



CREW Network Commits to Founding Partnership to Recruit HBCU Women to Commercial Real Estate

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Lawrence, KS - CREW Network, along with its charitable arm, CREW Network Foundation, has committed \$100,000 as a founding partner of the Alabama Center for Real Estate's Career Opportunities in Real Estate (CORE) program to attract talent from underrepresented groups to commercial real estate careers. Through this partnership, CREW Network will provide scholarship funds, educational content, and mentoring for female students at historically black colleges and universities (HBCUs).

"CREW Network, as directed by our strategic plan, is proud to take a leadership role in this initiative as both a founding partner and program contributor," said Tiffany English, senior director, Architecture with Qualcomm and 2021 CREW Network president. "In addition to our financial commitment, we will be taking action by lending our time, talent and expertise to create a more diverse talent pipeline into the industry. CREW Network members will engage with HBCU women through mentoring, learning circles and speaking and content opportunities, and we will leverage our best-in-class UCREW program to assist students in transitioning into entry-level commercial real estate positions. This is a groundbreaking partnership and alignment that will greatly impact the industry and workforce of the future—and CREW is committed to being at the forefront."

In the coming weeks, CREW Network will announce a call for volunteers to its members to present content, mentor, and provide women in the program with insight and support. CREW Network will also engage with its chapters to reach more HBCU students through best-in-class UCREW programs.

CORE is part of a diversity, equity and inclusion initiative to empower over 100,000 young adults into real estate positions by 2030 by delivering credential based-workforce development programs that enable diverse populations to transition into successful careers. CORE offers an online credentialing program that will provide remote life and skill-based coaching to underrepresented groups, preparing participants for entry level jobs in the real estate industry under the tenets of awareness, readiness, and connection.

"It has been my life-long mission to help elevate young people and maximize their potential in the field of real estate," said Grayson M. Glaze, executive director, Alabama Center for Real Estate (ACRE), The University of Alabama. "The Center deeply appreciates CREW Network for its industry leadership. Together as a founding partner, we are laser focused on launching this industry-wide, game changing workforce initiative to bring awareness and job opportunities to the next generation

of real estate professionals.”

ACRE has also partnered with Debbie Phillips, Ph.D. to bring her expertise in real estate career exploration to the program curriculum, and the educational technology company LifeRamp led by founder and CEO Michael Huckaby to provide live and self-guided coaching, interpersonal skills development coupled with dynamic content surrounding the dynamic world of real estate.

The first CORE cohort will launch on Sept. 27, 2021. To remove any barriers to entry, students in the program will receive 100% scholarships, funded by the initiative’s partners and sponsors. Subsequent cohorts will resume in February 2022 and June 2022

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