

Membership Diversification

Every committee should be involved in membership diversification. Be cognizant of what's going on in your particular arena. Know all the young professionals who are excelling in those areas and engage them. This is a multilayer program that builds our membership.

Goals

- Reach out to and target professionals at every level for potential membership
- Form partnerships with African American alliances from every business sector from the nonprofit world to entertainment. Make a list and begin outreach.
- Have business cards printed with who we are and our mission on the back so that we can educate people about who we are and what we do quickly and easily
- Develop event ideas that touch every business level from entry level to President
- Put together a list of top 40 African-American executives under 40, host a mixer recognizing them as a whole and do a digital distribution of the list. Program can be made for the actual event featuring all the top 40.
- Host a series of workshops for entry level employees that give insight on how to make it to the next level including, navigating the politics, mentorship etc.
- Develop high level mentorship program that pairs higher level professionals with execs and CEOs from the LAUL ranks.
- Form partnerships with board leadership and other training programs that can benefit our members
- Form partnerships with minority recruitment and development organizations, diversity supplier and company diversity business units that give priority access to their programs for our members
- Be a standout professional and host standout events so others will want to join our organization and constantly engage people in our own professional circles about the how great LAULYP is and implore them to become a part of the movement.