

Benefits of a Culturally Diverse Workforce

NH Office of Minority Health and
Refugee Affairs

A decorative graphic consisting of several horizontal lines of varying lengths and colors (teal, white, and light blue) extending from the right side of the text area across the top of the slide.

3 key benefits of diversity

- Increased Consumer Confidence
- Innovation
- Increased Productivity



Is it important to ensure a diverse workforce?

- 826 NH businesses - how important?
 - Extremely or very – 30%
 - Somewhat – 31%
 - Not very or not at all – 36%

Consumer Confidence

What do people see in your company?



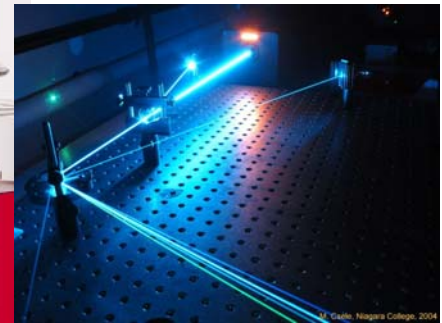
Consumer confidence

- Know your current *and future* consumers
- Stay one step ahead
- Correct the mismatch in staff, managers, board of directors
- Create effective teams

Changing demographics bring opportunity and also fear

Innovation

Where do the best ideas in your company come from?



Immigrants start companies & create jobs

- 40% of Fortune 500 companies were founded by an immigrant or child of an immigrant
- These companies employ 10 million people worldwide, and generate \$4,200,000,000,000 in revenue

2011 study by Partnership for a New American Economy



Immigrants are driving U.S. innovation

- Immigrants filing patents at twice rate of American-born.
- Immigrant patent filings: 72% Qualcomm, 65% Merck, 64% GE, 60% Cisco

2011 study by Partnership for a New American Economy



International students who stay create jobs

- For every 100 international students who stay after earning U.S. advanced degrees in science, technology, engineering or math:

262 JOBS IN AMERICA ARE CREATED



Foreign Students in New Hampshire, National Rank and Economic Impact

	Rank in US	Total
FOREIGN STUDENTS IN NH	#42	2,626 +12.6%
ESTIMATED FOREIGN STUDENTS EXPENDITURE IN NH (in millions of dollars)		\$86.8

Percent of Foreign Student's in STEM Fields of Study: **36.1%**
 Percent of U.S. Undergraduate Student's in STEM Fields of Study: **13.7%**

NH Institutions with the Highest Number of Foreign Students

Institution	City	Total
Dartmouth College	Hanover	1,106
S. New Hampshire University	S. Hooksett	837
University of NH	Durham	326
New England College	Henniker	142

Productivity

How can we maximize human capital?



Stereotypes inhibit potential

- New Hampshire is changing
- Be on the cutting edge
- You may be missing out on the best employees

Yesterday's discrimination

In 1950s, fewer than half of whites believed that white and black job applicants should have an equal chance at the same job.

Today's discrimination

- Majority thinks everyone should have equal shot
- Stereotypes fill in the information gap
- Certain groups are NOT reaching their potential
- Talent is being wasted
- Get the best information possible on your potential workforce
- Make the best decisions based on accurate information

What can you do?

- Make an active investment in diversity
- Create a strong team and inclusive culture
- Ask when you get into new territory
- Recruit in new circles
- Make a strong statement from the top

- Get to know NH's diverse communities...

NHBSR members can make a difference

Model the society you believe in within
your business

