



DEI Strategic Plan

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Vision

Genesis Bank’s workforce intends to represent the diversity of the communities we serve. We strive to foster a more diverse, equitable, and inclusive culture for employees, clients, vendors, and the community at large. We seek to advance racial equity and economic opportunity by building partnerships and lending our voice and resources to initiatives that uplift our communities.

DEI Strategic Plan

The purpose of this strategic plan is to provide a roadmap for how Genesis Bank (the “Bank”) can continue to be a more equitable and inclusive financial institution. The goals and objectives of each strategic priority outline the steps needed to be successful in this effort. The Bank recognizes that new action steps may be identified as the plan evolves.

Listening Sessions

In Q1 2022, the Bank hosted listening sessions with employees, community partners, and municipal leaders in Southern California, Genesis Bank’s target market. These sessions helped to shape the Bank’s DEI role and purpose, both internally and externally. The listening sessions articulated key priorities and influenced the strategic planning process.

Strategic Priorities

From the listening sessions, five (5) diversity, equity, and inclusion (“DEI”) priorities or pillars emerged:

1. Build a strong financial institution that as a minority depository institution (“MDI”) can sustainably promote both social and economic good.
2. Enable career growth and intellectual growth within Genesis Bank.
3. Embrace DEI into experiential modes of communication.
4. Aspire to be a central hub of influence and connectivity.
5. Develop solutions that enable small and minority-owned businesses to breakdown impediments that inhibit access to economic growth opportunities.¹

These strategic priorities establish a foundation for how Genesis Bank will deliver on its DEI vision.

Strategic Priority 1: Build a strong financial institution that as an MDI can sustainably promote both social good and economic good.

Goal 1.1 Balance service with profitability and performance.

Integrating social responsibility into the Bank’s core operations helps the Bank develop a connection with the community it serves. In order to balance service with profitability and performance, the Bank will:

- Form a DEI Advisory Committee and Community Development Advisory Board. These committees help to ensure that the Bank is thinking beyond profits and growth and will help to guide the Bank’s DEI work.

¹ This priority will be separately addressed outside of the strategic plan.

- **DEI Advisory Committee:** The committee’s role is to oversee and govern the Bank’s DEI strategic priorities and policy. The composition of the committee will include the full Board and the senior executive team at Genesis Bank.
- **Community Development Advisory Board:** The advisory board’s role is to keep the Bank informed about relevant issues in the community it serves and suggest ways for the Bank to support local development efforts. It will help with client identification and acquisition, promote the Bank, and enhance the Bank’s market and product knowledge. Membership will be diverse and will include business and community leaders.
- Recruit and hire senior leaders who are socially and business minded.
- Build partnerships with community organizations that align with the Bank’s MDI and DEI mission. The Bank will have a multi-prong approach to partnerships.

Departments	Partnership Approach
Sales	Sales will establish partnerships with community organizations to access new markets, enhance the Bank’s market and product knowledge, develop cross referral relationships with specialized lenders, and connect potential clients with technical assistance and community service resources.
Marketing	Marketing will establish partnerships with community organizations to cultivate awareness about the Bank in new markets, increase client recognition, and foster client loyalty.
Genesis Bank Institute for Entrepreneurship (“GBIE”)	GBIE will establish partnerships with community organizations to develop networking and relationship-building opportunities for its members and partners, and to recruit new members and partners to the institute. These partnerships will also provide educational opportunities to GBIE members and partners.
Genesis for Good Foundation	The Genesis for Good Foundation will establish partnerships with community organizations and will leverage these partnerships to provide community development services (i.e., financial education and technical assistance) to underserved communities in the Bank’s target market.

Current Community Partners	Website
National Bankers Association	https://www.nationalbankers.org/
Orange County Hispanic Chamber of Commerce	https://ochcc.org/
Asian Business Association Orange County	https://abaoc.org/
Orange County Black Chamber of Commerce	https://www.ocblackchamber.com/
Clearinghouse CDFI	https://www.clearinghousecdfi.com/
Orange County Small Business Development Center	https://ociesmallbusiness.org/orange-county/
The TGR Foundation	https://tgrfoundation.org/

Goal 1.2 Create financial products for the underbanked and unbanked.

Genesis Bank is a commercial bank with a limited number of consumer deposit and lending products. However, the Bank is committed to serving the financial needs of the underbanked and unbanked. As part of this commitment, it will:

- Aspire to co-develop City Loan Guarantee Programs to increase capital to small businesses operating within cities in Southern California who may need credit enhancements to qualify for a loan.
- Participate in the California State Loan Guarantee Program to increase capital to small businesses operating in the state of California who may need credit enhancements to qualify for a loan.

- Partner with the Small Business Development Corporation of Orange County (<https://sbfdoc.org/state>), a Financial Development Corporation (FDC) that provides technical assistance as well as processes loan guarantees for qualifying small businesses.
 - Obtain a “3-Star” Bauer Financial rating.
 - Apply to be a certified lender under the State Loan Guarantee Program through the Small Business Development Corporation of Orange County.
 - Utilize the loan guarantee to qualify small business applicants in need of credit enhancements to be eligible for a loan.
 - Work with the Small Business Development Corporation of Orange County to process guarantees, as needed.
- Promote GenTeckSM to businesses of all sizes. GenTeckSM gives clients access to account reconciliation, helps clients manage trade payables (reduces capital outlays), and offers fraud protection. The Bank will leverage community partner platforms to market GenTeckSM.
- Offer financing products to support the working capital needs of nonprofit organizations that provide vital services to underserved communities.
- Connect small businesses with Small Business Development Centers (“SBDC”), Community Development Financial Institutions (“CDFI”), Community Development Corporations (“CDC”) and other nonprofit technical assistance providers.
- Facilitate lending partnerships with other MDIs to enable quality asset growth. For example, these lending relationships allow multifamily owners to access financing to create livable working conditions in low- to moderate-income (“LMI”) communities.
- Explore third-party² relationships with FinTech companies that offer products for the underbanked and unbanked such as: second chance banking products, early direct deposit products that allow consumers to receive paychecks up to two (2) days early, and savings & investment products that allow consumers to save for the future.

Goal 1.3 Remove language barriers to increase access to financial products.

Limited English Proficient (“LEP”) business owners find it difficult to access financial products and services. Financial disclosures and written documents may not be available in languages other than English. These documents can be technical and difficult to understand, even for proficient English speakers.

Below are ways the Bank will improve services to LEP business owners by removing language barriers to increase access to financial products:

- Assess the language needs of the Bank’s service area:
 - Review demographic data about the areas the Bank serves to determine the Bank’s customers’ likely language preferences.
- Tap into student resources from local universities such as the University of California, Irvine Paul Merage School of Business to develop and translate financial literacy content on the Bank’s website. Explore offering the content in English, Spanish, and Vietnamese.
- Upon request, leverage the foreign language fluency, cultural competency, and financial expertise of Genesis Bank staff members to assist LEP prospects and clients who come to the Bank. The Bank currently has language capabilities in:
 - Spanish
 - Vietnamese
 - Korean

² The Bank will adhere to the FDIC’s Guidance for Managing Third-Party Risk prior to engaging in a third-party relationship.

- Mandarin
- Punjabi
- Portuguese
- Tagalog
- Leverage the CFPB’s free printable financial education materials that have been translated into nine languages (<https://pueblo.gpo.gov/CFPBpubs/CFPBpubs.php>). The CFPB also hosts a website translated in Spanish that provides clear, impartial answers to hundreds of common financial questions (<https://www.consumerfinance.gov/es/obtener-respuestas/>).
- As needed, refer LEP business owners to the CFPB’s helpline (855) 411-2372. Financial assistance is available in more than 180 languages.

Goal 1.4 Leverage Genesis Bank Institute for Entrepreneurship to provide technical assistance, financial literacy education, coaching, and mentorship to small businesses.

The Genesis Bank Institute for Entrepreneurship (“GBIE”) was created to connect, develop relationships, and provide educational advisory and support to help accelerate the growth and success of small-midsized, family-owned, minority-owned businesses in Southern California. The GBIE will offer in-person educational workshops, experiential story-telling events, and digital financial and business literacy resources through “When Genesis Talks...”, a community conversation and engagement platform that provides direct financial literacy and business education to the Bank’s target market. The GBIE will provide the leadership and business tools necessary for family-owned and minority-owned businesses, who have historically been overlooked by the traditional banking system, to run their businesses more effectively, efficiently, and to strengthen the future of their organizations. The GBIE will help to develop the next generation of business and community leaders and will introduce its majority-minority business audience to the resources and connections that will assist them in more effectively running the day-to-day operations of their organizations. In addition, the GBIE will serve as a center of influence and connectivity, aggregating business education resources from the brightest minds, across a wide variety of topics and industries.

To enable small-midsized, minority-owned, family-owned businesses to access GBIE programming and network, the Genesis for Good Foundation will co-sponsor GBIE events. This allows small-midsized, minority-owned, family-owned businesses looking for consultative services to access resources to grow their enterprises. Through the digital and physical iterations of its content platform, “When Genesis Talks...”, the GBIE is providing businesses with high quality, high touch point opportunities to engage with the local community and educate themselves and their businesses with GBIE aggregated resources and content for optimal business success.

GBIE will:

- Host workshops.
- Any small-midsized, minority-owned, family-owned business in need of advisory or educational content and services may join the GBIE & receive consultative services from GBIE professional experts based on business needs³, including the Bank.
- Train on business, accounting, and financial acumen to strengthen the skillsets of members and their teams (as well as the next generation of leaders and business owners).
- Develop networking and relationship-building opportunities for members and partners to learn from one another.
- Provide financial and business literacy education, as well as mentor relationships for the next generation of business leaders and owners.
- Provide guidance and education on how to work more effectively with government, financial, and municipal organizations to maximize the benefit of these resources for its member and partner leaders and owners.

³ Service providers include law firms, accounting firms, marketing firms, etc.

- Provide exposure and access to a wide range of resources and connections useful in running day-to-day business.

Goal 1.5 Set up relationships with third-party microlenders and CDFIs.

Nonprofit microlenders and Community Development Financial Institutions (“CDFIs”) expand economic opportunity in low-income communities by providing access to financial products and services for local residents and businesses who may not be able to access traditional banking products and services. Setting up relationships with third-party microlenders and CDFIs enables the Bank to refer prospects and clients to alternative sources of financing when the prospect or client is unable to obtain financing from the Bank.

The Bank will connect with established third-party⁴ microlenders and CDFIs such as those listed below to explore their interest in setting up a loan referral program.

Organization	Loan Range	Website
CDC Small Business Finance	\$5K - \$250K	http://www.cdcloans.com
City of Los Angeles Small Business Emergency Microloan Program	\$5K - \$50K	https://ewddlacity.com/index.php/microloan-program
Clearinghouse CDFI	\$250K - \$5MM	https://www.clearinghousecdfi.com/
Small Business Development Corporation of Orange County	\$2K - \$2.5MM	http://sbfdoc.org
TELACU	\$50K - \$750K	http://www.telacu.com

To build out a loan referral program, the Bank will:

- Enable a push notification in its CRM solution to enable bankers to refer out prospects that meet the credit profile of local microlenders and CDFIs. The system should allow the banker to draft a warm introductory e-mail connecting the prospect with a microlender or CDFI contact.
- Utilize Salesforce to input, track, and provide reporting on referral relationships to microlenders and CDFIs.
- Follow-up with referrals to ensure that prospects and clients have a good user experience with microlender and CDFI partners.

Goal 1.6 Educate customers that the Bank serves the whole community.

As a multi-racial MDI, it is important to educate prospects and clients that the Bank serves all minority and non-minority communities as to deepen the connection with the communities it serves and be welcoming to prospects and clients from all backgrounds.

- Generate awareness about the Bank in diverse market segments by participating in and sponsoring community-related events such as:
 - ABAOC BIZCON
 - TGR Invitational
 - Orange County Hispanic Chamber of Commerce “The Estrella Awards”
 - Southern California Minority Supplier Development Council’s The B3 Conference + Expo.
- Strengthen visibility in market segments where awareness about the Bank is absent or weak by partnering with reputable companies, nonprofit organizations, community leaders, and media partners known in these market segments, and increasing advertisement, including social media posts in these market segments.

⁴ The Bank will adhere to the FDIC’s Guidance for Managing Third-Party Risk prior to engaging in a third-party relationship.

- Participate in the Interagency Conference⁵ for FDIC-insured minority depository intuitions (“MDI”) and Community Development Financial Institution (“CDFI”) banks.
- Embed DEI values into the Bank’s everyday language by developing a DEI Marketing Guideline that is used to inform messaging for:
 - Customer interactions
 - Internal communications
 - Sales pitches
 - Panel discussions
 - Marketing materials
 - Investor meetings
 - Capital raises
 - Press releases

Goal 1.7 Pursue partnerships with other financial institutions, corporations, private companies, and philanthropic organizations that will support the Bank’s MDI mission and allow the Bank to scale up to serve more customers.

As an MDI, the Bank plays a role in transforming the lives of underserved communities by providing safe and affordable financial services to businesses in these communities. Access to grants, equity investments, deposits, lending partnerships, and technology support enables the Bank to serve more customers and to have a greater impact on the community. The Bank will actively pursue opportunities that will support its MDI mission and enable it to build capacity and scale.

- Develop pitches for the Mission-Driven Bank Fund for investments that will support the Bank’s target market.
- Collaborate with other MDIs to bring together resources and capacity to consider innovative technology solutions.
- Identify and pursue grant and equity investments to bolster capital reserves and to continue to scale and grow.
- Encourage large non-MDI banks to place longer-term deposits with the Bank, which enables the Bank to make new loans.
- Partner with other MDIs and non-MDI banks to increase balance sheet capabilities in order to originate more loans.

Strategic Priority 2: Enable career growth and intellectual growth within Genesis Bank.

Goal 2.1 Host departmental learning sessions.

Learning what other departments do helps employees gain a holistic view of the Bank’s work and how each department plays a part in the Bank’s success. It instills a sense of “we’re in this together” when employees learn each other’s motivations and how it relates to the whole organization.

- Host a quarterly departmental learning session featuring a different department at the Bank.
 - Allow employees to submit a Q&A in advance of each departmental learning session.
 - Each department will have 90 minutes to present on their respective areas of oversight and how their functions contribute to the success of the Bank. The presentation should also address questions submitted by employees in advance of the learning session.

⁵ <https://www.fdic.gov/regulations/resources/minority/events/interagency2019/>

- Branch Operations / Retail
- Credit Administration
- Finance
- Loan Operations
- GBIE
- Genesis for Good Foundation
- Information Technology
- Risk
- Sales

Goal 2.2 Develop a mentorship program for internal employees.

Developing a mentorship program for internal employees goes hand in hand with creating a diverse pipeline of talent for the Bank. Mentors who act as both mentors and sponsors provide mentees with feedback and advice, advocate for their mentees and help them gain visibility at the Bank.

The Bank will develop a mentorship program as part of its DEI commitment to recruit and retain a qualified diverse workforce. The Bank will pursue mentorship organically during its first two (2) years of inception and will then build out a formal program in year three (3).

To build out a formal mentorship program, the Head of DEI will work with the Executive Management team and HR to:

- Define the program goal (e.g., career advancement for high potential employees).
- Outline the mentoring process.
- Select program participants.
- Match mentors and mentees.
- Kick-off mentorship training for mentors before the program begins.
- Launch mentorship program.

Goal 2.3 Find best talent and create upward mobility for employees.

Hiring best talent and creating a trajectory for talent to move up in the organization is critical to the Bank's success. Hiring best talent also means being inclusionary of individuals with different backgrounds and perspectives. Employees from various social and cultural backgrounds will widen the range of perspectives, knowledge, and approach from which decisions are made.

In order to find best talent and create upward mobility for employees, the Bank will:

- Launch a paid internship program that enables underserved youth the opportunity to gain work experience in the banking sector.
- Hire qualified Genesis Bank interns into permanent positions.
- Provide employees with external resources for professional development (e.g., public speaking and Excel courses).
- Sponsor job specific licensing and certification opportunities.
- Assign new hires with a new hire ambassador to serve as an internal resource, and to help the new employee acclimate to the workplace.
- Develop a mentorship program. Refer to Goal 2.2 of the strategy document for additional details.

Goal 2.4 Promote internally.

The Bank's employees are its greatest asset. The Bank makes significant investments in recruiting, hiring, and retaining the best talent. As such, it strives to promote internally at the Bank. To promote internally, the Bank will:

- Ensure sponsorship is embedded into the Mentorship Program. Sponsorship goes beyond giving feedback and advice. Mentors/Sponsors use his/her influence with senior executives to advocate for their mentees.
Mentors/Sponsors:
 - Must be senior managers with influence.
 - Give mentees exposure to other executives who may help their careers.
 - Make sure mentees are considered for promising opportunities and challenging assignments.
 - Advocate on behalf of mentees.
- Allow current employees to apply for internal positions before opening a job listing to the broader public.

Goal 2.5 Allow time and opportunities to give back.

Creating a culture of service boosts team morale, and enables the Bank to leverage its greatest resource, its employee base, to help the community at large. The Bank will provide employer-sponsored volunteerism in the following ways:

- Allot four (4) hours each year to allow employees to volunteer with an organization of their choice.
- Plan a monthly volunteer service project that employees can participate in.
- Develop and circulate an internal calendar of Bank events which includes volunteering events.

Goal 2.6 Create a culture where everyone's opinion matters.

The Bank believes that employees should have an active voice in the Bank. Building an inclusive workplace culture where employees feel comfortable sharing differing ideas helps the organization reach the best decisions.

In order to create a culture where employees feel comfortable sharing new perspectives, the Bank will:

- Set up periodic company-wide strategic discussions and listening sessions.
- Before employees meet to talk about an issue, Management will ask for opinions and thoughts in advance of the meeting so that people can express their viewpoints before they are pressured – consciously or unconsciously – to align their views with the perspectives of others.
- Create a psychologically safe environment in which employees can speak freely about their experiences and thoughts.

Goal 2.7 Be consistent with DEI.

It is essential for the Bank to maintain momentum and ensure that its DEI efforts become part of the Bank's company culture. To be consistent, the Bank will:

- Engage the entire workplace in planning and implementing DEI initiatives.
- Provide access to DEI related trainings to the Board of Directors, Management, and employees.
- Embed DEI values into the Bank's everyday language by developing a Marketing Guideline. Refer to Goal 1.6 bullet 4 for additional details.
- Treat DEI work as core work rather than peripheral work by designating a Head of DEI to oversee the DEI strategy.
- Launch an internal drip campaign to highlight the Bank's DEI work:
 - All-Hands meetings.

- E-mail recaps.
- Team huddles.
- Social media highlights.

Goal 2.8 Find ways for employees to get to know each other.

To create a culture of belonging, it is important for the Bank to find ways for employees to get to know each other. When employees feel that they belong at work, they feel more connected and committed. To promote a sense of belonging, the Bank will:

- Host periodic all-hands social hours.
- Create a culture of belonging through branded swag.
- Encourage departments to volunteer together at Bank sponsored community events.

Strategic Priority 3: Embrace DEI into experiential modes of communication.

Goal 3.1 Make DEI part of the Bank's corporate identity.

As an MDI, Genesis Bank serves a vital role in promoting the economic viability of minority and under-served communities. DEI is integral to delivering on Genesis Bank's role as an MDI. To make DEI part of its corporate identity, the Bank will:

- Integrate DEI into the corporate website and dedicate a page to the Bank's DEI vision.
- Integrate DEI into marketing material.
- Integrate DEI related successes into social media posts.
- Co-brand events and marketing materials with community partners (e.g., Fireside Chats).
- Launch client spotlights that highlight small-mid-sized, family-owned, minority-owned businesses in the Bank's target market.
- Source local small-mid-sized, family-owned, minority-owned vendors in the Bank's target market.
- Embed DEI values into the Bank's everyday language by developing a Marketing Guideline. Refer to Goal 1.6 bullet 4 for additional details.

Goal 3.2 Create multilingual communications to create connections.

As an MDI that serves a diverse population of clients, embracing multilingual communications helps to build trust and loyalty. An investment in translated content creates a link between cultures. The Bank will pursue the following strategies to create multilingual communications to create connections:

- Co-brand events and marketing materials with community partners.
- Invite high quality bilingual media outlets and publications aimed at reaching LEP audiences to cover Bank events.
- Explore advertisement with high quality bilingual media outlets and publications aimed at reaching LEP audiences.
 - Work with internal and external resources to translate and review advertisement for accurate translation and cultural elements.

Goal 3.3 Leverage "When Genesis Talks..." to kick off conversations around DEI.

The "When Genesis Talks..." platform is a community conversation and engagement platform that provides direct financial literacy and business education to the Southern California community through an experiential and

interactive story-telling event series highlighting diverse entrepreneurs, in addition to local business, municipal and educational leaders. It includes panels featuring experts from various industries who share their knowledge and expertise. “When Genesis Talks...” is a platform distributed by Genesis Bank and supported by the GBIE and the Genesis for Good Foundation. The experiential and interactive story-telling series enables the Bank to highlight local enterprises and create a forum where budding entrepreneurs and small businesses can learn from, and connect with, established businesses and business leaders in the community. Through storytelling and hosted panels with various industry experts, the Bank aims to provide technical assistance, financial literacy education, mentorship, and coaching in an engaging way.

The Bank will leverage the “When Genesis Talks...” platform to kick off conversations around DEI. The Bank will:

- Feature small-mid-sized, family-owned, minority-owned businesses and community leaders driving DEI initiatives forward in Southern California via Fireside Chats.
- Leverage “When Genesis Talks...” educational mediums to support DEI efforts.
 - Explore DEI emerging issues.
 - Highlight DEI best practices.
 - Provide an update on Genesis Bank DEI initiatives.
 - Feature DEI community, municipal, educational, and business leaders.
 - Allow community, municipal, educational, business leaders, and employees to include opinions on potential DEI conversations.

Goal 3.4 Create ways for employees to report on external events that they attended, and the connections that they made in the community.

As the Bank examines its community engagement approach, it may find that it already has a range of connections with the community across different business units. Mapping these ongoing efforts helps to ensure coordination and translation of insights across departments. These insights help to drive connections with the community, and product innovation.

- Allot time at periodic company-wide strategic discussions and listening sessions for employees to share about their experiences at external events.
- Encourage employees to call informal meetings on the Sales floor where they can share their experiences at external events.

Goal 3.5 Stay relevant.

Staying relevant requires an understanding of what matters to the Bank’s stakeholders and requires dynamic engagement. To stay relevant as it relates to DEI, the Bank will:

- Form a Community Development Advisory Committee. Refer to Goal 1.1 bullet 1 for additional details.
- Provide multiple opportunities and formats for employees, community partners, and municipal leaders to share input, participate in the planning and implementation process, and learn about progress and ongoing challenges of the DEI program.
- Join the FDIC Los Angeles Alliance for Economic Inclusion (“LA AEI”). The LA AEI is comprised of a broad base of organizations including financial institutions, community-based nonprofit organizations, CDFIs, and government agencies. The LA AEI fosters economic inclusion among lower-income households and communities, and small and micro businesses. The alliance helps to bring emerging community issues to light.
- Use social media to stay connected with clients and the larger public.

Goal 3.6 Create internal calendar of Bank events.

Engaging employees in Bank related community events helps employees to feel more connected to the Bank's DEI work. To ensure all employees are apprised of Bank events, the Bank will create an internal calendar of Bank events.

- Work with marketing, GBIE, and the Genesis for Good Foundation to develop a master calendar of community events.
 - Ensure each event has a point of contact to help coordinate attendance.
- Make the calendar available on the Bank's intranet site.

Strategic Priority 4: Aspire to be a central hub of influence and connectivity.

Goal 4.1 Aspire to be a connectivity hub for DEI related initiatives (e.g., internships, procurement, technical assistance, etc.).

To breakdown silos and to create a unified vision working toward common DEI goals, the Bank will consistently display a willingness to be a connectivity hub for DEI related initiatives within the larger community. The Bank will:

- Encourage local businesses to adopt internship programs to provide underserved youth the opportunity to gain work experience and to develop a pipeline of diverse talent in Southern California.
- Host workshops and networking events through GBIE to connect small-midsized, family-owned, minority-owned businesses in Southern California with consultative resources.
- Join the National Bankers Association ("NBA") to help drive MDI-related initiatives forward.

Goal 4.2 Convene various stakeholders to create best practices in DEI (e.g., local municipalities, community organizations, and educational institutions).

Collaboration and information sharing enables stakeholders to develop more effective DEI programs within their respective organizations. It allows stakeholders to learn from each other, ask questions, and collaborate on large scale initiatives. The Bank will do the following to convene stakeholders to create best practices in DEI:

- Build a thought leadership program around DEI.
 - Create a consortium of Heads of DEI representing Southern California based banks to develop DEI best practices.
 - Host roundtables with other DEI experts.
 - Participate in speaking events centered around DEI.
 - Byline articles or opinion pieces in newspapers or industry publications.
- Host a quarterly meeting with the heads of local municipalities to discuss DEI related initiatives such as:
 - Ensuring women, minority, disabled veteran, and LGBT businesses are included in contracting opportunities.
 - Creating a diverse pipeline of workforce talent by supporting programs that expose underserved youth to different employment opportunities while helping them develop the appropriate skills to be competitive in the workforce.
- Engage with local colleges and universities such as Cal State Fullerton, Chapman, and UCI to discuss how they can collaborate with the business community to connect their underserved students with career opportunities.

Goal 4.3 Partner with community colleges and local universities to provide technical assistance to small businesses.

California's Small Business Development Center ("CA SBDC") Network is one of the state's primary resource partners for small business development. The CA SBDC Network provides small businesses and entrepreneurs with confidential, no-cost, one-on-one advising, expert training, and a wide business network. Through the CA SBDC Network, small business owners can access capital, develop business and financial models, create and implement marketing strategies, connect to global markets, and grow their business online.

Many community colleges and local universities serve as the host institution for SBDC programs. In order to better serve small businesses, the Bank will partner with local SBDCs, community colleges, and local universities to provide technical assistance to small businesses. The Bank will explore partnerships with SBDCs operating out of Southern California:

- Long Beach City College
- The University of La Verne
- El Camino College
- Pasadena City College
- California State University, Fullerton
- College of the Canyons

Goal 4.4 Have a Board and workforce that reflects the diversity of the community.

A diverse Board and workforce will open markets, lift morale, and enhance productivity. To attract a diverse Board and workforce, the Bank will:

- Maintain a Board where the majority of the board of directors are minorities.
- Launch a paid internship program. Refer to Goal 2.3 bullet 2-3 for additional details.
- Allow internal employees to participate in the Bank's mentorship program. Refer to Goal 2.2 for additional details.
- Create an expectation of high standards of performance from everyone. All employees can and should contribute fully.
- Instill a culture of openness that promotes the exchange of ideas and welcomes constructive challenges to the usual way of doing things.

Goal 4.5 Generate data around diversity initiatives.

Capturing and understanding DEI related data as it pertains to the Bank's workforce demographics and how the Bank is performing against internal DEI goals allows the Bank to prioritize what to do and where to focus. It also builds trust by creating a culture of accountability and transparency. To track data around diversity initiatives, the Bank will:

- Track gender and racial diversity of Genesis Bank's Board, Management, and workforce annually and report the data to the DEI Advisory Committee.
- Voluntarily participate in the FDIC's diversity self-assessment tool to contribute to the availability of DEI related data in the banking industry.
- Increase internal accountability and demonstrate this by regularly communicating evidence of progress within the organization.
- Stay committed in the long term to hiring, training, and promoting from diverse groups, including for leadership roles.

- Be transparent when communicating motivations, progress, momentum and mistakes.