>> Welcome, everyone! This is Jennifer London from Diversity Best Practices, and Working Mother Media. Thank you so much for joining us for our Native American Heritage Month event. We have a great program for you today. I'll just take a minute to review a few housekeeping items before we get started. And before I do that, I want to ask you to introduce yourselves in the chat. Let us know where you're connecting from today, where you work, and also we'd love to know what tribal nations might be represented today. Feel free to share that information about yourself as well. So you can go ahead and do that. That would be great. And we'll get started in just a couple minutes.

And thank you, I see folks are starting to type. We'll get started in just a minute. Thank you so much!

>> Hello, everyone! This is Jennifer London from Diversity Best Practices and Working Mother Media. So great to see so many joining today. For those who have just joined,
we wanted to get a sense of who is with us today. Please take a moment to introduce yourselves. Let us know where you're connecting from, where you work, and if you represent a tribal nation, we'd love to know that information as well, to see who we have with us today.

Before we get started, a few quick housekeeping items. Although we will have an audience Q&A at the end of the program, feel free to submit a question at any time in this chat box here where you're already introducing yourselves. And we will get to them as they come in, mostly at the end of the program. Also, if for any reason you have any technical issues, we hope you don't, but if you do, please feel free to use the chat to let us know about those and we have Andrew standing by to help you with any technical difficulties you might have.

All right, we'll get started in just a few minutes. Thank you all. I just see a number of people just joined us. If you're just joining us, thank you. My name is Jennifer London from Diversity Best Practices and Working Mother Media.

We're asking folks to, as you see, introduce themselves in the chat. Let us know where you work and where you're connecting from today and what tribal nation you represent if you do. We'd love to hear from you. Thank you for joining us, and we'll get started in just a minute.

Thank you!
Thank you all so much for introducing yourselves in the chat. It's great to see so many of you with us from so many places in the United States, and even abroad. I think I see a few folks. It's great to see some familiar names in there as well. So appreciate seeing all of you with us today.

It's time to get started. Thank you and welcome to our Native American Heritage Month event during this Native American Heritage Month, November. I am coming to you today from the lower east side of Manhattan.

This land and the land of the five boroughs of New York City was stolen from the Lenape, Mohican, Shinnecock people. I ask you to join in honoring these and future generations.

For those located in New York City consider exploring the work of the American Indian Community House. They have been serving the needs of Native Americans living in New York City since 1969. For those joining from elsewhere, I encourage you to learn about the people who came before you in your region and find ways to acknowledge and honor their legacy and actively support efforts to ensure their future. If not sure how to find this information, you might started with your local library. Or there is a website in an app called Native Land where you can type in your town or city and it will list the original native territories you are currently on. Diversity Best Practices is committed to working to dismantle the ongoing legacy of settler colonialism to effectively driving diversity, equity and inclusion efforts for all people.

Our program today is an acknowledgment of individuals and resource groups and organizations working together to uplift Native Americans and indigenous communities. And I am honored to be with all of you today to do that.
So thank you again for joining us today.

Let's start our program with a trivia question and get your brains working a little bit. So, our first trivia question is going to come up on your screen in just a moment. According to the 2010 census, what percentage of the U.S. population identifies as American Indian or Alaska native? Is it 5.3%, 3.2%, 1.3% or .9%? And you can click the video button next to each answer to see what you think.

I see a number of people still answering.

All right. Great. I'm going to broadcast the results.

So many of you chose is higher number, but actually it is only .9%. However, there is some discrepancy with that number, and obviously that was ten years ago now, so we probably will have new information soon. And I have seen anywhere from .7 to 1.4%. So it is .9% of the population identifies as American Indian or Alaska native.

All right, one more trivia question before we get started. Not including Alaska, which has the highest proportion of American Indians and Alaska natives here in the United States at 27.9%, which state has the highest proportion of American Indian? Is it Oklahoma, New Mexico, South Dakota, or Montana?

I'll give you a few minutes to make your choices.
We see an even split between Oklahoma, New Mexico and South Dakota with Montana. I'll broadcast results so you can see.

Looks like the majority of you have voted. So the connect answer is actually Oklahoma. And it is with 17.4% of the total American Indian population. I will also point out, though, just as quick trivia that the other three states listed here in order are the next highest proportion of Native American and Alaska native in our country. So from Oklahoma down to Montana, in that order.

All right, well, thanks for taking part in our little trivia question. Let's get started with a little bit of context before we hear from our speakers. I think it's important to just understand a little bit about -- for those who may not know much about the Native American population, Alaska native population in this country. So some quick facts. There are currently 574 federally recognized tribal nations and Alaska native villages.

And that land now would make Indian country the equivalent of the fourth largest state in the United States. And also just another interesting fact, American Indian and Alaska Native businesses have estimated buying power of $115 billion in 2018. So not insignificant in any way.

It's also true that we do have some -- sorry, Stephanie, later in the program will talk about the education disparities for this population, but I want to just take a moment to talk about some of the health disparities that we have seen with Native American Alaska Native communities. They face persistent health disparities, and this is due to historical trauma and racial inequities, there's no doubt about it. Life expectancy is 5.5 years lower than other U.S. races. Youth suicide rate is 2.5 times higher. And recently COVID cases are 3.5 times higher than non-Hispanic white population. The good news is that the world is finally taking notice of the challenges that Native Americans and indigenous people globally face and are rallying around these communities to support and advocate for them. We saw this, of course, at Standing Rock, but more recently with the global support of the Navajo and Hopi nations GoFundMe campaign to raise
much needed funds to support their efforts to address the COVID-19 crisis in their communities.

And we have had some really exciting firsts recently. As you know, Sharice Davids and Deb Haaland became the first Native American women to serve in Congress in its 230-year history, and some good news about this week's election, I know we're right in the middle of election week still. We still don't know what the results are, but the good news is that two new Native American additions to the 117th Congress now having more Native Americans than any previous Congress with a total of six.

Earlier this year, the first Native American-owned film studio was born located in New Mexico, the most recent Tom Hanks film was shot there earlier this year. And I didn't know there was a global seed vault that houses seeds from all over the world to preserve our native seeds from all over the world, and this year the Cherokee nation was invited to contribute heirloom seeds to that vault to preserve native seeds.

There are a lot of great things going on but challenges persist. That's why I'm so excited to hear from our speakers today about the great work that they are doing to address not only the challenges but to create future firsts that we can add to that list for the Native American population. And so to kick us off we have Malachi Hammonds. Malachi is the global co-leader of Verizon employee resource group Native Americans of Verizon. He lifts up the voices of American Indian Alaska Native employees at the company while leading the employee resource group to promote digital inclusion, climate protection and human prosperity within tribal communities around the country.

Welcome, Malachi.

>> MALACHI: Thank you, Jennifer. Good afternoon, brothers and sisters. My name again, is Malachi Hammonds and I'm a proud member of the Lumbee tribe of North Carolina, and as Jennifer mentioned, I serve as the global co-lead for Native Americans of Verizon. I must do this, I always do this, but I want to shout-out my
co-partner who joined with us today, Rodriguez, part of the chat over there. So welcome and thank you for joining. NAV is one of the many ERGs that Verizon offers to employees. As you see, we are committed to promote the rich cultures of American Indian, Alaska Natives to all teamers and advocate to ensure our community is included as the company moves the world forward in the areas of digital inclusion, climate protection and human prosperity.

When you think about the word "crisis" and "change," your mind might start to process words like chaos and disorder, disaster and so forth. But today I want to focus on the opportunities that arise out of a crisis. As 2020 has been a challenging year for many communities, national conversations have often forgotten about the impact this year has had on tribal populations across the country. As ERGs, we are guided by the four principles, which are career, community, customer, and culture.

Like many organizations, we needed to look at alternative routes to engage members and stakeholders virtually this year. Today I'm going to talk to you briefly about the two pillars that Verizon and NAV have been heavily involved in, which are customer and community.

At Verizon, we have did -- we have a dedicated sales team that is committed to the success of our business and our customers. That dedicated sales team is our sovereign nations team, who supports all tribal customers within the turtle land.

As COVID-19 begins to make an impact on our communities and customers, understood and knew that Verizon was willing and able to run to the crisis and to assist. As a technology company, we understand the importance to have the ability to communicate with loved ones and family. As ERG, we have partnered with the sovereign nations team to advocate and bring awareness to the needs of the tribal communities., for example, the work that Verizon has done to preserve the cheer key native language was an opportunity brought to us by the attention of one of our members who reached out and shared the concern that many of the elders within the
Cherokee reservation who spoke fluent was unable to communicate and understand the current crisis happening within the country.

With our partnership with the sales team, we were able to communicate the concern and actually elevate the concern to the higher-ups to ensure that whatever we could do could happen. That is why nearly today half of the 2,000 fluent Cherokee speakers now have a Verizon solution within their homes that allow them to communicate to someone on the other end who also speaks the Cherokee language. Those Cherokee elders have the opportunity to speak with the individual on the other end to communicate their concerns, whether it be they need to speak to a doctor, whether they need groceries, or they needed to speak to a family member. That live representative is a part of the Cherokee Nation staff and they are able to assist and make an impact. The use of Verizon's technology allows them to do just that: To speak to a person who knows the language and to also make an impact in their life.

The added bonus to that virtual solution that we have is that the Cherokee Nation is always looking for ways to preserve their sacred language. That solution is allowing the elders who speak the language to record that language and to be used and stored in a virtual space that will allow future generations to communicate.

You see here we have our partners -- a partnership of our tribal communities as well through telehealth and network solutions. All throughout native country we understand that technology is a way that elders communicate to and with their families. However, during COVID, the opportunity to leave reservations and to also leave their home was highly impacted. However, allowing Verizon to come in and provide telehealth technology solutions where we offered a number of the communities here, as you see on your screen, the opportunity to have tablets on hand that they can distribute to their members and also to allow them to have basic smartphones to allow them to utilize within their home. Those tribal elders and tribal members had the opportunity to connect with a doctor directly using the tablet, and also had the opportunity to connect using the basic cell phone they had on hand as well.
All of these solutions and the opportunities that we have with the cyber nation team is important. However, it's very important that we as an ERG allow our members and our employees to have the opportunity to have knowledge that allows them to understand how to interact and to work with our tribal nations. That is why an ERG member has created and is actively working as a trainer to train all of the stakeholders that have interaction with tribal customers and the tribal communities. That goes for myself, teams, to persons in the network and to individuals that are actually on the forefront and out in the community.

I shared at the start of my presentation as an ERG, we understand the importance of community. And because of Verizon, we understand that we must be good corporate citizens. And we must share and celebrate our success with our communities. As a company, our CEO created a goal of having over 2.5 million hours in volunteer community work by 2025. As an ERG, we took on the challenge and got creative and wanted to ensure that our tribal nations felt the impact. At the start of COVID-19, the recommendations to buy two weeks of groceries, work from home, wash hands with soap and water, wear a mask, all to prevent the spread is a difficult task for vulnerable populations such as American Indian and Alaska Natives. Especially those living on Native American reservations. That is why over the course of these few months, NAV has been partnering with local tribal organizations, tribal reservations, and tribal hospitals to provide care packages for our tribal communities.

At this time we have partnered with six tribal organizations, which is allowing Verizon employees to make an impact and provide the necessary items that each organization needs, such as masks, water, hand soap, cleaning supplies, and food items.

Through these efforts we have logged almost 10,635 community service hours, surprising our individual ERG goal. Our technology team has also provided 3D masks to the Navajo nation hospital. At Verizon, we understand the importance of assuring that our native youth continue to have access to technology resources and educational
materials. That is why NAV also has partnered with the Boys and Girls Club Native Service Division to provide opportunities for club members to build virtual and on the spot robotic STEM kits. This was utilized the past last couple days during the virtual team summit. That opportunity was also -- with the opportunity, we also had the opportunity to allow V teamers to be part of virtual store telling where they had the opportunity to record any story that they wished and were able to share that video with the native clubs, and each youth that wanted to watch a story were able to see a live person with a book and have that opportunity to have story time.

And then finally, for the second year in that row, we have partnered with the University of North Carolina at Pembroke, which is home to the Lumbee Nation, my tribe, and the program is called Project 3C. This is dedicated to insuring native youth are exposed to STEM opportunities. This year we were able to participate in their virtual summer camp where NAV members participated in a Q&A session called "Ask Me Anything Technology." Those persons participating were able to ask them anything from 5G, how does it work, how is it to be with a company called Verizon. When is 5G coming? What is it like to be within the network? And so forth.

We also had the opportunity to provide an opportunity for virtual indigenous girls to participate in STEM on the virtual platform using virtual reality and we also presented about 5G. With that all being said, here is your call to action for your company. Get involved with the local tribal organizations and create opportunities for your employees to volunteer and give back. Also, if you have native employees, I implore you to encourage them to share their stories and create spaces where you as a member of the community get to learn more and also make an impact.

And then finally, if you're not a member of an ERG, then I encourage you to do so today. Thanks again for your time.
>> JENNIFER: Thank you so much, Malachi. I really love how closely aligned your work is to the Verizon credo. It really ensures that you'll have buy-in from the organization to support your efforts. So I love that and I think that's a great takeaway for any ERG working to support their communities. Before we move on, Malachi, there was one question that came in. Folks are interested to know what six tribal organizations did you work with? You mentioned there were six that you partnered with for one of your efforts. And so a number of folks were wondering what the six were. Would you mind sharing those?

>> MALACHI: Sure. I will share -- put those in the chat as well, but so far we have worked with the Comanche Nation and the Navajo Nation. We've done work with the Cherokee Nation. So I will put those into the chat so you can have them at your leisure.

>> JENNIFER: Great. Thank you so much for that. So before we move on, I just wanted to acknowledge a number of you did share your tribal affiliations with us, and I wanted to say that -- I wanted to list out the nations that are represented here today, not including all of our speakers who you will hear from also. So we have Cherokee, Lumbee, Navajo, Hopi, Pima, Cheyenne, Arapaho, rose bud Sioux and one other branch of Comanche as well. And it shows the diversity in the native population that is here today represented.

So let's check your history with another trivia question. So in 1847, the Choctaw tribe raised money for what European country going to a particularly difficult period for its people? Was it France, Norway, Spain or Ireland?

I'm going to broadcast results. Seems like most of you have voted. I'll give you a few more minutes to... not a few more minutes... a few more seconds to put your answers in there.
I'm going to end the poll. 57% of you are correct. It was Ireland. This was, of course, during the potato famine. And I think this story bears... you know, it's an interesting one in that the Choctaw were by no means a wealthy nation, but by collecting spare change, literally, from tribal members, they were able to send $170, which today would be around $5,000 to relief funds to Ireland, which is really pretty amazing. And we can get rid of that poll.

And just a few years ago a monument was actually erected in County Cork in Ireland to memorialize the generosity of the Choctaw. That's a photo of that memorial. Quite beautiful. And also more recently, I mentioned this earlier, but the people of Ireland were one of the largest pools of contributors to that Go Fund Me campaign I mentioned earlier set up to support the Navajo and Hopi tribes who have been, as you know, hit especially hard by COVID-19. So the connection between the people of Ireland and the native people of this country continues on to this day. A relationship of mutual respect and support. I love that.

All right. It's time now to hear from our next speaker, Stefani Miller, senior vice president, U.S. McDonald's division at the Coca-Cola company, which she applies strategic vision, marketing expertise and leadership to deploy Coca-Cola's strong brands and assets to drive growth for customers. And Stefani sits on the board of the American Indian College Fund. Take it away.

>> STEFANI: I'm just playing with the slides so I know how to use them all. This is a moment in time -- it's really a moment that never has been here before, and it actually may never be here again. And for indigenous people, we have our eyes, the eyes and the ears of the mainstream media, the general population, politicians and legislative leaders, as well as the eyes of the philanthropic community. And this really is a moment to begin the conversation, and the ones that will hopefully continue for years and be talked about for years in the history books.

So when we think about celebrating Native Americans, it's not just about the beauty of the artistry and the languages, but it's about celebrating the history of resilience,
persistence, knowledge contributions, and successes. But most importantly, it's about celebrating a future filled with hope, filled with promise and potential, but to unlock that potential we really must share today's truth of modern-day Native Americans. And the barriers to tribal sovereignty and self-sufficiency is immense. But so is the potential. The immense potential of the tribal people.

And education is fundamental in developing modern knowledge and a diverse workforce in order to create self-sufficiency in today's world. And that education, it really must be infused with tribal culture and knowledge so that it effectively marries the historical tribal knowledge and the general modern-day knowledge to the benefit of the tribal community.

And we think about National Heritage Month, it really is a time to celebrate the rich and diverse cultures, traditions and histories and achievements, and also a time to recognize native people's resilience and to acknowledge and combat the unique challenges that have been faced both historically and presently.

You know, this celebration is important to me as a woman of Cherokee descent, I took time to reflect on what this moment encompasses. And I thought of a key element of the Coca-Cola's vision: A better shared future. And to make that vision a reality, we must empower people's access to equal opportunities. But today, if we really were to look at the facts, there's a college access and completion crisis among native peoples. Only 14.5% of American Indians and Alaska Natives age 25 and older have a college degree. And if we want to put that into context, it's less than half of any other group in the United States.

Additionally, many of the American Indians and Alaska Natives who live on reservations, they struggle with feelings of being invisible, lost, feeling alone when they try to pursue attending non-Native colleges.
And just like many communities, COVID has hit the Native community particularly hard. 20% of Native students are now at risk of dropping out of college because of COVID-19. And it really creates an impact not just on their immediate family but also on generations that follow behind them due to continued low college attendance rates for Native people.

To combat this issue, the nation's largest Native-run charity, which is called the American Indian College Fund provides students with scholarships and program support so it ensures they have the tools to graduate and to succeed in their careers. And I personally am proud to be on the Board of Trustees for the American Indian College Fund, and I'm thankful to say that I work for a company that supports Native peoples as an ally, promoting advancement and inclusion. Every year the college fund empowers more than 4,000 American Indian students to start and to stay in school, to complete their degrees and launch careers that benefit everyone.

And the college fund is building a better future by making a significant difference. To date the college fund has delivered over $237 million and over 143,000 scholarships to support higher education across Native peoples.

Now, what I would say is, is it enough? And the goal is to double that impact within the next five years.

The Coca-Cola Foundation has been a strong supporter of the American Indian College Fund and awarded more than $5 million to the college fund since 1990 to fund Coca-Cola first generation scholars. And it's with the goal of helping students who are first in their families to attend a tribal college or university.

And to date, the foundation's grants have provided more than 600 scholarships to Native students.
Right now I would say that's not enough. So right now 42% of Native Americans are 24 years or younger, which means that we can make a significant impact on a very young generation. 41% of college fund scholars are first generation students.

But there is a sad reality where 81% of tribal college students are experiencing food and/or housing insecurity. If we dive a little deeper into the women and think about college funds and the support of women, 66% of college fund recipients are women. 31% of the recipients are first generation students. 33% of the recipients are mothers with 26% being single mothers. And then 13% of the college fund recipients are both single mothers and first generation college students. So you can tell that young generation strong focus on women and education and really trying to be there to support these students as they start to embark on a higher education.

And what I say, the upcoming generations of indigenous people, they're growing. It's a growing population with innovation, smart ideas, and it's really smart about how to address the cultural challenges and tribal communities, and this must be supported in gaining the knowledge and confidence for Native peoples to be able to move their ideas and their solutions forward. And for me, the Coca-Cola company, and the American Indian College Fund, the focus is on education as the answer.

So thank you. Thank you for your time today.

>> JENNIFER: Thank you so much for that presentation. I definitely have questions and I'm sure the audience will too. But I thank you for your work both at Coca-Cola and at the American Indian College Fund.

So, before we move on to our next presenter, I figured we would do a sports-related trivia question, since Nike is our next presenter, and this is in relation to one of their N7 ambassadors. So Jacobi Ellsbury, who is a Nike N7 ambassador that you'll hear about
soon is the first Native American of Navajo descent to do what? Play in the NFL, reach the major league baseball, win the Stanley Cup, or earn an Olympic gold medal as part of the U.S. men's basketball team?

Let's see what people say here. Still people answering.

All right. I'll broadcast the results. So you're split pretty evenly in your answers. So the answer is to reach the major leagues. So Jacoby was drafted by the Red Sox in 2007 and currently plays for the New York Yankees, for which this Red Sox fan may never forgive him. However, I will say that his work to support the Navajo Nation through the Navajo Relief Fund does make it a little harder for me to hold a grudge. So we'll see, Jacoby, I might forgive you.

So Jacoby Ellsbury, first Navajo to reach major leagues and ambassador. Our next presenter is from Nike, please welcome Kathy Baird and Tyler Hogan.

Tyler is Nike account executive in North America sales and co-chair of Nike Native American employee workgroup. He has increased cultural awareness and provide opportunities for Nike employees to engage with and support indigenous communities.

And Kathy Baird is a senior director of global communications at Nike.

Her work spans across Nike's purpose initiative, including the Nike N7 collection, which brings visibility to and representation of Native people and Native designers. The Nike N7 fund, which is commitment to sport and major use and most recently Nike's "Get Out the Vote" program. Kathy also serves as chief of staff and communications for Nike's Native American network.

Welcome, Kathy and Tyler.
KATHY: Thank you so much, Jennifer. And thank you Malachi and Stefani for sharing the work your orgs are doing.

My name is Kathy Baird. I'm Lakota and Oneida and enrolled member of the rose bud Sioux tribe and I work in global and alongside my colleague Tyler. Tyler, do you want to introduce yourself?

TYLER: Thank you, Kathy. My name is Tyler Hogan, as mentioned earlier, I'm a member of the Cherokee Nation in Oklahoma and account executive at Nike and co-chair of Nike's Native American employment work.

I want to thank the presenters for sharing with us today. Thank you for the time to talk a little about what we're doing at Nike with our Native American Heritage Month with our Native American network.

KATHY: Thanks, Tyler. We wanted to start with a land acknowledgment, because Tyler and I both are in the Portland, Oregon Beaverton area and our world headquarters of Nike is located here. While both working remotely, we thought it was important that we acknowledge that the Nike world headquarters is located in part on top of a village, place of the beaver

Just to echo what Jennifer said earlier, we do land acknowledgments of the locations in which we work and reside so that we can respect the history and recognize the first nations of the areas where we exist.

So I thank Jennifer for doing that at the start as well too.

We wanted to just get started bid sharing a little bit about two things that are important to both Tyler and I. Both our work as leaders on the Native American network and then also our work on the N7 product and brand and fund. So to get started here, our Native
American network to set the stage at Nike is one of eight employee resource groups at Nike. We’re a small but mighty team. I think the population statistics reflected earlier are true in terms of census data, but I think it’s important to note that for native people, census is a complicated resource to guide us in terms of true population because of the limited participation that we sometimes experience in tribal territories. I think statistics are more like 2% of the U.S. population, so I just wanted to flag that, even though data doesn’t accurately reflect our communities as best as it could and should and hopefully will with the work that we’re doing.

But as a resource group at Nike, what our team does, we're pretty small but we also have a group of allies as well too. So most of our employee resource groups are like Native American and Friends Network, Black Employee and Friends Network. We add on the friends to make sure we’re inclusive, because we do view ourselves as, in addition to providing the inclusivity and the community for our native employees, we also view ourselves as part of the group that helps create moments of visibility and education across our population. And I think as Tyler gets into the strategy of how we operate, one of the primary themes that we run across at Nike, and to be frank, really beyond that, is helping people gain a true understanding of who Native peoples are. I think the statistics shown earlier are accurate. I would also say I think there are a lot of amazing success stories that are happening and I think it's important for us at Nike, making sure people know the disparities we face, people know that we are a very resilient body of people that are making great accomplishments in our world. And I think especially in moments like we're facing right now and the climate, we're turning a lot to our indigenous values and I think our network is really stronger than ever at Nike because of the climates that we're facing in terms of how we're having to band together.

So that is just a start of where our network exists. And Tyler will get into the mission and the vision and also the strategy for how we operate.

>> TYLER: Thank you so much, Kathy. Getting to a little more tactically around the strategy of what we do as the Native American and friends employee network, I think it's
helpful to understand the mission and vision because it really helps drive us in what we hope to do both at Nike but also in our communities across the country. First our mission is we provide education, cultural awareness and resources for our employees to be represented, supported and promoted. We do this through a larger and wider vision. A population of network employees at Nike rooted indigenous culture and empowered to reach maximum potential. That means maximum potential both in careers at Nike but also at home in our families and also in our native communities. I one of the things I think important to understand about the work we do and the way we leverage Nike, our brand, is we also seek to promote the inspirational power of sport, stories of Native athletes and indigenous leaders in our community to break down stereotypes so as we go out to employee base, they understand what it means to be a modern indigenous person both in a workforce and representing ourselves, our families and our tribes throughout the community.

Next, as we look at the strategy a little closer, as we talk about who we are, we feel we are here to inspire and engage. We want to build connections for employees through cultural and brand moments across our indigenous communities. Kathy will talk a little bit about Nike, the brand, hopefully you are familiar with that. That gives an opportunity that is really unique to us as a network to be able to engage with consumers, but also with people throughout Indian country through that brand lens. And for us as an internal network of indigenous employees at Nike, we take that opportunity to build connections for them with other employees but also with local nonprofits, with tribes and other organizations that share the same values, seeking to build connection and engage with folks across our indigenous communities. We look at how we create our advantage and wins, as we call them, like Malachi mentioned, we also activate our mission through what we call the Nike pillars of career, community, consumer. And we look at the strategy which is something I'm excited to share with all of you because I hope it's something that you each can leverage with your own employee resource groups and indigenous communities at your companies and the nonprofits you represent. We're focused on four areas. That's around education, visibility, inclusion, and intersectionality.
When we talk about education, as I mentioned, we want to help shatter and break down some of the stereotypes that people may have in corporate America or in everyday life about Native people and indigenous identities. So we leverage our network as well as the brand to educate colleagues about indigenous people in our communities, both the struggles and, you know, especially that can look like the way we raise money and awareness for the way that COVID has disproportionally impacted Native communities throughout Indian country.

As we talk about visibility, we look at this as some of the most important aspects of the work we can do, increasing visibility for Native people, both at Nike and in our communities, so folks actually see us and we can be represented and have a seat at the table. We do this to advocate for indigenous representation across Nike. We do this with key moments and recruitment strategy, which we'll talk about later. The third bullet there, we want to focus on our growth as a Native community at Nike is providing opportunities for indigenous teammates to build community and support retention. We understand that if you feel you are alone, if you feel you are invisible and that you are, perhaps, the only Native person that you see in your workplace, you may not feel that you are included and you may not feel that you have community and support necessary for you to want to stay with that company long term. We think that building community and building a support system of other Native and indigenous people, as well as allies through the friends section that we can create that sense of community, belonging and support to allow us to retain, promote and create future indigenous leaders at Nike.

Lastly, we want to focus on intersectionality. We understand the importance of this, I think as Native people, we always have understood the importance of intersectionality, specific to the work at Nike, we are seeking connection with the other eight networks to co-create initiatives that will win for all. We've done a lot of work as we kicked off our Native American Heritage Month at Nike, one of the conversations we started with was partnering with our Black Employee Network to talk about and discuss and have a really authentic dialogue around the experience. We think that we are uniquely positioned as
indigenous people to help facilitate these conversations to seek those connections and create opportunities that folks at Nike otherwise would not have.

>> KATHY: Awesome, Tyler, that was great. I think one of the things we look for in both Native American Heritage Month and beyond, we want to be seen invisible and our community needs to be seen invisible outside November, so while our moments are really designed to maximize presence and moments, right now we've moved entirely into a virtual setting, as I'm sure many of you have as well too. We also do look to bring our community together and create moments of visibility throughout the entire year. Because I think the important thing about Native American history is that it's American history. So it's relevant through any season we might be present in. So moving into N7, which I will let you know, just in terms of my own background, N7 is a -- for anyone not familiar with Nike N7, where you might see it is in a product line and a collection of Nike sports where shoes, other kinds of sports elements that is designed by Native designers within Nike. So it's representative to us. Oftentimes you see pattern which is specific to a tribe or a nation, or you might see colors chosen, a color pallet that represents a particular aspect of a tribe. And it's important to us that we have this collection, because it represents -- it's a moment of visibility external in our consumer base. And I can let you know that in my own background, Nike N7 is something that I saw the beginnings of from afar when I was in another job years ago. And in my heart I saw that as a place where I could see myself in the future. I didn't pursue it. I didn't go down the road of looking for an opportunity in that space. I ended up employed at Nike unexpectedly and I will say that N7 was a driving force. So it's one of the reasons why we bring it up today as part of our network, because it's hard to exist at Nike without being completely in the N7 universe as a Native person. Our collection has launched two times a year. We also use our network to determine like who we want to provide the N7 fund grants to. As tied to the product collection are series of grants by which we are able to provide different organizations, nonprofits, different tribal nations, funding to provide sport and physical activity program to youth in those communities. And I think
that's really where we -- the heart of our work is spent in this space. And I do work in
the space both now where I work on the network and I work in global communications,
but I also do the communications around this collection and around the fund.

Since 2009, when the fund started, we have awarded more than $7.5 million in grants.
And that's over 260 communities. As Tyler had mention COVID, one of the things we
were able to do this season is recognizing that, you know, providing sport and physical
activity programming to youth was going to be challenging in this climate. Our grant
applications were due in April. We were able to pivot and shift so that we could broaden
how we received those applications to work that supported COVID relief effort directly.
So in addition to our funds we also were able to, under N7 land, we were also able to
provide material for masks to particular communities, and actually mostly in Navajo,
which was dealing with the epidemic at a tremendously large rate density per population
in that season. So this has been a really rewarding part I think for the network. While
not everyone in the network works on N7, the network is involved in N7. We celebrate
and release the collection twice a year. We have celebrations around the collection and
provide access to product for our employees. We bring our athletes to the table to be
able to inspire employees and it's a tremendous part of our culture in terms of also
deciding who receives the grant moneys. It's a very inclusive effort.

Just a little more on N7. These are the strategic priorities. So the mission for N7 is to
inspire movement for the 1.5 million native youth. The vision is enable participation in
sports. I think seeing some health disparities referenced earlier by Jennifer, you know,
that is a lot of the reality in areas that both Tyler and I come from, and then the ethos is
to consider the impact of decisions on the next seven generations. And that is an
indigenous value by which we look three generations behind and three generations
forward, in all we do and the decisions we make, the way we live our lives, etc. And our
position is dare to rise until we all win. As Tyler mentioned, until we all win, the platform
for us is really something where we band together in intersectional ways across other
resource groups at Nike. And particularly would say a lot of you would agree this year
has been an amazing opportunity for us to be able to do that.
And we will only win if we all win. I think that's really an ethos that is shared across our company.

This is the N7 manifesto, and if anyone is not familiar with this, you can look this up online in addition to product, you can also find out more information about the fund and where you might apply if you feel that you have an organization or know of an organization that might benefit from some of the funds. And I think in connection to what Stefani shared about Coca-Cola, we have a relationship with the American Indian college fund who have been good friends and partners for a long time.

This is a manifesto, I'll leave it for inspiration for you. Nike believes kids aren't meant to sit still. They're made to play. The N7 collection supports Nike's commitment to get kids moving there the N7 fund which supports organizations to provide sports and physical activity programming to kids in Native American and indigenous communities so they can lead healthier, happier and more successful lives.

I mentioned the funds, that we have already awarded over $8 million in grants. We reached more than 500,000.

That language of unifying force is really an ethos throughout all of Nike, not just in the employee groups, and I think what makes our group particularly I guess resonant and relevant is that we really see this belief shared across the company in every group and every resource group and the way we approach consumers and the way we think about our brand and how we reach the world.

And so that is what I think makes our network so special, is we really do feel like a lot of ethos of Nike comes from the inside out.

Tyler, I'll turn to you for recruitment.
> TYLER: I'll just move forward. I don't think the last slide is working. But thank you, Kathy, so much for sharing with us about N7. As Kathy mentioned, you know, so many of us, people at Nike were inspired to join Nike because of the work of Nike N7, both in our community and culture represented through a brand as large and strong as Nike, as well seeing the impact that Nike N7 has had through the N7 funds in our Native communities to help get Native youth active and healthy and engaged and inspired through the power of sport, I myself started at Nike working with N7, starting an internship program and working for our founder, and over the last decade N7 has really been catalyst to help us inspire and engage but also help us to recruit new Native talent to Nike. One of the things in the last several years, our Native American network has really been focusing on creating our own recruitment and retention strategy that exists as something that is larger than just using N7’s brand to help recruit folks to Nike, but to truly build an actual pipeline and strategy around how Nike can be a part of throughout Indian country. This is something I hope you can take back to your own employee resource groups, especially if you have Native American networks at your companies and nonprofits you’re representing today. For us this is broken into three key sigh los. The first is setting a goal. Nike created something we call our impact report, and the impact report is incredibly far-reaching. We talk about sustainability and a lot of statistics and data. But one of the things that inspired us to create this recruitment and retention strategy was demographic data and representation of indigenous people at Nike across multiple levels of leadership.

What we did is we wanted to define what does good look like for our company. We wanted to set a goal to say, this is what it truly means to be represented in a Fortune 500 company. We have to have an equitable amount of indigenous employees working for our company. So we looked at that data, set a goal for how many people we felt was the appropriate level of representation, and in doing that, we decided that the
recruitment strategies that would be necessary for us to obtain increased number of indigenous representation at our company was doing it through three things. Partnerships. Internships. And something that had never been done before in this space is what we called footprints in 2020.

The first run of partnerships is understanding there are key partners and organizations that have been leading this work for a long time. Like Kathy and myself, we don't work in talent acquisition. We are not recruitment professionals, right? Kathy is a senior director in communications and I'm an account executive in North American sales. We rely on the partnerships and the skill sets and expertise created by the organizations to help us drive the strategy. In particular one organization that has been impact for us is the national center for American Indian development who has been doing work for many years throughout Indian country to help increase representation of native people and top Native talent at companies, nonprofits and partnerships. The second piece is understanding opportunity for internships that we have to engage with some of our best and brightest young Native talent to bring them good early positive experiences with Nike but also with Corporate America. So something that may seem too intimidating or something that may not seem like a reality for them, given the circumstances of how many Native youth grow up, and the experiences they have, whether it be higher education or the workforce, but in leveraging the internship opportunity at Nike, we want to give young Native talent these other positive experiences that will hopefully build that pipeline and pathway to increase representation of Native talent both at Nike but also throughout Corporate America.

The third and final piece is around the 2020 footprint summit, which is something we're particularly proud of and grateful to Kathy for leading so much of this work as a relatively new member of Nike, she really came in hot and created something that we had never done before at Nike and we had never really even dreamed of doing as a Native American network. I hope this is something that you all can take away from this and feel inspired to create something similar.
What we did is brought in leaders from throughout Indian country, corporate leaders, tribal leaders, and nonprofit leaders to really brainstorm and create a plan and idea of what needs to happen, what needs to change, not just at Nike but throughout Corporate America, throughout tribal communities, and throughout the nonprofit world, in order for us to increase overall representation of indigenous talent.

The last piece of that, as I wrap this recruitment retention strategy up is understanding that all those things are going to lead to pathways for retention. We think this can be for Nike specifically, retail to corporate. It also includes I think everyone on this call, creating career development opportunities for indigenous talent that you do have at your company to make sure you can develop them, promote them and retain them.

And then lastly, making sure that we are leveraging the Native American network at Nike as well as Nike N7 to keep our indigenous employees engaged as well as keep all the other allies and friends component engaged, aware and educated around the work we are doing both the cultural awareness work but also the recruitment and retention of curb and indigenous.

>> KATHY: I think we’re finished. Thank you so much.

>> JENNIFER: Thank you so much, Kathy and Tyler for your presentation.

So, folks, we are going to get started with some Q&A. I see questions have already come in from the audience and I will start addressing those now and feel free to keep on adding any questions that you have in the chat and we’ll make sure to get to as many of them as we can. So thanks again to all of our presenters. You really have shared some amazing work.
So the first question that I have, many of you, all of you mentioned the key to the success of your strategy and your initiative have been strong partnerships, whether it be with specific tribal nations or nonprofit organizations or even, you know, athletes. So I would love to hear from you, and especially for those who are people who work in ERGs and are looking to do similar things, whether for Native American communities or others, what is the key ingredient to a great partnership? And especially -- and Malachi, a specific question for you, you mentioned the six tribal nations that you work with. I was glad to see the nation there that I worked at a high school that served those young people in Tucson. Great to see them at the top of your list. I would love to hear from you specifically how you forged those relationships and how you have kept them going over time. So Malachi, why don't I start with you and then ask that the rest of you also talk a little bit more about how you managed those partnerships and what really makes them successful for you. Malachi, I'll start with you.

>> MALACHI: Sure. Thank you, Jennifer. Actually, that is a great partner. I'm glad that you see there are a couple folks I brought them up.

For us, again, it's more the doing the research and trying to understand, okay, how can you as an ERG and your organization support what their mission is?

So we pretty much, my team and I, have done most of all the research and trying to understand at this point when COVID started was, okay, what are the needs of the community, and how can we make that impact? So first what we did was, you know, we reached out and said, hey, we're looking to actually provide some opportunities for our employees to volunteer and send care packages. And the very first response they got was, oh, my goodness, we have been looking for this and this is what we need. This is how you can help.
And the greatest benefit is ensuring that, you know, our members understand, okay, this is the opportunity, this is how you can make an impact. This is the community that we're impacting, and insuring that they had all the resources needed to make it a great opportunity. So out of all the six opportunities we've had, I believe all of them have received great packages, and my presentation there was a picture of a young lady who had tablets in her hand and a whole bunch of boxes behind that. All of those materials came from Verizon employees. So having multiple packages shipped to them directly was key to the actual partnership. Because if you don't have the backbone and the support, you won't actually have the success of that partnership. So I will always say and I have said, one, do the research on the organization. You want to make sure it's a great organization that is physically giving back to the community and the tribal community.

There are organizations who don't necessarily give back directly to those communities. So you want to make sure it's particularly going to that tribe or a community in that particular area. And, two, say what you want to do, how you want to help, and then they can come back and say, this is what we need and this is how we think you can support. And communicate it out to your members, hey, this is what -- this is what we're doing, this is the organization we're supporting, and this is what the needs are. And watch that blossom, the relationship blossom into a big flower.

And so all the six organizations that we partnered with have blossomed into new opportunities with us, continuing to opportunities into 2021. We're grateful to have those partnerships and looking forward to other partnerships as well.

>> JENNIFER: Great. Thank you Malachi. Stefanie, do you want to talk about Coca-Cola's partnership a little bit and how that works and any organizations you partner with and what is the key to the success of the partnership.
>> STEFANIE: Coca-Cola has been partnered with ICF for a number of years, back into the '90s, I believe. And Coca-Cola, particularly the foundation, education is critical, and enabling first-generation scholars is a core focus of the foundation. Because you can lift an entire community up when you start to build education at a very fundamental level.

And so the partnership really started with American Indian college funds, specifically focused on first generation scholars, and creating a pathway for Native peoples to be able to have access to tribal colleges or traditional colleges, and really making a pathway to either. And I think you can see with the 14.5% of American Indians and American Natives having college degrees, it's half, as I said before, it's half of any other group in the country. So there's a huge opportunity when we think about first generation scholars and building new generations of learners that lift up an entire community. So that has been a pivotal point for Coca-Cola, and even during COVID, what I would say is the Coca-Cola Foundation actually increased their level of support and giving during the time of COVID to make sure that access to higher education did not slow down but actually abled the acceleration. Because there were unique needs that Native students were facing, and things a lot of people take for granted. Internet access... well, that doesn't always exist for families on reservations. And then being able to have that Internet access, there are stories of students actually going to college campuses and sitting in a parking lot to have access to the WiFi to be able to complete projects. Computers, you know, a lot of people use the computer labs and didn't have access to computers. So we didn't want that to be a barrier that the College Fund itself did not want that to be a barrier for people to continue with their college degrees.

And so, you know, I think the inspiration for me comes with the long-term vision around the role of education and the impact that it can make not just on the person, the woman, whomever, who is going to college, but the impact that will have on the families to come. And so it's been quite inspirational to be on the board and then seeing the connection and ongoing support of the Coca-Cola company even during COVID when the support was -- there were many more needs and seeing a lot of foundations, not just the Coca-Cola Company, but many foundations recognizing some of the unique needs.
that Native students were going to face and actually increasing that level of support so that it was about empowering the next generation but also those in the midst of it making sure that they didn't fall out because of some of the access to technology that they might face.

>> JENNIFER: Thank you. And Kathy and Tyler, can you talk a little bit about maybe one or two key partnerships that you have that support your work and how you have -- how those work and what has been key to the success of them?

>> KATHY: Sure. I think -- thank you for that. It's so great to hear from Verizon and Coca-Cola as well too. I think for Nike, as we were explaining, for us, the partnerships we have with our network are very overlapped with a lot of the work we do with N7 because we do have that fund that we mentioned where we have provided funds throughout the last ten years to a variety of organizations that meet certain criteria that either need to be a 501(c)(3), a public charity, a federally recognized tribe, or a school, and also must provide some level of sport to the youth in the Native communities. The other thing I think also has been an important statistic to note, most Native people today don't live on reservations or tribal communities. The majority lives outside. I think that is something I would throw out as a general reference point, to think about the types of organizations that we might be funding, providing services to, or engaging with at a community level. So I'll start with one and then Tyler can talk about the second. I was think of the NV3 foundation and Maya, which is local.

NV3 foundation is the foundation of a professional golfer and one of our founding N7 athletes and also just in terms of indigenous athletes around the country, frankly, he is probably among the more visible of our population.

He has a number of accomplishments from his golf championship as well as being an NBC sportscaster. And Noda, several years ago, once he was leaning more into community work, started a foundation called NV3. And this has been a partner alongside N7 throughout the years since way before my time. But what Noda does with
his organization is very similar to what N7 does. They provide sports to use and bring youth into sports programs both related to golf and beyond that really help engage tribal community, not just in the area where Noda resides in the southwest and Navajo territory but beyond that as well too. Recently with the COVID relief world, I think one of the things we saw -- I saw those in Nike and outside of Nike, is that Indian country turned on a dime during COVID. New organizations were stood up quickly overnight. We were tremendously resourceful in how we looked at COVID, how we provided relief services to tribal communities, and through our work with NV3 Noda pivoted and we were able to partner directly in terms of fundraising within Nike through our employee -- as probably everyone does on the call, but we have employee giving practices where we do one and two times matched. So those were raised during the COVID season, the early days of the COVID season, and we were able to, through that program, provide NV3 foundation with both money from our grant, which already was allotted but also money from employees. So that was a pretty amazing effort.

In addition to, as I mentioned, some of the materials from our sneakers and other things, which were used to provide masks into Navajo territory. So I think that probably is one of our most visible and active partnerships and one of the largest. Tyler, did you want to talk about the work we do with the youth. I think it's so impactful and bringing them to Nike campus and beyond.

>> TYLER: Absolutely. As Kathy mentioned, many Natives now are not living on reservations but urban populated areas. In Portland, Oregon, the largest community in the United States with around 50,000 indigenous people living here. The Native American Youth and Family Association is one of three older nonprofits in our area. They offer a K through 12 educational program. They are a family center and wellness center. They do pretty much everything. And one of the things I want to make sure everyone on the call understands is that most major metropolitan areas throughout the United States has an organization in your inner cities like this. So there's an opportunity for everyone on the call to begin developing partnerships and relationships with organizations like this.
One of the things we do is we really work with the native youth in the K12 program and going to the facilities and volunteering. Obviously COVID has changed that quite a bit, but also bringing them to Nike world headquarters to share in relief fund active sport experiences to give them those early positive experiences with sport and with movement. In addition we build a lot of program as well as a lot of the donation work that we do as part of Nike's Native American network. So really partnering with them to make sure we can deliver them great experiences and positive interactions for youth but also making sure we're supporting them via monetary donation, product donation or whatever way we can financially help them out.

So a really great organization and one that is truly focused on the Native youth, is part of our strategy. And also something that I think everyone on this call can help recreate in their own communities by partnering in similar organizations.

>> JENNIFER: That's great. Thank you. I was going to say, you know, we can -- there are some -- as I mentioned at the top of the hour, you know, there is the American Indian Community House here in New York City, a similar organization, local organization, that supports Native folks here in New York.

So definitely encourage all of you to look for those local areas as well that you can support.

So thank you. We have some time still for a few -- I have a few other questions that have come in through the chat that I wanted to ask.

So one is any advice... so, you know, there are... we have over 240-member companies with Diversity Best Practices and very few of them have Native ERGs at this time. So you are all in the minority here as relates to ERGs. So someone would like to get some
advice from you about how to either -- how to get one started or at least get some folks connected with other indigenous people in the community, and maybe there's some sort of story that you can tell about the creation of your own, if any of you were around for when it started to talk about how you did that, but I don't know who would like to start with that one. Malachi maybe since you haven't spoken in a little bit? Sorry to put you on the spot.

>> MALACHI: Put me on the spot! So I've been with the company, Verizon, six years as of September. And I immediately was pushed into NAV based off of me sharing, hey, I have a job at Verizon, and folks on social media who knew me and also knew I worked for the company pushed me in. So I know that based off our history, our organization was established in 1991. It was established around the time period where there was another ERG that was formed and you had another ERG formed, and it was based off employees who are of Native American descent or had a Native American background interest and thought, hey, let's go ahead and establish an organization that was geared towards the community and also geared towards the educational scholarship piece. During my tenure, when I first started, actually that is when we changed our organizational structure, all the ERGs changed the organizational structure to allow them to become less 501(c)(3) but more of a corporate structure. So the original organizations were established as 501(c)(3)s, and then we amended those and became a part of the Verizon corporate structure as an official ERG that was sponsored and pushed through by Verizon.

So what I would say to persons who are looking to create or establish an ERG, one, survey your employee base to see if there is an interest first. You want to make sure that you have an interest, you want to make sure that you have employees who are willing to be ready to lead and do the work, because, trust me, it's a lot of work to be a part of an ERG and to establish and make plans. And then secondly, you want to also ensure that there's an interest within the company to establish an ERG. Once you have that interest and you survey the body, I would approach your diversity inclusion team
and just express your interest and see how an organization of your collaborator could be established.

So two things... survey, and make sure there's an interest. Two, find leadership. Establish that leadership. And then approach them to ensure you have the right steps to establish such organization.

>> JENNIFER: Thank you, Malachi. Anyone else have anything to add in terms of advice how to connect other indigenous people in the company if there isn't a network currently?
>> We can chime in.
>> Go ahead.
>> One of the pieces that we shared earlier, which I think is so important to us in our establishment, and granted we are a larger company and we have a variety of employees across our corporate facilities, manufacturing, retail outlets and distribution centers. So we tend to be pretty scattered across the country. I think for us, I think one of the things that Tyler talked about is we feel it's both our company responsibility as well as our network responsibility to create a really strong recruitment strategy. I can't think of one person who is a Native working at Nike who does not want to see more Natives working at Nike. So I believe that is something that we really, really focus on as, you know, both to understand how the business will be able to create the strategies and the funding and the efforts around that, as well as how we and the indigenous population can talk about the ways by which we would get there. I think we -- we would tend to know best in terms of that. And I think one of the things we do focus on in recruitment is to be where our community is. You know, we are not living in a silo where we expect people -- all people to come to us. We would need to be in the community where our community is represented. I think it was mentioned in the chat, we just participated in the virtual session this year, which was a little unfortunate. It wasn't like previous years where we've been in person and set up a booth, etc. But we
are working through the strategy in terms of recruitment. I think that's important. Also, stepping outside of that, I would say I work for a company where I am the only person in the room, I am the only Native person in the company, and that is hard. Again, I think the answer lies in recruitment in terms of bringing a broader workforce that is representative of our indigenous peoples.

>> JENNIFER: And I would say, if you work somewhere where there are other large-ish organizations, maybe there's -- if there's just a small number of indigenous folks at your organization, there may be others at other organizations in your -- you knowing in your region. And especially in a virtual space, it's even easier to make those connections across companies and maybe you set up a cross-company cross-organization network. It may not be a formal employee resource group, but a network of Native American indigenous professionals in the organization who come together to support their community. So that is another way to address that as well.

I don't know if Stefanie, you had anything to add?

>> STEFANIE: I think build the connection and build the allyship, so finding those who are passionate about and want to spend time and dedicate resources. Because any type of business resource group is going to take time. So you want to make sure it's a passion for everyone involved. But, you know, you always start small and dream big. So I think being clear on what it is that you want to achieve and the steps that it is going to take to get there, it only takes two. And then from two you can go to four, it can grow to six, and I think just being clear on what it is you want to achieve and the role you want to play and the message you want to have internal to the organization helps to build that strong foundation.

>> JENNIFER: Thank you for that. I appreciate it. So we just had a couple questions -- we are going to have to unfortunately wrap up soon. We could talk all day I'm sure, so much more to learn and explore here, but someone just had a question, you
know, regarding the appropriate way to address Native ethnicity. They've heard of Native American, American Indian, indigenous, there's lots of different terms out there. And so someone would love to clarify what the appropriate term is. And I think, you know, the answer to that, I would like to ask the folks on the panel who are of Native descent, since I am not, to get your response to that, because I imagine it's different for all of you. Tyler, why don't I start with you.

>> TYLER: [no audio]

>> You might be on mute.

>> TYLER: Excellent. Can you hear me? I think that for Native people, we've had this conversation a lot, specifically to Nike, and the way we want to show up, the way we want to be visible. One of the terms that we have been using a lot is referring to ourselves as indigenous, because we can do it in a way that allows us to represent, you know, both Native American tribal communities in the U.S. but also our aboriginal brothers and sisters in First Nations, you know, relative in Canada. I think for us, we really have taken a conscious effort to shift into this idea of what it means to be indigenous, to make sure that we are inclusive in representing all Native, all indigenous and all aboriginal peoples in the way we want to be represented. I think that beyond that, the next piece it's really important for us individually, like you mentioned, because there are so many tribes, so many different cultures and so many languages, it's really important that we are represented by our tribal community and by that affiliation. It's one of the things that I think I have learned a lot from Kathy and other Native leaders. It's important to show up in these spaces, particularly in corporate spaces, by identifying, you know, as a tribal citizen or as a tribal person.

So I think in general we at Nike are at least moving to that term indigenous, to be inclusive of all indigenous first nation people, but specifically I think it's important for Native people to identify as their tribal community.
>> JENNIFER: Does anyone else have anything to add to that?

Okay.

>> MALACHI: I was going to say I agree with Tyler. I think it's good if you know the person's tribal identity, identify them as such. Or you can address them by their first name. I think in good conscious faith and not offend anyone, the term American Indian or Alaska Native could be used or the term of Native American could be used. But if a person says I would like to be addressed as a part of my tribe, maybe Lumbee, I prefer you to say Lumbee. So it just depends on who you're talking to and addressing at that point in time, so...

>> JENNIFER: And I think that's true of anyone who represents a culture or an ethnicity or race that is different from you. It's okay to ask. Or a gender presentation that is different from you. It is okay to ask. And most people appreciate that and feel respected when you ask so that you don't make assumptions about them and who they are. So I think that's sort of a blanket way to approach that. So thank you so much.

So we have to wrap up shortly. So before we do, I wanted to ask the audience to take a moment to share in the chat, because this is -- we have our land acknowledgment at the beginning and throughout, you know, one of the things that is really important is not just to acknowledge where you are, but you are going to take some form of action and commitment to support Native communities in your region or elsewhere, places that you may have a connection to in some way or maybe it's Native peoples, indigenous peoples at your organization. So we would love for you to share in the chat, what is one thing that you took away from today's program that you can use to advocate for and support Native American people, indigenous people, either in your organizations or in the community?
So if people would type in the chat one thing that they learned today that they can take away, we'd love to hear from you and I see many people typing. So we'll read those once they start coming in.

Hi, Gloria. Thank you. Good to see you.

Quote/unquote.

Thank you, David, for starting us off. You have to build systems to recruit and retain employees. Absolutely true. STEM awareness.

And as mentioned, AISES is a fantastic organization that supports young people, that supports organizations working to hire folks in STEM fields. So that's great. Thank you for that.

Ask how to address someone rather than assume.

Thank you for that.

I will support the indigenous people in my life by finding out how they would like me to address their heritage. Thank you for that, Margie.

Jenn, thank you. You said you are going to take the amount of people without a college degree and think about how you might address that. That's great.

Good. There's some great stuff coming in. Thank you so much for that. We appreciate it, to see all of that work that you're going to do. Advocate for education on schools, history books and more. Yeah, that's great.
Well, to close out the program, I do want to just thank our speakers, Malachi, Stefanie, Kathy and Tyler for sharing their work with us today. We acknowledge that work and we appreciate it so much. And I appreciate your time with us today. I know Native American Heritage Month is a busy month for all of your organizations, not to mention we're in the middle of an election week. So I really appreciate you spending time with us today. Thank you to our audience for being here with us today. I'm sure you are all so extremely busy right now. I'm glad you were able to take time out of your day to join us.

We would love to see you at some of our upcoming events. We have a few coming up, all virtual. Our next member conference on November 19th really on innovation, inclusion and impact. Our next member conference in January. I know it doesn't seem like it's coming up, but actually very quickly on metrics and accountability. And the next heritage event will be Black History Month in February. We would love to see you all there.

Also, please, please complete your event evaluation. We will put that link in the chat and also share that with you as well via email. So please, please, please, fill out your evaluation. It really does help us plan for the next time.

Thank you all once again. Again, we appreciate your participation, your insights and questions, and we look forward to seeing you at our next event. Thank you and have a wonderful day, everybody!