



SCORE Lancaster Lebanon

UPDATE FOR LCAR COMMERCIAL & INDUSTRIAL COUNCIL
NOVEMBER 2020



SCORE is a nonprofit resource partner of the U.S. Small Business Administration dedicated to the formation and growth of small businesses in the United States.

We help small businesses by:



Providing free
business advice
and mentoring

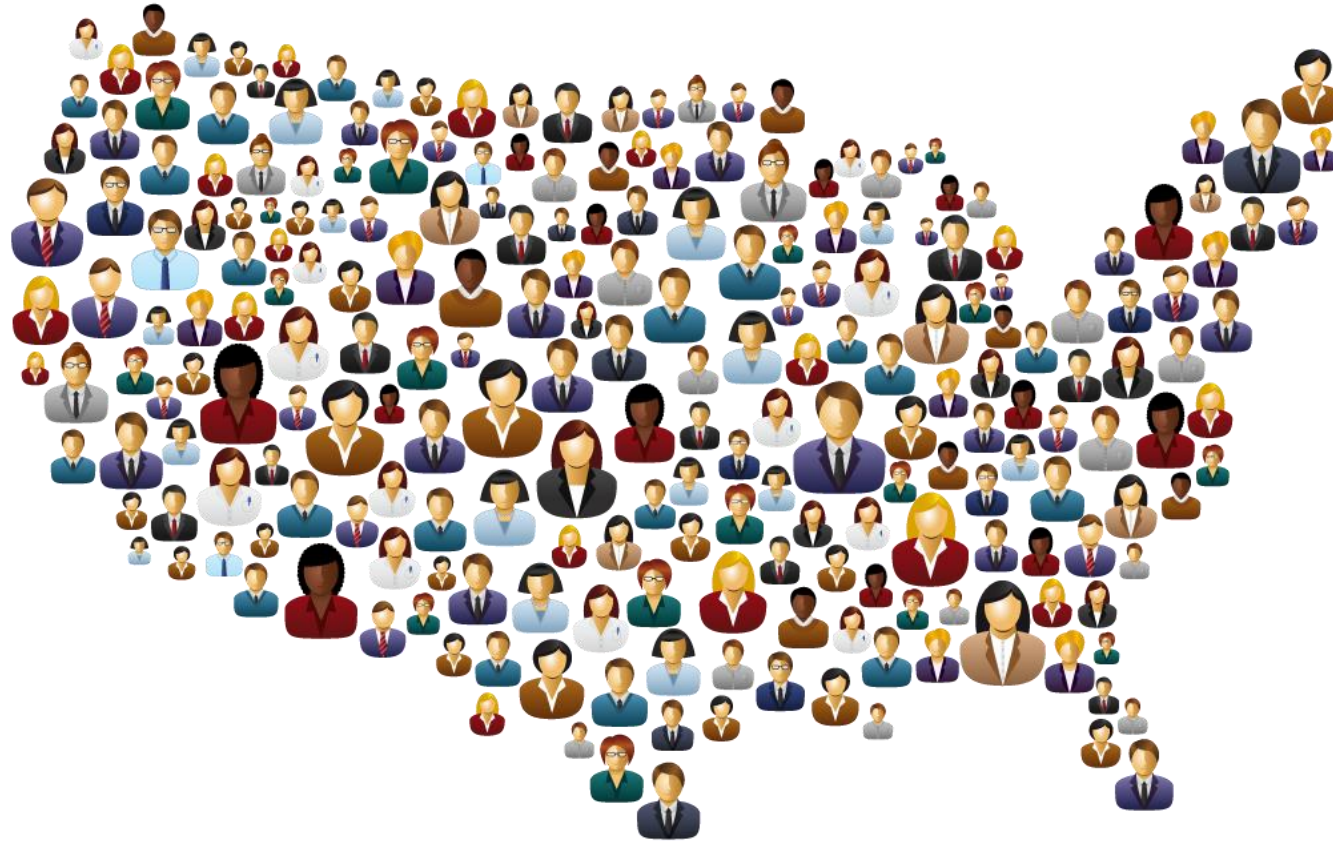


Offering
low or no-cost
business training



Sharing free
business templates
and resources

All of this is possible through the effort of our
11,000 volunteers nationwide.



Diversity and Inclusion is Grounded in Five SCORE Values

- SCORE believes in the importance, value and power of diversity – diversity of people and diversity of thought.
- The diversity of race, gender, ethnicity, geography, and experience is important and valuable in SCORE.
- We are committed to achieving diversity of our volunteer corps, staff, board and clients.

- *Clients Matter*
- *Volunteers Matter*
- *Experience Matters*
- *Relationships Matter*
- *Diversity Matters*

Respecting values allows ALL to get involved

About Our Chapter

LOCAL OPPORTUNITIES TO HELP LOCAL SMALL BUSINESSES

The Local SCORE Story

SCORE Lancaster Chapter was first organized in 1965 to serve small businesses in the Lancaster Community. The Chapter expanded to cover Lebanon County in 2015.

Lancaster-Lebanon won National Chapter of the Year in 2013 & 2018

The Chapter has grown to a membership of more than 75 mentors

The Members have significant depth of experience across a wide range of industries and functional areas of expertise

The SCORE Lancaster-Lebanon 2020 Year in Review

Thanks to the 80 volunteer mentors, this Chapter...



Served 1016 unique clients



321 learning events served
1616 client participants



Delivered 4599 mentoring hours

Diversity & Inclusion Journey



FY20 Focus and Actions Completed

- Formed Committee Dec 2019
- D&I objective in the Chapter's strategic and ops plan
- Initiated Training at Chapter Meetings
 - Unconscious bias
 - Understanding the Latinx culture
- Conducted Discovery Interviews with Lancaster & Lebanon leaders
- Secured two significant D&I grants
 - C&I CBO
- Recruited two volunteers fluent in Spanish
 - Ramon Estevez (Mentor, Financial)
 - Norma Rivera (SME, retired educator, PhD, Spanish)

Thank You for your Generous Support

Diversity & Inclusion FY21 Plans

Diversity & Inclusion (D&I)

Beverley Doody (co chair)

Jeannie Stephens

Bob Smith

Larry Keating

Kevin St. Cyr (co chair)

John Bomberger

Karen Shenk

Jo Diaz

FY21 Plans

Sep 2020 - Mar 2021: Continue **Discovery** with Black and Latinx audiences

- determine gaps in our understanding that we might fill to better serve minority clients
- Partner with SACA in Lancaster and Juntos de Lebanon

Oct 2020 - Aug 2021: 4 **Chapter Training** modules by a certified D&I trainer

- benefits of organizational diversity, barriers to inclusion, cultural awareness/sensitivity and taking individual responsibility to champion D&I

Mar 2021: Build **chapter digital resource library** with materials and tools

- promote and educate volunteers on diversity and Inclusion

Mar 2021 - Jun 2021: Launch **integrated outreach** that is “digital-first”

1. Social media, including Facebook and Instagram Ad Manager modeling. Develop targeted content in English and Spanish. Test, learn, iterate over 90 days
2. Build bi-lingual landing and support pages on the SCORE website
3. Outreach via digital newsletter/email, webcasts, and local Latinx radio
4. Translation and redesign of brochures and flyers
5. Ongoing listening and conversation with key members of these communities

2021 TBD: Two **Women’s Networking Events** to increase awareness and recruitment

FY21 - FY23 Chapter D&I Recruiting goals				
	Starting point	FY21	FY22	FY23
	9/22/2020			
Total Number				
Minority	1	4	6	9
Women	14	18	23	26
Total in %	80	80	82	85
% Minority	1%	5%	7%	11%
% Women	18%	23%	28%	31%

QUESTIONS?

THANKS FOR YOUR INTEREST
