### Population
- **5.2 million**
  Number of American Indians and Alaska Natives in the United States, including those of more than one race.
- **2%**
  Percentage of the U.S. population made up of Native American and Alaskan Native people in 2013.

### Income
- **$36,252**
  The median household income of single-race American Indian and Alaska Native households in 2013, compared with $52,176 for the nation as a whole.
- **26.4%**
  Percentage of American Indians and Alaska Natives living in poverty, compared to 11% of non-Latino Whites.

### Education
- **17.6%**
  Percentage of American Indians and Alaska Natives 25 and older who have obtained a bachelor’s degree or higher, compared to 29.1% of the overall population.
- **39.8%**
  Percentage of college-educated American Indians and Alaska Natives who had degree in science and engineering, or science and engineering-related fields.

### Labor Force
- **25.9%**
  Percentage of civilian-employed single-race American Indian and Alaska Native people who worked in management, business, science, and arts occupations in 2013.
- **50%**
  Percentage of all Native Americans in or near the tribal areas of federally recognized tribes who are employed either full or part time in civilian jobs.
- **30.5%**
  Percentage of Native American-owned firms operating in the repair, maintenance, personal, and laundry services industries.
OVERVIEW

About 22 percent of the country’s 5.2 million Native Americans live on tribal lands, and many of them in abject poverty. Inhabitants of the reservations also struggle under the weight of inadequate income and unemployment and sparse educational attainment, ranking below national averages. In the first half of 2013, the American Indian unemployment rate was 11.3 percent, and it has been over 10 percent for five years. Not surprisingly, Native Americans are under-represented in the corporate world. While 450 corporations still had “Indian” mascots in 2014, few of them had Native American employees.

This is not to say that Native Americans are not on the diversity and inclusion radar, however. Many companies and institutions have employee resource groups (ERGs) devoted to helping attract and retain Native American workers, as well as raise awareness of issues affecting the Native American community. For example, AT&T’s Inter-Tribal Council of AT&T Employees connects employees who have an interest in Native American culture, regardless of their ethnicity and works to develop Native American employees and promote their career advancement and education. General Motors’ Native American Cultural Network seeks to create more cultural awareness of Native American culture, beliefs, and values among employees and the public by supporting such events as multiple cultural “lunch and learns” including tracing Native American ancestry. And Stanford University’s American Indian Staff Forum helps Native American employees meet new people and provides opportunities for professional, social, and personal support.

QUESTIONS FOR DISCUSSION

You can use the following questions to help you discover greater opportunities to impact your business through diversity and inclusion:

1. What cultural, social, and ethnic differences do employers need to take into account in the hiring process for Native American workers?

2. What role does a feeling of “community” or “family” or “tradition” play in attracting and retaining Native American workers to a company?

3. Explain the importance to Native American high-potentials that there are other Native Americans in high-profile roles throughout the company (and that they have access to them).

4. How important is it that top Native American executives or tribal/cultural leaders be involved with the Native American ERG as either members and/or sponsors?

5. In what ways can a Native American ERG better influence corporate growth and business by giving its members a voice?

6. What strategic impact can a Native American ERG have on the recruitment, engagement, and building of a workplace culture that honors the values, concerns and challenges of the Native American community?

7. How can culturally sensitive development, engagement, and outreach programs help to encourage Native American workers’ development while alleviating pressure for total assimilation?

8. Nearly half of all Native American tribes benefit from casinos and other gaming revenues, which also serves as a high-profile employer in the tribal community. Faced with that draw, what can corporations do to attract and retain Native American workers?

9. Only 17.6 percent of Native Americans over 25 have a bachelor’s degree or higher, significantly lower than 29.1% of the general population. What role can corporations play in ensuring that Native Americans are equipped with the education necessary to compete in today’s workforce?