

# Center for Economic Opportunity & Belonging Year-End Review

The Center for Economic Opportunity & Belonging (CEOB) at the Economic Development Corporation of Utah (EDCUtah) was launched in June 2021 to serve as the private sector's commitment to work alongside government and communities of color to advance the principles outlined in the Utah Compact on Racial Equity, Diversity, and Inclusion (the Compact).

On December 16, 2020, Governor Gary R. Herbert, business leaders, community advocates, and members of Utah's multicultural community joined together on the steps of the Utah State Capitol to publicly launch the Compact. On January 4, 2021, moments after his inauguration, Governor Spencer Cox also signed the Compact, making it the first document he signed as the 18th governor of the State of Utah.

CEOB focuses on increasing economic equity and strengthening community cohesiveness through fostering an environment of belonging. It is founded on the principles that all people are created equal and that all Utahns should have to equal opportunity for prosperity. In year one, CEOB set out to catalyze the principles of the Compact by partnering with the private sector, the Cox-Henderson Administration, and Utah's multicultural communities to co-create strategies that expand value, opportunity, and life outcomes for all Utahns. We are pleased to provide an overview of what we've accomplished.

## The Five Principles of the Utah Compact on Racial Equity, Diversity, and Inclusion

1. Acknowledgment and action: We acknowledge that racism exists, and our actions make a difference. We call out racism wherever we see it and take purposeful steps to stop it.
2. Investment: We invest our time and resources to create greater opportunities for people of color. Eliminating racial and ethnic disparities requires our significant effort and investment.
3. Public policies and listening: We advance solutions to racial ills by listening and creating policies that provide equal opportunity and access to education, employment, housing, and healthcare.
4. Engagement: We engage to effect change. Broader engagement, equitable representation, and deeper connection across social, cultural, and racial lines will uphold the principle of “nothing about us, without us.”
5. Movement, not a moment: Utahns unite behind a common goal to create equal opportunity. We affirm our commitment will not just be a passing moment, but a legacy movement of social, racial, and economic justice.

## CEOB's Core Areas of Focus

### An Environment of Belonging

CEOB is charged with building a community where everyone feels they belong by generating narratives to influence and inform perspective, perception, and behavior.

1. Belonging Campaign: We are creating a statewide campaign to explore stories of people experiencing the positive power of belonging.
2. Relationship Building: We foster ways to build mutually respectful relationships across racial and ethnic lines that honor and value each person's humanity.

### Community Engagement

CEOB seeks to foster an environment where communities of color can be participatory architects in closing the racial equity gap for children and families in Utah.

1. Participatory Asset Mapping: We are gathering information from communities about their strengths and resources.
2. Coalition Building: We are fostering an environment where forming partnerships and bridge-building becomes habitual.

### Economic Equity

Recognizing the vital role new Americans play in Utah, we are developing a strategic plan to improve opportunities, advance integration of foreign-born residents, and maximize their potential to succeed.

1. Alignment of Opportunities: We conducted research to identify opportunities to increase economic growth by maximizing the potential of new Americans in Utah.
2. New Americans Task Force: We created a task force of government, industry, and new American leaders to build alignment and commit to act towards shared goals.



## Legacy Initiatives

In year one, CEOB contributed to three significant capacity-building initiatives. Although not in the original work plan, these initiatives arose in year one as timely opportunities to catalyze the principles of the Utah Compact.

1. **Multicultural Legacy Blueprint:** We partnered with the Utah Division of Multicultural Affairs (MCA) on an action plan to close gaps identified in the Diversity Data Book (slated for release in Q3 2022).
2. **Build Back Better (BBB) Regional Challenge Grant:** CEOB provided consulting to the Utah Office of Energy Development on the equity portion of the BBB application to win a \$500,000 phase 1 planning grant and eligibility to compete for \$25 to \$75 million dollars in phase 2.
3. **Utah Immigration Assistance Center:** We partnered with MCA to secure a three-year funding grant for a full-time director of the new Immigration Center at the Governor’s Office of Economic Development (Go Utah).

## Accomplishments in Detail

### An Environment of Belonging

#### *Belong in Utah*

CEOB started work on the Belong in Utah campaign by facilitating a co-creation process led by three work groups. These work groups provided opportunities for a diverse array of voices to participate in creating the elements that will comprise the campaign.

<b>Air Game Work Group</b>	
Discovery: Conduct a series of interviews and working sessions, along with a review of any documents, site visits and working sessions with stakeholders	Completed
Brand Identity: Create logo marks, colors, typography, and any other visual elements	In progress
Website Design & Development	In progress
Success Metrics	In progress
<b>The Pledge Work Group</b>	
Focus Groups: Conduct focus groups to gather perspectives and capture belonging strategies	In progress
Pledge: Create a document for individuals and groups to commit to taking action	In progress
Belonging Strategies: Work with communities to create a list of strategies to activate belonging	In progress
<b>The Storytelling Work Group</b>	
Collection of Stories: Launch a statewide survey to collect stories highlighting the power of belonging	Completed
Mechanisms to Share Stories: Produce videos featuring Utahns finding belonging	In progress

## *Relationship Building*

CEOB connects, facilitates, and provides resources for groups to build relationships. We listen deeply to understand, and we acknowledge that building relationships with communities—especially those historically underrepresented—takes time and commitment. For the past year, we have listened, learned, and catalyzed opportunities to strengthen communities’ capacity to initiate local efforts. One product of these relationship building efforts is the Welcoming and Belonging Community Cohort.

CEOB launched the Welcoming and Belonging Community Cohort in partnership with Welcoming America. Four Utah communities between 10,000 and 50,000 in population were selected to participate in a year-long experience to create welcoming and belonging strategies. Brigham City, Cedar City, Tooele City, and the Southeastern Utah Association of Local Government (SEUALG) form the inaugural cohort. Each of the communities received a free one-year membership to Welcoming America, regular training, and one-on-one technical assistance.

### **Progress Highlight**

On May 26, 2022, SEUALG unanimously signed the Welcoming and Belonging Proclamation to announce its commitment to welcoming and belonging in the region.

## **Community Engagement**

### *Participatory Asset Mapping*

In contrast to deficit-based community analyses, asset-based community development builds on the skills of local residents, the power of local associations, and the supportive function of local institutions to identify existing community strengths and build stronger, more sustainable communities for the future (The Asset-Based Community Development Institute).

In year one, CEOB launched two asset mapping efforts to identify the existing strengths and resources of Utah’s multicultural communities. At the micro-level, we began mapping associational and individual assets to identify trusted community voices within four Utah communities: Rose Park/Glendale, Ogden City, Cache Valley, and Genola. The process includes a combination of intercept interviews and focused groups.

Secondly, as a part of the Multicultural Legacy Blueprint, we completed a macro-level community asset map survey of community-based organizations in March. This survey helps us understand current best practices in addressing disparities among multicultural communities in the areas of the economy, education, housing, and healthcare.

### *Coalition Building*

Coalition building requires the creation of actions to foster an environment where forming partnerships and bridge-building becomes habitual. CEOB initiates action and provides resources among groups to build consensus, organize and develop greater power. One product of these coalition building efforts is Raise Up Utah.

Raise Up Utah is an advocacy campaign led by a coalition of community leaders to promote family and community engagement in Utah school districts, particularly as it relates to how districts spend, monitor, and report publicly on their American Rescue Plan Elementary and Secondary School Emergency Relief (ESSER) funds. CEOB secured the resources from a national organization, TNTP (formerly known as The New Teacher Project), to provide technical assistance and resources needed to create the campaign—including an interactive website.

The campaign and its forthcoming website are designed to equip family and community members with tools to elevate their voices to district leaders.

## Economic Equity

### *New Americans Task Force*

The Utah New Americans Task Force, which CEOB helped launch, will develop a comprehensive, multi-layered, actionable strategic plan to maximize new Americans' economic, social, and civic potential and build an environment of belonging in Utah. This plan will focus on core areas that include Leadership, Economic Development, Connected Communities, and Education. The four conveners of the task force are EDCUtah, World Trade Center Utah, the Salt Lake Chamber, and Go Utah.

New Americans Task Force	
Publish a statewide profile of the contributions of new Americans in Utah	Completed
Convene stakeholders in work groups to solicit recommendations	In progress
Publish recommendations in a plan	By Dec. 2022

### *Essential Workers Project*

This year-long project will review new, state-specific qualitative and quantitative data to help identify potential policy interventions, as well as expert technical assistance (TA) in designing and advancing a relevant policy solution to up-skill essential workers. CEOB helped secure a one-year grant and will serve as a supporting partner to Go Utah, Talent Ready Utah, and the Utah Division of Multicultural Affairs on this project.



## Catalyzed Legacy Initiatives

CEOB contributed to a number of legacy initiatives that, while not in the original work plan, were fruitful opportunities to catalyze the principles of the Utah Compact.

### **Multicultural Legacy Blueprint**

CEOB partnered with the Utah Division of Multicultural Affairs to create the Multicultural Legacy Blueprint. Based on national and local evidence, and community input, the blueprint explores how Utah can capitalize on its strong economic position by continuing to develop equal opportunity for our multicultural communities, specifically in the areas of housing and economics.

While the Diversity Data Book published by the Kem C. Gardner Policy Institute in 2021 identified real gaps in economic outcomes by gender and race, Utah still leads the nation in income equality, economic mobility, and social capital. We support one another, encourage equality, and provide people with the opportunity for economic growth. Our state's conditions do not occur organically; our leaders and communities continuously work to improve the lives of everyone who calls Utah home.

Slated for release in Q3 2022, the proposals contained in this blueprint will identify opportunities for public, private, and philanthropic leaders to invest in creating a thriving Utah future for all.

### **Build Back Better Regional Challenge Grant**

The Utah Energy Diversification and Innovation (UEDI) Coalition was selected as a finalist for the \$1 billion Build Back Better (BBB) Regional Challenge Grant from the U.S. Department of Commerce. Utah landed in the top 11% of all applications—securing a \$500,000 planning grant—and is now positioned to be among 20 to 30 applicants to be chosen for a \$25-\$75 million award.



The UEDI Coalition Build Back Better project would diversify Utah's rural South, Southeast, East and Central regional economy away from deep dependency on coal mining and coal-powered energy to an interstate regional producer of diverse, reliable, low-carbon power and energy technologies.



CEOB secured free consultation from America Achieves, which provided a team of national experts, including consultants from McKinsey & Company and HR&A Advisors, to guide the Utah team in strengthening the application's equity component. Up to 20% of the scoring for the Build Back Better challenge is focused on equity, ensuring outcomes and efforts will reach historically under-served populations and areas, communities of color, women, and other groups with labor market barriers.

CEOB helped craft the equity framework for round two of the application process and continues to serve as the equity technical advisor for the UEDI coalition.

### **New American and Immigrant Integration**

In 2020, the Utah Legislature created the Utah Immigration Assistance Center with the goal of being a one-stop resource for individuals and businesses seeking immigration guidance and information on Utah's foreign labor rules and regulations. The newly created office, located within the Go Utah, plays an important role in providing technical immigration assistance to Utah's ever-growing new American community.

CEOB and the Utah Division of Multicultural Affairs partnered with Go Utah to submit an application to the Emerson Collective to host a 3-year, fully-funded director position to lead the Immigration Assistance Center. Utah's application was selected for funding. The inaugural director, Natalie El-Deiry, will play an important role in advising the Cox-Henderson administration on best practices for immigration assistance and policies that will benefit Utah for many years to come.

# Want to know more about our program?



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