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Greetings,

As the Founder and Chair of the National Diversity Council, I have watched this organization grow from its infancy to the international advocacy agency it is today. Having the opportunity to lead a company with such an amazing purpose gives me a sense of fulfillment that is indescribable. I am beyond grateful for every experience I have had along the way.

Since our founding in 2008, the growth of the National Diversity Council has been greater than I could have ever imagined. 2017 was an extremely exciting year as we hosted a slew of successful inaugural events. For the first time ever, we had the opportunity to highlight diversity in law with a Legal Diversity Week and increase our advocacy for diversity in the tech industry with Tech Diversity Week. We also had the opportunity to engage in conversation regarding the state of race relations in America during a promising new event known as Spark Talk. With the growth of each of these new events, we hope to further the dialogue necessary to improve diversity and inclusion in our workplaces and communities.

As we approach our 10-year anniversary, it is hard to believe that the time has gone by so quickly. Not only are we celebrating the mere existence of our organization, but we are also celebrating the great strides we have made for diversity and inclusion in the workplace. We are celebrating the hundreds of attendees that have left our events with the knowledge and tools necessary to improve their organizations. The awardees that were recognized for their hard work and commitment to diversity. Most importantly, we are celebrating 10 years of positive change. I am extremely proud of everything we have accomplished thus far and look forward to making even greater strides in the future.

I would like to thank all of our partners, sponsors, volunteers, and attendees for their support. I can say, without a doubt, that none of this would be possible without you. To find more information on how you can become a more involved and brand yourself as a diversity champion, please visit our website at www.nationaldiversitycouncil.org.

DENNIS KENNEDY
Founder & Chair
National Diversity Council
Dear Friends,

I would like to welcome you to the National Diversity Council’s 2017 Annual Report. Throughout this report we will highlight milestones that have led to the substantial expansion of the National Diversity Council. It is our hope that this overview will provide increased insight to our impact in the D&I space, leadership, membership, finances, and new initiatives.

This year we were able to further develop our signature initiatives, such as our DiversityFIRST™ Certification Program, and our esteemed conferences both nationally and internationally.

As we embark on our ten-year anniversary, we are hopeful and ready to celebrate the previous landmarks that have led to the success of the National Diversity Council and look forward to furthering our reach for diversity and inclusion in the workplace and our community. We have established ourselves as the premier organization for D&I in our country and are excited at our increased global expansion.

We sincerely thank you for supporting the National Diversity Council’s mission and vision. It is due to your passion and enthusiasm for our mission and vision that we can continue to fulfill our goals. We look forward to your continued involvement in and impact on our national, international and local initiatives.

With greatest gratitude,

ANGELES VALENCIANO
CEO
National Diversity Council
Accomplishments & Achievements

2017 EVENTS

NDC HOSTED 109 DYNAMIC EVENTS IN 2017

CURRENT MARKETS

CANADA

MEXICO

ENGLAND

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NORTHWEST REGION

OREGON
Portland
Diversity Best Practices Round Table
Women in Leadership Symposium

WASHINGTON
Seattle
Diversity Best Practices Round Table
LGBT+ Roundtable
Women in Leadership Symposium

COLORADO
Denver
Women in Leadership Symposium

CALIFORNIA
Sacramento
Women in Leadership Symposium

Santa Clara
Top 50 Women in Tech Dinner

San Francisco
Women in Leadership Symposium
Diversity & Leadership Conference

Silicon Valley
Tech Diversity Week
Women in Leadership Symposium

Orange County
Women in Leadership Symposium

Los Angeles
Women in Leadership Symposium
Diversity & Leadership Conference
Diversity Best Practices Round Table

Gardena
DiversityFIRST™ Certification Program

San Marcos
Healthcare Diversity Summit

San Diego
Women in Leadership Symposium
Multicultural Leadership Roundtable

HAWAII
Honolulu
Women in Leadership Symposium
Accomplishments & Achievements

SOUTHWEST REGION

ARIZONA
Phoenix
Women in Leadership Symposium
DiversityFIRST Awards Luncheon

TEXAS
Dallas
CIO Symposium
DiversityFIRST Awards Luncheon
Inaugural LGBT-Allies Diversity Summit
Legal Diversity Week
Multicultural Leadership Roundtable
Women in Leadership Symposium
Women’s Conference

Fort Worth
Women in Leadership Symposium

Montgomery
Women in Leadership Symposium

Houston
CIO Symposium
Corporate Responsibility Summit
Diversity & Leadership Conference
DiversityFIRST Awards Luncheon
ERG Summit
Gulf Coast Women in Leadership Symposium
Legal Diversity Week
LGBT-Allies Diversity Summit
Multicultural Leadership Roundtable
Women’s Conference

TEXAS
Austin
LGBT-Allies Diversity Summit
Women in Leadership Symposium

San Antonio
DiversityFIRST™ Awards Luncheon
DiversityFIRST™ Certification Program
Latino Leadership Conference
LGBT-Allies Diversity Summit
Women in Leadership Symposium
Veterans Summit

Corpus Christi
Women in Leadership Symposium

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MIDWEST REGION

WISCONSIN
Madison
Women in Leadership Symposium

MICHIGAN
Detroit
Diversity & Leadership Conference
Healthcare Diversity Summit
Women in Leadership Symposium
Ann Arbor
Gen-to-Gen Conference

ILLINOIS
Chicago
College Diversity Summit
DiversityFIRST Awards Luncheon
Leadership Conference
Legal Women in Leadership Symposium
Women in Leadership Symposium
Women’s Conference
Bloomington
Women in Leadership Symposium

OHIO
Cincinnati
Multicultural Roundtable
Women in Leadership Symposium
Women’s Conference
DiversityFIRST™ Certification Program

Columbus
Diversity & Leadership Conference
Emerging Leadership Summit
Leadership Roundtable
SparkTalk
Women in Leadership Symposium
Dublin
Veterans Summit

Dayton
Women in Leadership Symposium
Accomplishments & Achievements

SOUTHEAST REGION

TENNESSEE
Nashville
Women in Leadership Symposium
Memphis
Women in Leadership Symposium

MISSISSIPPI
Jackson
Women in Leadership Symposium

LOUISIANA
Baton Rouge
Women in Leadership Symposium
New Orleans
Women in Leadership Symposium
Women’s Conference

FLORIDA
Tampa Bay
Diversity in Action Roundtable
Women in Leadership Symposium
Young Women’s Leadership Symposium

MIAMI
Diversity in Action Roundtable
Women in Leadership Symposium

NORTH CAROLINA
Durham
Women in Leadership Symposium

GEORGIA
Atlanta
Leadership Conference
LGBT-Allies Diversity Summit
Talent & Diversity Best Practices Summit
Women in Leadership Symposium

FLORIDA
Jacksonville
Diversity in Action Roundtable
Orlando
Diversity & Leadership Conference
DiversityFIRST™ Certification Program
LGBT-Allies Diversity Summit
Women in Leadership Symposium

Deerfield Beach
Healthcare Diversity Summit
Fort Lauderdale
Women’s Conference
Accomplishments & Achievements

NORTHEAST REGION

PENNSYLVANIA
Pittsburgh
Women in Leadership Symposium

Philadelphia
Healthcare Diversity Summit
Women in Leadership Symposium
Diversity & Leadership Conference

MASSACHUSETTS
Boston
Women in Leadership Symposium

CONNECTICUT
East Hartford
Generational Diversity Summit
Hartford
Women in Leadership Symposium

NEW YORK
Syracuse
College Diversity Summit
New York City
Diversity & Leadership Conference
Generational Diversity Summit
Legal Diversity Summit
Women in Leadership Symposium

NEW JERSEY
Newark
Women in Leadership Symposium
Parsippany
Generational Diversity Summit
Women in Leadership Symposium
Accomplishments & Achievements

GLOBAL

Mexico
Mexico City
Women in Leadership Symposium

CANADA
Toronto
Women in Leadership Symposium

ENGLAND
London
Women in Leadership Symposium
Year in Pictures

TEXAS DIVERSITY & LEADERSHIP CONFERENCE

Spike Lee keynotes 2017 Texas Diversity & Leadership Conference

Conference attendees

Session panelists

Exhibitor table

Angeles Valenciano, CEO

Conference attendees listening to a break out session

Session speakers
Chief Renée Hall Keynotes the Dallas DiversityFIRST™ Awards Luncheon

Year in Pictures

DALLAS DIVERSITYFIRST™ AWARDS LUNCHEON

Awardee LaShanda Reed-Larry with Angeles Valenciano
Award winners
Best Practices Presenter Kelley Johnson

Keynote address

Angeles Valenciano, LaShanda Reed-Larry, Tracy Goyne, & LaMonte Thomas

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Year in Pictures

ARIZONA DIVERSITYFIRST™ AWARDS LUNCHEON
Year in Pictures

TRI-STATE COLLEGE DIVERSITY SUMMIT

Keynote speaker Roland Martin

Emcee Dr. Carlos Medina

Students pose with Roland Martin

Panelists

Roland Martin and event attendee

Event attendees

Event attendees
Year in Pictures

WOMEN IN LEADERSHIP SYMPOSIA
Year in Pictures

DIVERSITYFIRST™ CERTIFICATION PROGRAM

Speakers Julie Fink & Linda Valdez Thompson (Texas)
Program graduates (Ohio)

Speaker Jorge Reina Schement (New Jersey)

Speakers Perika Sampson & Bleuzette Marshall with Cecilia Orellana-Rojas

Program graduates

Program graduates
Year in Pictures

OHIO WOMEN’S CONFERENCE

Keynote speaker Donna Brazile

Event attendee

Event attendee

Emcee Meghan Cleghorn

Event attendees

Event attendees
Year in Pictures

#YesImTech Women’s T-shirt

#YesImTech Laptop Sleeve

Stainless Steel Water Bottle

#YesImTech Women’s T-shirt

Kids Apparel

ACCESSORIES

iPhone Cases

We Can Do It!

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COLUMBUS SPARKTALK

Event sponsor Jeni’s Splendid Ice Creams  
Conversation Facilitator  
Event attendees

Event attendees

Event attendee
March is a time to celebrate women! In 2017, the National Diversity Council dedicated their time to doing so in the most extraordinary way. The Women in Leadership Symposium, one of our most notable events, took place in 37 cities over the course of March. The high frequency of this event inspired a social media campaign that perfectly described its sheer pandemonium: #MarchMadness!

The goal of this campaign was not only to promote the various Women in Leadership Symposiums taking place across the country, but also to highlight the outstanding accomplishments of women throughout history. Via daily social media engagement, followers participated in trivia contests, image sharing, caption contests, and more. Each week, the focus was shifted to feature groups including women of color, female CEOs, international women, and female inventors. Also, as a token of appreciation, the National Diversity Council rewarded participants with tickets to an upcoming Women in Leadership Symposium in their area.

Perhaps the most exciting aspect of the #MarchMadness campaign was the undeniably inspirational image that accompanied it. Perhaps the most exciting aspect of the #MarchMadness campaign was the undeniably inspirational image that accompanied it. Although everyone is familiar with the famous Rosie the Riveter, our extremely talented graphic design team gave her a much-needed diversity makeover. After a great amount of thought and consideration, Rosie was recreated five times to reflect women from multiple walks of life. Various details such as texture and religious garb provided a true representation of women around the world.

With the combination of our new diverse Rosies and the natural greatness of women’s history, the #MarchMadness campaign proved to be a hit! The participation and feedback from event attendees, social followers and staff exceeded our expectations. Not only was this campaign fun and interactive, but it also helped us accomplish the National Diversity Council mission by advocating for the value of diversity and inclusion. Spotlighting the contributions of women from the past and present proves that they have always been just as valuable and capable as their male counterparts. As women continue to make such a great impact on our society, we can’t wait to give them the recognition they deserve in next year’s campaign.
In 2017, the National Diversity Council began its internship program for the communications department. The program was created for college students with a degree in progress in the Communications field with an emphasis in public relations, journalism, marketing or creative writing. Through the internship program, students gain the opportunity to create digital portfolios (with the guidance of the communication team) and obtain real world experience for their resumes. Since its inception, the program has hosted 8 students. When asked about their experience as a (NDC) communication interns here is what some of them had to say:

“There are lots of opportunities to learn due to various tasks and assignments. I enjoyed working on multiple projects simultaneously as it helped me to refine my project management and cross-functional teamwork skills.”

- Jennifer Dang, Junior student at University of Texas

“I enjoyed my internship with the National Diversity Council. It afforded me the opportunity to learn new things such as writing post event articles and working with my team in a competitive contest. We were constantly busy, and the staff was very welcoming and well organized. I looked forward to coming into the office daily. This internship really opened my eyes to what I desire to do after college.” - Arlington Nunez, Senior student at Graceland University

“My experience with the National Diversity Council was amazing! I gained valuable insight within the communication field. I learned how to create media lists, write post event articles and create a campaign from start to finish. I would recommend any communication or marketing student to experience this wonderful internship.”

- Kristopher Chatman

Many of these students have moved on to work in the public relations field at other companies such as: The Houston Symphony and Jane Deaux Management and Consulting while some were offered positions with the National Diversity Council. We are proud of our interns and look forward to the success of many more in 2018.
Membership

INDIVIDUAL

Members by Gender

WOMEN 76%
MEN 24%

Members by Region

- 59% SOUTHEAST
- 47% MIDWEST
- 47% NORTHEAST
- 39% NORTHEAST
- 1% SOUTHWEST
Financials

2017

REVENUE
CORPORATE PARTNERSHIP $1,347,705
EVENT REVENUE $408,720
GRANT REVENUE $166,000
DIVERSITYFIRST™ CERTIFICATION $399,000
CONSULTING AND TRAINING REVENUE $13,900
INDIVIDUAL PARTNERSHIP DUES $31,536
MISCELLANEOUS $7,322

TOTAL REVENUE $2,374,183

EXPENSES
EVENTS AND PROGRAMS $342,138
OPERATIONS $1,698,677

TOTAL EXPENSES $2,040,815
STAFF

Alexis Abuhadba
Coordinator

Laura Alvarado
Senior Director, Operations & Communication/ Human Resources

Brandy Berry
Coordinator

Jole Brown
Coordinator

Jason DeGroot
Chief Financial Officer

Miranda Del Bosque
Coordinator

Shalom Gibtsawi
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Kelsea Haught
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Founder & Chair

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Mae Marshall
Program & Event Manager

Nermeen Marzouk
Graphic Designer

Danielle Myers
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Raphael Parra
Coordinator

Jim Penny
Director of Learning

Elana Powell
Coordinator

Sofia Reed
Director of Training, Development, & Regional Operations

Marisa Richard
Magazine Coordinator

Rachel Robledo
Coordinator

Stephen Sun
Web Developer

Jacob Tadesse
Director, Operations & Special Projects

Dejoron Thorpe
Senior Coordinator & Research Assistant

Angeles Valenciano
Chief Executive Officer

David Vanek
Business Development

Samantha Velasquez
Graphic Designer

Emily Weisenberger
Social Media Intern

Jackie Williams
Senior Graphic Designer

Veena Veruva
Web Developer

Michael Zamora
Director of Communications, Marketing & Branding

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