

PRESS RELEASE

Monday, December 2, 2024 – 5:30 pm

Kingsley Association Community Center

6435 Frankstown Avenue, Pittsburgh PA 15206

CEIR and CRSP Launch Black Pittsburgh Satisfaction and Retention Survey

Pittsburgh, PA – The Black Political Empowerment Project's (B-PEP) Corporate Equity Inclusion Roundtable (CEIR) Working Group headed by Tim Stevens- CEO B-PEP and Godfrey Bethea, Jr.- VP Equity, People and Culture Greater Pittsburgh Community Food Bank, along with University of Pittsburgh School of Social Work's Center for Race and Social Problems (CRSP) headed by Dr. Kyaïen O. Conner, officially launched the **Black Pittsburgh Satisfaction and Retention** survey on Monday, December 2, 2024, at 5:30 pm in the 3rd floor Community Room of the Kingsley Association Community Center (6435 Frankstown Avenue, Pittsburgh PA 15206).

The preliminary view of the Black Pittsburgh Satisfaction and Retention survey was unveiled at the 12th Annual CEIR Conference, which was held on June 10, 2024 at Duquesne University and was shared with conference participants.

The goal of this project is aimed to better understand, through survey collection of responses, individual experiences of Black or African Americans in the Greater Pittsburgh Region. Through broad survey distribution methods, survey responders will share their reasons for deciding to stay in the Greater Pittsburgh Region, while others decide or are considering leaving the region and the reasons some have left and returned to reside in the region.

Over the last few years this region has seen a downward decline in the Black or African American population while other demographics have increased. Although many may know or personally experience life in the Greater Pittsburgh Region, this project will enable the collection of the factors contributing to the challenges in retaining Black residents in the Greater Pittsburgh Region. A rigorous analysis of this data will provide valuable insights to regional employers, community organizers and other support-service organizations, aligning to regional leader's efforts of achieving economic advancement of the Black population; creating an enormous learning opportunity that supports local organizational efforts to connect with and further understand the African American community throughout the Pittsburgh region.

Opportunities for the region consist of survey distribution, data collection, data analysis, preparation of reports and recommendations for the region. Learnings from this analysis will act as a mechanism toward the development of innovative solutions to address attraction and retention challenges in the region.

CEIR has led community engagement efforts for this initiative, leveraging its networks to partner with organizational leaders (see community partner list below) to assist with distribution of the survey through a diverse set of community organizations. CRSP will also distribute the survey through its academic and community networks and highlighted in University of Pittsburgh's newsletters. Upon obtaining the recommended response rate for traditional research requirements, CRSP will lead all research and data analysis of the project utilizing its academic expertise to ensure the report is based on rigorous research principles. CRSP conducted Beta testing protocols throughout July and August 2024, submitted and obtained University Internal Review Board (IRB) approval for all research activities, and was awarded Steve Manner's grant funding, enabling the \$10 incentive to pay participants for completing the survey.

We encourage eligible participants to complete the survey and share their experiences. Your input is crucial for driving positive change in our community.

For more information or to participate, please visit <https://www.blackpittsburghsurvey.org/>. Please share this link with others who may have insights to provide. Persons may also call 412-624-2883 or may email blackpittsburghsurvey@gmail.com.

About the Corporate Equity and Inclusion Roundtable (CEIR):

CEIR addresses equity and inclusion for African Americans in corporate, university, and major non-profit environments through research, advocacy, and collaboration.

About the Center on Race and Social Problems (CRSP):

The University of Pittsburgh's Center on Race and Social Problems conducts applied social science research on race, color, ethnicity and their influence on the quality of life for all Americans.

For further details, please contact:

Ginger White
Marketing, Communications and Program Specialist
The Center on Race and Social Problems
Giw7@pitt.edu
862-401-4367
<https://www.blackpittsburghsurvey.org/>

Project Initiative Leads:

Tim Stevens, Chairman & CEO, the Black Political Empowerment Project (B-PEP)/Facilitator, CEIR Working Group

Godfrey Bethea, Jr., B-PEP/CEIR Black Satisfaction & Retention Survey Coordinator/Vice President, Equity, People & Culture, Greater Pittsburgh Community Food Bank

Dr. Kyaïen O. Conner, Director, University of Pittsburgh Center of Race & Social Problems
Kellie Ware, Esq., Black Satisfaction & Retention Survey Website Coordinator, Executive Director,
Professional Development Office, University of Pittsburgh School of Law

Community Partners who shared resources, insight, or willingness to distribute survey (more community partners are forthcoming):

100 Black Men

1Hood Media

African American Chamber of Commerce of Western Pennsylvania

Allegheny Conference on Community Development

Allegheny County Bar Association's Homer S. Brown Division

Kingsley Association

NAACP Pittsburgh Branch

Pitt African American Alumni Council

Pitt Office of Equity, Diversity and Inclusion

Pittsburgh Tomorrow

The Advanced Leadership Institute (TALI)

The Urban League of Greater Pittsburgh

Vibrant Pittsburgh

Write Pittsburgh

YWCA of Greater Pittsburgh