORE has solidified partnerships with key organizations to help expand our reach into underserved markets, like minorities including: Walker's Legacy, ICCC, US Black Chambers, and Black Enterprise.

Focus on **more Spanish content and outreach** to form strategic partnerships with like-minded organizations who want to help the Hispanic business owners and entrepreneurs succeed. Partner with Hispanic Chambers at the National and local levels.

Develop internal **LinkedIn communications** for diversity and inclusion conversations.

Encourage **district wide women's groups** to mirror the national team.

Focus externally to **share ideas and strategies** with like-minded partners and organizations.