

## Video Segment 1: From a “First Awakening” to 2020: The Evolution of Diversity

### NOTE-TAKING GUIDE

#### Links to Corporate News Reports

- [Comcast Commits \\$100 Million](#)
- [Apple Unveils \\$100 Million Racial Equity and Inclusion Initiative](#)
- [Walmart Commits \\$100 Million for New Center on Racial Equity](#)
- [NBA Foundation Pledges \\$300 Million Toward Black Causes](#)
- [Michael Jordan and the Jordan Brand Donating \\$100 Million](#)

Each of the panelists brings a unique point of view to Wharton’s discussion on Race and Corporate Power. It’s important to understand their roles as you explore aspects of the discussion. During their introductions, take note of the titles and organizations for each of the following, and include a brief description of what you think might be their **unique perspective** on corporate power:

Dean Erika James: \_\_\_\_\_

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Carla Harris: \_\_\_\_\_

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Wes Moore: \_\_\_\_\_

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Dalila Wilson-Scott: \_\_\_\_\_

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Katherina Rosqueta: \_\_\_\_\_

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*“We’re at the early days of people really starting to embrace that you’ve got to think about diversity, equity and inclusion as a necessity.”*

—CARLA HARRIS

Continued »

How has the concept of diversity changed in the past 30 years?

1980s: \_\_\_\_\_

\_\_\_\_\_

1990s: \_\_\_\_\_

\_\_\_\_\_

2020: \_\_\_\_\_

\_\_\_\_\_

Morgan Stanley created the **Multicultural Innovation Lab** in 2016 to help support entrepreneurial ventures founded by women and people of color. Discuss four ways that this corporate initiative is helping to change the statistics and promote the success of these ventures:

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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4. \_\_\_\_\_

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What is the relevance of this statement by Carla Harris in making progress toward racial justice?

**“When you have 1 out of 9 or 10 that doesn’t work versus the industry average where 1 out of 10 does work, that tells you something.”**

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## THE LANGUAGE OF BUSINESS

(Hyperlinked vocabulary is from the Wharton Global Youth Video Glossary)

[CEO](#)

[Entrepreneur](#)

[Operational Process](#)

[Collaboration](#)

[Entrepreneurial](#)

[Operations](#)

[Corporation](#)

[Inclusion](#)

[Organization](#)

[Corporate Strategy](#)

[Industry](#)

[Partnership](#)

[Diversity](#)

[Investment Banker](#)

[Startup Capital](#)

[Diversity Training](#)

[Investor](#)

[VC \(Venture Capital\)](#)

**Apple, Inc.:** An American multinational technology company based in the Silicon Valley region of California.

**Center for High Impact Philanthropy:** A center at the School of Social Policy and Practice at the University of Pennsylvania that works to help donors around the world – people who give their money to causes – to do more good and have effective outcomes.

**Cisco Systems:** An American multinational technology company based in the Silicon Valley region of California.

**Client:** Someone who pays for professional services from a company.

**Comcast Corporation:** An American telecommunications company headquartered in Philadelphia, Pa.

**Commercial Opportunity:** A business opportunity or chance for a company to make money.

**Corporate America:** The high-profile companies and organizations that help drive the U.S. economy.

**Corporate Power:** The power held by the high-profile companies and organizations (and their leadership) that help drive the U.S. economy.

**Distribution of Capital:** How startup capital is spread across different types of entrepreneurial ventures.

**Dug Song:** A cybersecurity expert who sold his startup company, Duo Security, to Cisco for \$2.35 billion in 2018.

**Duo Security:** A cybersecurity business co-founded by Dug Song that specializes in multi-factor authentication.

**Equity:** Fairness or justice in the way people are treated.

**Founder:** Someone who starts a new business.

**Historically Black Colleges and Universities (HBCUs):** Institutions of higher education in the United States that were established before the Civil Rights Act of 1964 with the intention of primarily serving the *African-American* community – for example, Howard University.

**Inequity:** Unfairness, typically because someone is showing favoritism or bias.

**Kevin Warren:** An American attorney and sports executive who is the first African-American commissioner of the Big 10 Conference in college football.

**Market Inefficiency:** When a certain type of company – or in this case business person – has access to a product or a market and therefore controls that market.

**Marketplace:** The arena where business happens.

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**Morgan Stanley:** An American multinational investment bank and financial services company that is headquartered in Manhattan, New York.

**Multicultural Entrepreneurs:** Business founders who come from diverse backgrounds and cultures.

**NBA Foundation:** An organization created in 2020 by the National Basketball Association to drive economic empowerment for Black communities.

**Outsized Return:** When an investor gets a larger return than expected.

**Pipeline:** A pool of potential job candidates.

**Public-Private Partnership:** When two or more public and private entities – like government agencies and private businesses -- work together to complete a project or provide services.

**Race:** The grouping of humans based on shared physical or social characteristics.

**Racial Equity:** Being just, impartial and fair and providing equal opportunities across different races of people.

**Racial Justice:** See “Racial Equity”

**Richard B. Fisher Scholars Program:** A Morgan Stanley program that provides scholarship money and internships to high-achieving, diverse students.

**Richelieu Dennis:** An entrepreneur who cofounded Sundial Brands to create natural hair and beauty products for consumers of color.

**Robin Hood Foundation:** New York City’s largest poverty-fighting organization.

**Startup Accelerator:** A program that provides mentorship and resources to help a group of new businesses grow quickly or accelerate their early growth. Some examples include Y Combinator, 500 Startups, Techstars and Plug and Play.

**Systemic Racism:** Systemic racism, also known as institutional racism or structural racism, is the idea that society accepts certain practices as normal, even though they may discriminate against people based upon their race or ethnicity.

**Wall Street:** Symbolizing America’s financial hub, it is an eight-block-long financial district in lower Manhattan, New York City, that is home to such behemoths as the New York Stock Exchange and investment bank powerhouses like Goldman Sachs and Morgan Stanley.

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