



Implementing a Strategic D&I Initiative: Focused on the Return On Investment (Diversity 5.0)

Alabama SHRM State Conference

Wednesday, May 15, 2013

Presenters:

William T. Rolack, Sr.

Senior Director of Workforce Strategy and Strategic Alliances

Major League Baseball

OFFICE OF THE COMMISSIONER OF BASEBALL

AGENDA



- **2013 MLB Diversity Business Summit**
- **State of Diversity (1.0 – 5.0)**
- **MLB's Legacy in Diversity**
- **Commissioner's On-Field Diversity Task Force**



HOUSTON | JUNE 18 – 19, 2013

DIVERSITY BUSINESS SUMMIT



Co-Host — The Houston Astros

Like us on Facebook: www.facebook.com/DiversityBusinessSummit

Follow us on Twitter: @MLB_DBS

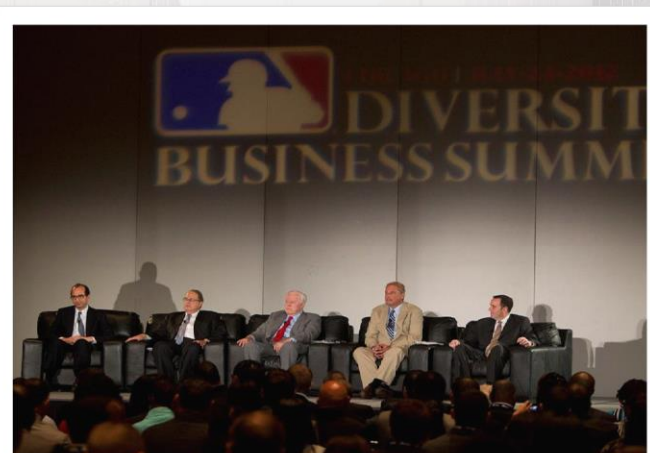


The Summit is a Major League Sports First!

This combined opportunity to facilitate and host a unique world class employment and procurement event is second to none.

The MLB Diversity Business Summit (DBS) is a ground-breaking trade fair event that will provide a unique opportunity for career networking and entrepreneurs to connect with Major and Minor League industry representatives along with our Sponsorship partners. The MLB Business Summit will capture true advocacy for Diversity and provide unprecedented access.

Our objective is to enrich the engagement of workforce and supplier diversity for Major and Minor League Baseball, our affiliates and Sponsors.



Official Info

- General
- About MLB
- About MLB.com
- Umpires
- Reviving Baseball in Inner Cities (RBI)
- Urban Youth Academy
- Diverse Business Partners
 - Home
 - About DBP
 - Supplier info
 - Vendors Spotlight
 - Calendar
 - References & Resources
 - Search Opportunities
- Diverse Business Summit
- MLB Tryout Camps
- Television
- Official Rules
- Baseball Basics
- MLB in the Community
- FAQ
- Contact Teams
- International
- MLB Productions



HOUSTON | JUNE 18-19, 2013

DIVERSITY BUSINESS SUMMIT



- Summit Home
- Registration
- Success Stories
- Supplier
- Careers
- Home Field Advantage
- Schedule
- Speakers
- Video

Welcome

The 2013 MLB Diversity Business Summit is the premier sports employment and supplier diversity trade fair. This one-day event allows job seekers and entrepreneurs the unique opportunity of meeting with MLB's Clubs at both the Major League and Minor League level as well as sponsorship partners.



Register Now »



Watch Summit Video »



Houston TX »



Speakers »



Schedule Of Events »



Success Stories »

Connect.

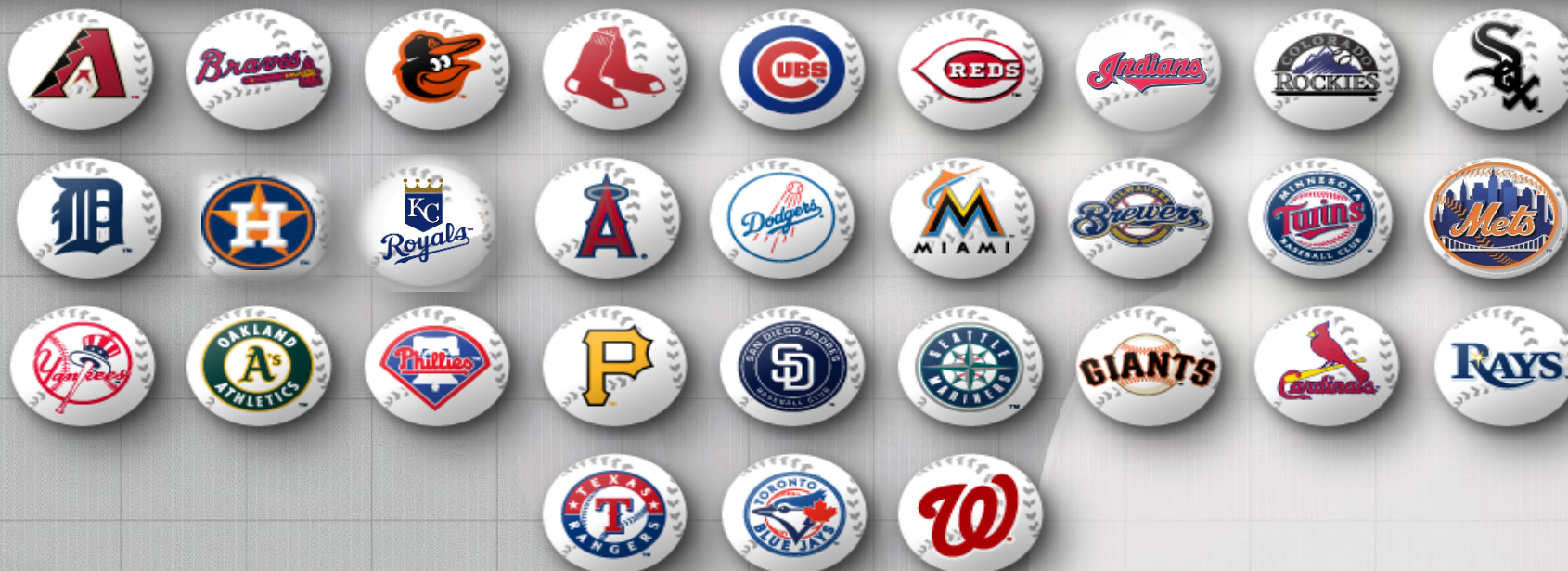


Diversity Business Summit Attendee Costs



(deadline for early registration is May 1)

Job Seekers	\$75 (regular Registration)	
Suppliers	\$199 (Summit Only)	\$299 (Summit and Matchmaker Session)



CONNECT WITH US ONLINE



Official Major League Baseball
Diversity Business Summit



Success in Diversity – 2012 Summit



"Michael Sansarran, has been hired for an internship in Baseball Operations. I met Michael at the Diversity Summit in July. He currently attends Fordham University and started in January 2012."

- John N. Quinones Vice President, Recruitment
Major League Baseball



Extended offers to four people and hired two.



Chicago White Sox - Hired an intern from the Summit.



Philadelphia Phillies - Rolland Rosario has been hired for an internship.



Boston Red Sox - Hired a Ticket Services Associate



HOUSTON • JUNE 18 - 19

DIVERSITY BUSINESS SUMMIT

The Premiere Employment and Procurement Trade Fair in Sports!



REGISTER NOW!

www.mlb.com/diversitysummit



CO-HOST - THE HOUSTON ASTROS

Like us on Facebook: www.facebook.com/DiversityBusinessSummit

Follow us on Twitter: @MLB_DBS

Summit 2012 Recap Video



AGENDA



- **State of Diversity (1.0 – 5.0)**

State of Diversity

// Evolution to Diversity 3.0



State of Diversity

// Evolution to Diversity 3.0

3.0 – Customers (Clients)

- RFPs: Bonus Points for clients with a Diversity Value Proposition
- D2D:Leveraging diverse employee and office of diversity networks for new business acquisition

2.0 – Workforce, Workplace

- Diverse Talent Acquisition, Retention and Promotion
- Managing Differences in the workplace

1.0 –Compliance, Awareness

- EEO, Regulation

“Future State” of Diversity Competencies

// Evolution to Diversity 5.0 (2013 and Beyond)



AGENDA



- **MLB's Legacy in Diversity**
- **Commissioner's On-Field Diversity Task Force**

MLB's Legacy in Diversity

- In 1947 Branch Rickey and Jackie Robinson, engineered the integration of professional sports in America by breaking the color barrier in baseball.

Before...

- State-sponsored school segregation was declared unconstitutional by the Supreme Court of the United States in 1954
- The Civil Rights Act of 1964
- The Voting Rights Act of 1965



Commissioner's On-Field Diversity Task Force

Objectives:

- To address the talent pipeline that impacts the representation and development of diverse players and on-field personnel in Major League Baseball, particularly African-Americans.
- The wide-ranging group, which includes representatives from Club ownership, Club front offices, MLB's Central Office, Minor League Baseball, former players, the Major League Baseball Players Association, the MLB Scouting Bureau, and collegiate baseball, will focus on the myriad of issues influencing on-field diversity at all levels of baseball.

Commissioner's On-Field Diversity Task Force

Members

- Stuart Sternberg – Principal Owner, Tampa Bay Rays; MLB Diversity Oversight Committee Chairman
- Dave Dombrowski – President, Chief Executive Officer & General Manager, Detroit Tigers; On-Field Diversity Task Force Chairman
- Tom Brasuell – MLB Vice President of Community Affairs (representing Reviving Baseball in Inner Cities)
- Roger Cador – Baseball Head Coach, Southern University (Historically Black College & University)
- Tony Clark – Director of Player Services, Major League Baseball Players Association
- Larry Dolan – Cleveland Indians; MLB Diversity Oversight Committee Advisor
- Dennis Gilbert – Special Assistant to Chicago White Sox Chairman Jerry Reinsdorf
- Derrick Hall – President & Chief Executive Officer, Arizona Diamondbacks
- Wendy Lewis – MLB Senior Vice President of Diversity & Strategic Alliances
- Jerry Manuel – MLB Network Analyst; Major League Manager (1998-2003; 2008-2010); 2000 A.L. Manager of the Year
- Frank Marcos – Senior Director, MLB Scouting Bureau
- Jonathan Mariner – MLB Executive Vice President and Chief Financial Officer
- Darrell Miller – MLB Vice President of Youth & Facility Development (representing MLB Urban Youth Academy)
- Bernard Muir – Athletic Director, Stanford University
- Kenneth L. Shropshire - Professor at Wharton School of the University of Pennsylvania
- Kim Ng – MLB Senior Vice President of Baseball Operations
- Pat O'Conner – President & Chief Executive Officer, Minor League Baseball
- Frank Robinson – Hall of Famer; MLB Executive Vice President of Baseball Development
- Ken Williams – Executive Vice President, Chicago White Sox

On-Field Diversity Initiatives

Major League Baseball operates two youth initiatives designed specifically to address on-field diversity:

- **Reviving Baseball in Inner Cities (RBI) program**
 - RBI has served more than 1 million young people since 1989
 - In 2012, had more than 210,000 participants around the country, in Canada and in Latin America.
 - MLB Clubs have drafted more than 200 RBI participants, including 14 players in the 2012 First-Year Player Draft



On-Field Diversity Initiatives

- MLB Urban Youth Academies

- Free, year-round and intensive baseball and softball instruction and educational programs for young people from underserved and urban communities.
- Seven Academies (Operational: Compton, California; Houston, Texas; New Orleans, Louisiana; and Gurabo, Puerto Rico; In development: Cincinnati, Ohio; Hialeah, Florida; Philadelphia, Pennsylvania).
- Served more than 10,000 young people, with more than 90% diverse.
- Since 2006, nearly 200 Academy student-athletes have been selected in the First-Year Player Draft, including 17 in the 2012 First-Year Player Draft.





HOUSTON | JUNE 18 – 19, 2013

DIVERSITY BUSINESS SUMMIT



Co-Host — The Houston Astros

Like us on Facebook: www.facebook.com/DiversityBusinessSummit

Follow us on Twitter: @MLB_DBS

Questions?



William T. Rolack, Sr.

Director of Workforce Strategy, Diversity and Strategic Alliances

Major League Baseball

Phone: 212-931-7446

Email: William.Rolack@mlb.com

