Black Young Professionals Reluctant to Recommend Greater Omaha as a Place to Live, Work
– Urban League, Chamber Study Explores Why

OMAHA, Neb., June 29, 2017 – The Urban League of Nebraska and Greater Omaha Chamber are releasing the results of a new young professional (YP) survey – a follow-up to the Chamber’s 2015 findings that Black YPs are five to six times less likely to recommend Greater Omaha than any other race.

To delve deeper into the disparity and gain a foothold on solutions, the Greater Omaha Chamber and the Urban League of Nebraska contracted with University of Nebraska-Omaha’s Support for the Training and Evaluation of Programs (STEPs) to take the pulse of Greater Omaha YPs.

The survey, conducted via social media, email and group outreach, collected 675 responses. (Those considered in the analysis were 20-40 years old and currently living in Greater Omaha.)

Following the close of the survey in March, UNO STEP's conducted focus groups with select Black YPs.

“In compiling the results of the online survey and focus groups, two main themes emerged that highlight differences between the experiences of Black young professionals and all other YPs – access to opportunities and connectedness to the Greater Omaha community,” said Ashley Turner, Urban League of Nebraska YP Board member and Chamber YP Council member.

Key Findings:

- One of the largest disparities concerned job satisfaction, with 59% of Black YPs satisfied with job opportunities compared to 80% of all other races.
- A large gap between Black YPs and others also existed in relation to:
  - Satisfaction with compensation
    Just 38% of Black YP respondents reported satisfaction with their salary compared to 55% of all other respondents.
Opportunities for hiring
49% of Black YP respondents reported having an equal opportunity to be hired compared with 67% of other races.

Equal opportunity for promotion and advancement
Fewer than half of Black YPs (43%) feel they have an equal opportunity for promotion or advancement, compared to 67% of all other races.

44% of Black young professional respondents feel connected to the Greater Omaha community compared to 62% of all other YPs.

“These disparities impact the community’s ability to succeed by inhibiting its ability to attract and retain Black young professional talent,” says Sarah Moylan, the Chamber’s director of talent + workforce. “Establishing a greater sense of community; improving access to equitable opportunities in terms of jobs, professional development and education – these are areas where Greater Omaha can do better.”

As the focus shifts from problem to solution, a special committee, including members of the Urban League of Nebraska’s and the Chamber’s young professional groups and boards of directors, will be formed. It will augment its efforts by collaborating with community partners, company champions, public officials, and concerned citizens who want to help address these disparities.

“To truly bring about change, we need a cross-sector approach that brings the best and the brightest minds together in a way that maximizes our current efforts while charting a new course for our community on these very important issues,” says the Urban League’s Michael Cich-Jones.

Those interested in project involvement should contact:

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**Greater Omaha Chamber:** The mission of the Greater Omaha Chamber is to champion a thriving business community and prosperous region through visionary leadership and collaboration.

**Urban League of Nebraska:** We are an empowering voice in the community advocating for economic self-reliance, parity, power, civil rights and equal opportunity for all.