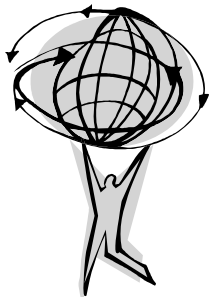


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- Kay Halloran
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- Nancy Becker
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- Alfred R. Ramirez-Executive Director
Diversity Focus



Diversity Focus Founding Sponsors

- ACT
- Alliant-Energy
- City of Cedar Rapids
- Cedar Rapids Area Chamber of Commerce
- Guaranty Bank
- Kirkwood Community College
- Rockwell Collins
- University Of Iowa, Iowa City
- The Greater Cedar Rapids Community Foundation

Additional Sponsors

- Aegon USA
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Enhancing diversity within the community



"Diversity may be the biggest economic development issue the Technology Corridor faces," Priority One Economic Development Group told the 2005 Iowa Legislature.

"A truly successful effort to welcome members of minority communities and newcomers from around the world to the Iowa City-Cedar Rapids Corridor will require the participation of the entire community."

Source: *The Gazette (Cedar Rapids-Iowa City), February 23, 2005*

”...A GOOD PLACE TO WORK AND A GOOD PLACE TO LIVE...”

What is Diversity Focus?



Many organizations in our community are supporting diversity, however, we can progress more quickly and effectively by working more closely to better coordinate and integrate these efforts.

To spearhead this activity, **Diversity Focus** was proposed and then established in 2005 as a new entity to integrate and coordinate existing efforts as well as identify or create other activities and programs.

Diversity Focus is a non-profit organization devoted to enhancing the diversity of the Cedar Rapids-Iowa City area with the following goals:

- Communication - promote awareness and an image in the community that diversity is valued.
- Information Clearinghouse - create a resource center that leverages the many products, capabilities and work of organizations supporting diversity
- Program Enhancement - advance new ideas and opportunities to build a more diverse community

Diversity Focus Values & Beliefs

Vision:

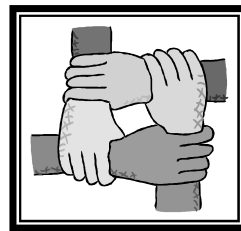
Cedar Rapids-Iowa City Corridor is a model of inclusion that values, nurtures, attracts, and retains people of diverse backgrounds, cultures, and beliefs.

Mission:

Diversity Focus is a catalyst for integrating, coordinating, and accelerating the understanding of diversity and culture, to attract and retain a diverse workforce and community, through communication, program enhancement, and an information clearinghouse.

Core Values:

Consensus Orientation
Courage
Credibility
Inclusive
Innovative
Integrity
Trust
Urgency, but with patience for the process



Business, Community, Education, and Government
Coordinating & Collaborating for Change

Diversity and Culture

Culture: The collective behavior patterns, communication styles, beliefs, concepts, values, institutions, standards, and other factors unique to a community that are socially transmitted to individuals and to which individuals are expected to conform (individuals may choose to do differently.)

Cultural Competence: The ability to function effectively in a society of culture variation.

Diversity: A representation of multiple (ideally all) groups within an environment, with an emphasis on accepting and respecting cultural differences by recognizing that no one culture is intrinsically superior to another.

Diversity Change Agents: Individuals who are committed to facilitating change by modeling appropriate behaviors. They also take every opportunity to ensure that systems, policies and practices are flexible enough to work for everyone, modifying them as appropriate to support the future state environment.

Inclusiveness: The act of encouraging acceptance and belonging.

Multiculturalism:

The practice of acknowledging and respecting culture, religion, race, ethnicity, gender, age, orientation, ability, attitudes and opinions within an environment.

Developing processes that are inclusive rather than exclusive of cultures.

The co-existence of many distinct cultures within a given context, such as community or nation.