



FEROX STRATEGIES

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CAPABILITIES: REACHING A DIVERSE CONGRESS

Congress is slowly but surely becoming more diverse, matching the changing face of America itself. The Census Bureau has projected that members of racial and ethnic minority groups will become the majority of Americans by the year 2044. The 2016 elections served as a sea change toward a Congress that better reflects the American people, with 48 African Americans, 46 Hispanics, 18 Asian American and Pacific Islanders, and two Native Americans in the chambers. Nearly one out of every five members of Congress is a racial or ethnic minority, making the 115th Congress the most diverse in history. These lawmakers are changing the business of Capitol Hill; their voting blocs represent an increasing influence, and their priorities mean new concerns for C-suites across the country. Consider:

- 46% of the House Democratic conference, 88 members, are members of color. The powerful “Tri-Caucus,” made up of the Congressional Black Caucus (CBC), Congressional Hispanic Caucus (CHC), and Congressional Asian Pacific American Caucus (CAPAC), hold great sway over the Democratic agenda. If Democrats win back the House in the 2018 midterms, a potential nine committee chairs will be Tri-Caucus members.
- 20 Republican members of color serve in both chambers of Congress and Republican members tout growing diversity among their senior staff.
- 11% of the U.S. Senate are members of color, including the first Latina and the first South Asian-American senators ever elected to the chamber.

As an increasingly multiracial voter base demands federal representatives who look like them and understand their experiences, we should expect Congress’ diversification to continue for some time. Congress’ demographic shift presents an opportunity for businesses and non-profits to form alliances and to highlight their own accomplishments before a growing bloc of rising congressional leaders. That’s where Ferox Strategies, with our unrivaled relationships, expertise, and experience with diversity-focused members of Congress and allies, comes in. Our knowledge and close ties to leaders in both parties and chambers of Congress, as well as aligned non-profit, political, and media organizations, allows us to plug our clients into the best opportunities to make a great impression before policymakers and achieve meaningful results.

Ferox founder Cristina Antelo boasts 15 years’ experience in all components of diversity-focused outreach, including stakeholder mapping, messaging development, grassroots and Capitol Hill advocacy, thought leadership, and recruiting third-party allies and validators. Antelo serves as Vice Chair of the CHC’s non-profit arm, is a member of the 2044 Council, and is a member of both the CBC and CHC PACs, allowing her to build close relationships with congressional leadership, leaders and members of the Tri-Caucus, as well as Republican and private sector diversity-focused groups.

Curious about how Ferox Strategies can support your engagement with an increasingly diverse U.S. Congress? Visit our website at www.FeroxStrategies.com, or contact us at cantelo@feroxstrategies.com or at 202-320-8236.