

Statistical Data for Determining A Board's Diversity

About the importance of representative diversity: Al Neuharth, multi-millionaire and founder of *USA Today*, placed more minorities and women in senior management positions than any other company of its size when he ran the Gannett newspaper chain. "I learned in WWII that the strongest possible organization is made up of decision makers who understand people. . . . Our leadership should reflect our readership."

Use the most current census data for your service area; then compare the characteristics of the community with the profile of your board, to determine your areas of need for greater diversity. The more diverse your board is, the broader your "footprint" of support throughout the community.

Category	Organization's board	Organization's community
Population age statistics		
Ages 19-34	_____ %	_____ %
Ages 34-51	_____ %	_____ %
Ages 51+	_____ %	_____ %
Ethnic background		
African-American/Black	_____ %	_____ %
Asian/Pacific Islander	_____ %	_____ %
Caucasian	_____ %	_____ %
Hispanic /Latino	_____ %	_____ %
Other	_____ %	_____ %
Community makeup		
Religious Organizations	_____ %	_____ %
Businesses Organizations	_____ %	_____ %
Residential	_____ %	_____ %
Occupational categories		
Financial	_____ %	_____ %
Legal	_____ %	_____ %
Technical	_____ %	_____ %
Media	_____ %	_____ %
Industrial	_____ %	_____ %
Sales/service industries	_____ %	_____ %
Homemaker	_____ %	_____ %
Retired	_____ %	_____ %
Other	_____ %	_____ %
Gender		
Male	_____ %	_____ %
Female	_____ %	_____ %