

# ENGAGE THE FUTURE

A LOOK AT THE GROWING DIVERSITY IN NORTHWEST ARKANSAS  
MARCH 2020



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# NORTHWEST ARKANSAS

## A DIVERSE AND INCLUSIVE REGION

Northwest Arkansas looks nothing like it did 30 years ago. Significant economic growth, a low cost of living, thoughtful investments in infrastructure and improvements to the quality of life are contributing to an influx of dynamic, diverse talent across the region.

The Northwest Arkansas Council is working to promote an inclusive environment to harness the economic and social impact of that diversity.

People of diverse backgrounds enrich communities with innovative ideas and creative solutions to challenges, and their unique experiences strengthen the talent pool of workforce available to our companies.

EngageNWA is a Council initiative that works to bring diverse audiences and perspectives together to strengthen the economy and position Northwest Arkansas as a community of engaged global talent.

More diverse and inclusive communities perform better economically. Diverse populations bring considerable economic power – contributing billions of dollars annually to the region’s economy. The impact will continue to grow, and we are committed to making Northwest Arkansas an inclusive community that supports all who choose to live here.

### **Nelson Peacock**

President and CEO  
Northwest Arkansas Council



### **Margot Lemaster**

Executive Director  
EngageNWA



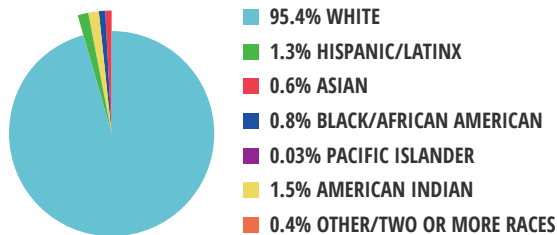
# POPULATION GROWTH

Northwest Arkansas has experienced rapid population growth in the past decade – increasing by more than 20% since 2010. Census estimates show the region’s population experiences a net gain of 30 people per day. The population is expected to grow an additional 10% by 2024.

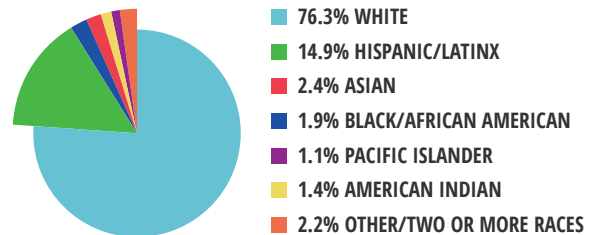
Between 1990 and 2010, the region’s racially and ethnically diverse populations increased from less than 5% in 1990 to nearly 24% in 2010. Since then, the diversity has continued to increase. In 2019, the region was nearly 28% diverse and is expected to grow to almost 31% by 2024. The region’s Hispanic/Latinx population saw the largest gains, accounting for close to 17% of the population in 2019 and forecasted to grow to over 18% by 2024.

The school districts in Northwest Arkansas are also experiencing a rapid growth in enrollment. In many cases, the diversity in these school districts is growing at a faster pace than the diversity of the overall population of the region. These numbers demonstrate that school districts in Northwest Arkansas, like those across the nation, are on the frontline of demographic change. Rogers and Springdale, for example, are both now majority students of color.

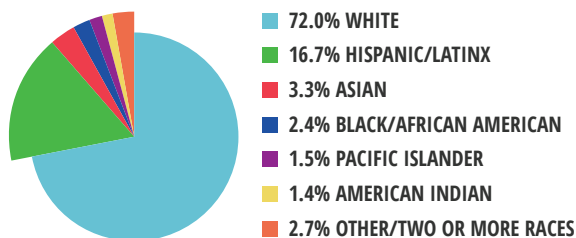
**1990 - TOTAL POPULATION 239,464**



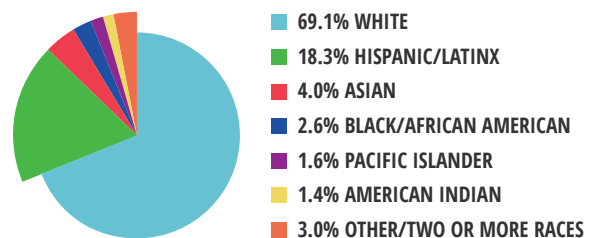
**2010 - TOTAL POPULATION 463,204**



**2019 - TOTAL POPULATION 558,075**



**2024 - TOTAL POPULATION 614,520**



# 2019 NORTHWEST ARKANSAS POPULATION HIGHLIGHTS

**NORTHWEST ARKANSAS POPULATION INCREASED BY**

**+20%**  **SINCE 2010**

**NORTHWEST ARKANSAS HAS A NET GAIN OF**

**30** PEOPLE PER DAY 

**NORTHWEST ARKANSAS SCHOOLS HAVE MORE THAN** **90** COUNTRIES REPRESENTED **AND** **87** LANGUAGES SPOKEN

**DIVERSE POPULATIONS INCREASED IN NORTHWEST ARKANSAS**

**FROM <5% TO >28%**  
1990 2019

**HISPANICS/LATINX IN NORTHWEST ARKANSAS REPRESENT**

**17%** UP FROM 1.3% IN 1990

 **2** OUT OF **5**

LARGEST SCHOOL DISTRICTS IN NWA ARE MAJORITY **STUDENTS OF COLOR**

 **BENTONVILLE'S POPULATION GREW 42%**  
FROM 2009 TO 2019

**BENTONVILLE'S INDIAN POPULATION INCREASED 239%**  
FROM 2011 TO 2018

 **AT 51.6%, SPRINGDALE IS THE MOST DIVERSE CITY IN NORTHWEST ARKANSAS**

<b>38%</b> HISPANIC/LATINX	<b>48%</b> HISPANIC/LATINX	<b>7%</b> PACIFIC ISLANDER	<b>13%</b> PACIFIC ISLANDER
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**FAYETTEVILLE'S DIVERSE POPULATIONS ACCOUNT FOR NEARLY**

**23%** OF THE CITY'S POPULATION  
**THE SCHOOL DISTRICT IS 34% DIVERSE**

**ROGERS IS 42% DIVERSE**

**SILOAM SPRINGS** **23%** OF CITY POPULATION **AND** **31%** OF SCHOOL DISTRICT **HISPANICS/LATINX ACCOUNT FOR**

**56%** STUDENTS OF COLOR **47%** HISPANIC/LATINX **ROGERS SCHOOL DISTRICT**

# COMPETITIVE ADVANTAGE

The United States is experiencing dramatic demographic shifts which is reflected in an increasingly racially diverse workforce. At the same time, the country's consumer base is more diverse and multicultural than ever before. African American, Asian American and Hispanic/Latinx consumers account for more than 38% of the total population, according to recent data compiled by Nielsen. The U.S. Census Bureau projects people of color will account for the majority of the population by 2044.

Engaging this diversity across all levels, sectors, and communities is how the region will secure its place as one of the nation's best places to live and work.

A recent report by consulting firm FSG highlights that employers of frontline talent are leveraging opportunities to advance racial equity as a source of competitive advantage. With expansive buying power and unique consumption habits, customers of color are a growing consumer base, with purchasing power that exceeds \$3 trillion annually, according to Nielson.

In addition, research shows the value of inclusion and diversity. Businesses led by culturally diverse teams are more likely to develop new products. In a 2018 report by McKinsey & Company, it was demonstrated that gender diverse teams are 21% more likely to outperform their peers. The same is true for ethnically and culturally diverse teams that are 31% more likely to outperform their peers.

While Northwest Arkansas is making great strides in prioritizing these opportunities through efforts such as diversifying recruitment pipelines and engaging employees top to bottom in education and training opportunities, more work needs to be done in recognizing and addressing attitudes, behaviors and policies that impede progress.

***“Advancing racial equity is not as simple as launching a single training or changing a single practice, nor it is a single person's role — it requires intentionally shifting cultures, behaviors, practices, and policies in ways that contribute to greater equity. It is a new way of doing business.”***

***- Advancing Frontline Employees of Color  
Innovating for Competitive Advantage in America's Frontline Workforce***

# PEER REGIONS

The Northwest Arkansas Council identified a select group of high-performing peer regions that were used as benchmarks to create the Greater Northwest Arkansas Development Strategy. Given the importance of diversity and inclusion to local economies, diversity growth is included from the following regions: Austin-Round Rock, Texas; Des Moines-West Des Moines, Iowa; Durham-Chapel Hill, N.C.; Madison, Wis.; Provo-Orem, Utah; and Raleigh, N.C.

## AUSTIN-ROUND ROCK, TX 2019 TOTAL POPULATION 2,231,469

RACE/ETHNICITY	2010	2019	2024 PROJECTION
White	54.7%	49.3%	46.4%
Hispanic/Latinx	31.4%	34.3%	36.1%
Asian	4.7%	6.4%	7.1%
Black/African American	7.0%	7.3%	7.5%
Pacific Islander	0.1%	0.1%	0.1%
American Indian	0.3%	0.3%	0.3%
Other/Two or More Races	1.9%	2.4%	2.6%

## MADISON, WI 2019 TOTAL POPULATION 673,045

RACE/ETHNICITY	2010	2019	2024 PROJECTION
White	84.4%	81.2%	79.0%
Hispanic/Latinx	5.2%	6.1%	6.8%
Asian	3.9%	5.4%	6.4%
Black/African American	4.2%	4.5%	4.7%
Pacific Islander	0.03%	0.03%	0.03%
American Indian	0.3%	0.3%	0.3%
Other/Two or More Races	1.9%	2.4%	2.7%

## DES MOINES, IA 2019 TOTAL POPULATION 680,233

RACE/ETHNICITY	2010	2019	2024 PROJECTION
White	83.6%	79.3%	76.7%
Hispanic/Latinx	6.7%	7.9%	8.8%
Asian	3.0%	4.5%	5.5%
Black/African American	4.7%	5.7%	6.3%
Pacific Islander	0.1%	0.1%	0.1%
American Indian	0.2%	0.2%	0.2%
Other/Two or More Races	1.8%	2.3%	2.6%

## PROVO-OREM, UT 2019 TOTAL POPULATION 659,955

RACE/ETHNICITY	2010	2019	2024 PROJECTION
White	84.4%	82.1%	80.2%
Hispanic/Latinx	10.7%	11.8%	13.1%
Asian	1.3%	1.7%	1.9%
Black/African American	0.5%	0.6%	0.7%
Pacific Islander	0.7%	0.8%	0.9%
American Indian	0.5%	0.5%	0.5%
Other/Two or More Races	2.0%	2.6%	2.7%

## DURHAM-CHAPEL HILL, NC 2019 TOTAL POPULATION 584,696

RACE/ETHNICITY	2010	2019	2024 PROJECTION
White	55.3%	54.2%	53.1%
Hispanic/Latinx	11.3%	11.7%	12.5%
Asian	4.4%	5.3%	6.0%
Black/African American	26.7%	26.1%	25.5%
Pacific Islander	0.04%	0.04%	0.04%
American Indian	0.3%	0.3%	0.3%
Other/Two or More Races	2.0%	2.4%	2.6%

## RALEIGH, NC 2019 TOTAL POPULATION 1,388,381

RACE/ETHNICITY	2010	2019	2024 PROJECTION
White	63.4%	60.6%	58.0%
Hispanic/Latinx	10.1%	10.9%	11.9%
Asian	4.4%	6.3%	7.7%
Black/African American	19.8%	19.4%	19.4%
Pacific Islander	0.03%	0.1%	0.1%
American Indian	0.3%	0.3%	0.3%
Other/Two or More Races	1.9%	2.4%	2.7%

# BENTONVILLE

CITY POPULATION

## 2019 TOTAL POPULATION 50,061

### RACE/ETHNICITY IN 2010, 2019, 2024

RACE/ETHNICITY	2010	2019	2024 PROJECTION
<b>White</b>	77.1%	70.4%	66.5%
<b>Hispanic/Latinx</b>	8.7%	9.9%	10.7%
<b>Asian</b>	8.3%	11.6%	14.0%
<b>Black/African American</b>	2.4%	3.8%	4.2%
<b>Pacific Islander</b>	0.2%	0.4%	0.5%
<b>American Indian</b>	1.2%	1.1%	1.1%
<b>Other/Two or More Races</b>	2.2%	2.8%	3.0%

While Bentonville is the fourth largest Northwest Arkansas city, its growth rate is the most impressive. From 2010 to 2019, Bentonville’s population grew by nearly 42%. By 2024, the city is expected to have grown an additional 15%. Bentonville is becoming increasingly diverse. In 2019, the city was nearly 28% diverse — an increase of over 4% since 2010. Bentonville is expected to grow to more than 30% diverse in 2024. Most notably, the Asian population has achieved significant growth since 2010 where it accounted for 8% of the population. In 2019, Asians accounted for nearly 12% of the population and are expected to account for 14% by 2024. Bentonville’s Asian Indian population grew by 239% from 2011-2018.

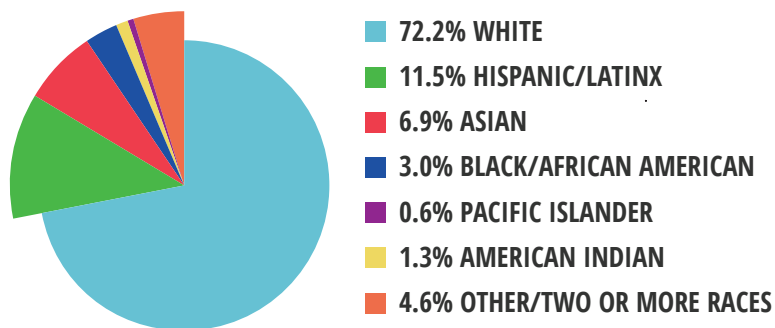




The Bentonville School District is the region's second largest school district in terms of enrollment. Diverse students account for nearly 28% of enrollment which matches the demographics of the city as a whole. Hispanic/Latinx students account for over 11% of total enrollment. Asian students account for nearly 7% of total enrollment — the largest Asian population in any one school district in the region. Students in Bentonville speak 64 languages, including Spanish, Telegu, Tamil and Hindi.

## TOTAL ENROLLMENT 17,848

### RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR



## HIGHLIGHTS

### English Learners

4.6%

### Languages Spoken

64

### Top Languages

Hindi, Spanish, Tamil, Telugu

### Top Origins of Birth

China, El Salvador, India, Mexico, Vietnam

### Number of Countries

61



### 2019 TOTAL POPULATION 87,843

#### RACE/ETHNICITY IN 2010, 2019, 2024

RACE/ETHNICITY	2010	2019	2024 PROJECTION
White	80.7%	77.0%	73.8%
Hispanic/Latinx	6.4%	8.0%	9.6%
Asian	3.1%	3.8%	4.3%
Black/African American	5.9%	6.5%	7.1%
Pacific Islander	0.2%	0.3%	0.3%
American Indian	1.0%	1.1%	1.1%
Other/Two or More Races	2.7%	3.4%	3.8%

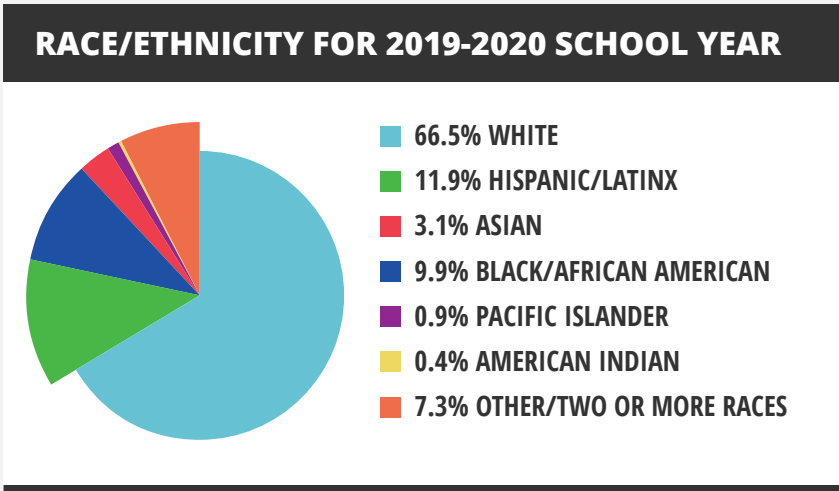
Fayetteville remains the largest Northwest Arkansas city. The population increased more than 19% from 2010 to 2019 and is expected to increase another 8% by 2024. Each of the city's diverse populations has achieved steady growth since 2010 and is expected to continue that trajectory into 2024. Fayetteville's diverse populations account for nearly 23% of the city's population. In 2024, they will account for over 26%.

Fayetteville has a 6.5% African American population, giving the city the largest African American population in Northwest Arkansas.



The Fayetteville School District is the region's fourth largest school district in terms of enrollment. The school district's diverse student enrollment percentage outpaces the city's diverse population percentage with more than 34% of students identified as diverse compared to the city's 23%. It's notable that students speak 56 languages in Fayetteville schools, including Spanish, Arabic, Marshallese, Chinese and Swahili. The children of University of Arkansas faculty and students contribute significantly to the diversity of the school district's population.

### TOTAL ENROLLMENT 10,487



### HIGHLIGHTS

**English Learners**  
7.7%

**Languages Spoken**  
56

**Top Languages**  
Arabic, Chinese, Marshallese, Spanish, Swahili

**Top Origins of Birth**  
Mexico, Saudi Arabia, Iraq, Russia\*

**Number of Countries**  
54\*

\*based on data from 2017



## 2019 TOTAL POPULATION 69,971

### RACE/ETHNICITY IN 2010, 2019, 2024

RACE/ETHNICITY	2010	2019	2024 PROJECTION
<b>White</b>	62.1%	58.0%	55.0%
<b>Hispanic/Latinx</b>	31.4%	33.2%	35.1%
<b>Asian</b>	2.5%	3.5%	4.3%
<b>Black/African American</b>	1.3%	1.8%	2.0%
<b>Pacific Islander</b>	0.2%	0.6%	0.7%
<b>American Indian</b>	0.8%	0.8%	0.8%
<b>Other/Two or More Races</b>	1.6%	2.1%	2.2%

Rogers is the third largest city in Northwest Arkansas. Since 2010, Rogers has grown by nearly 25% and is expected to grow an additional 13% by 2024.

In terms of diversity, Rogers grew from nearly 38% diverse in 2010 to 42% diverse in 2019. By 2024, the city is expected to be 45% diverse.

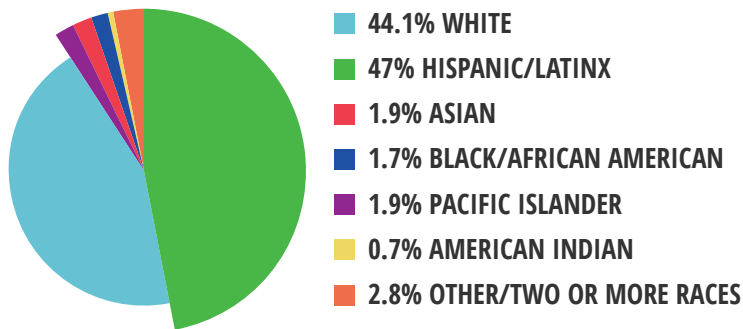
Hispanics/Latinx residents account for over 33% of the Rogers' population and the figure should surpass 35% by 2024.



The Rogers School District is the third largest school district in terms of enrollment. It's also a majority diverse district with students from diverse populations accounting for nearly 56% of enrollment. Of those diverse populations, 47% are of Hispanic/Latinx origin and nearly 29% are English learners. Rogers students speak 47 languages, including Spanish, Marshallese, Vietnamese and Hmong.

## TOTAL ENROLLMENT 15,721

### RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR



## HIGHLIGHTS

### English Learners

28.8%

### Languages Spoken

47

### Top Languages

Hmong, Marshallese, Spanish, Vietnamese

### Top Origins of Birth

El Salvador, Guatemala, Marshall Islands, Mexico

### Number of Countries

54



# SILOAM SPRINGS

CITY POPULATION

## 2019 TOTAL POPULATION 17,750

### RACE/ETHNICITY IN 2010, 2019, 2024

RACE/ETHNICITY	2010	2019	2024 PROJECTION
<b>White</b>	68.7%	64.8%	61.7%
<b>Hispanic/Latinx</b>	20.7%	23.2%	25.4%
<b>Asian</b>	1.5%	1.9%	2.3%
<b>Black/African American</b>	0.8%	1.0%	1.1%
<b>Pacific Islander</b>	0.04%	0.1%	0.1%
<b>American Indian</b>	4.3%	4.0%	3.9%
<b>Other/Two or More Races</b>	4.0%	5.1%	5.5%

Siloam Springs has achieved significant population growth since 2010, increasing by nearly 18%. The population is expected to grow by an additional 10% by 2024. It's notable that Siloam Springs has become increasingly diverse, accounting for 35% of the population in 2019 — a 3% increase from 2010. By 2024, the city is expected to be 38% diverse.

Although Siloam Springs is the smallest of the largest five cities in the region, it has the third largest Hispanic/Latinx population. Hispanic/Latinx residents make up 23% of the city's population.



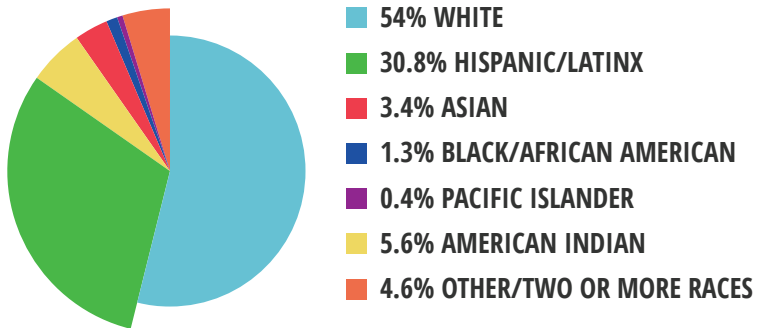
# SILOAM SPRINGS

SCHOOL DISTRICT DATA

The Siloam Springs School District's diverse population far outpaces the city's diverse population at 46%. Hispanics/Latinx account for nearly 31% of enrollment and nearly 6% of the enrollment consists of American Indians. More than 18% of Siloam Springs students are classified as English learners.

## TOTAL ENROLLMENT 4,371

### RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR



## HIGHLIGHTS

### English Learners

18.1%

### Languages Spoken

18

### Top Languages

Gujarati, Hmong, Marshallese, Spanish, Vietnamese

### Top Origins of Birth

Guatemala, Honduras, Mexico, Philippines, Puerto Rico

### Number of Countries

18



# SPRINGDALE

CITY POPULATION

## 2019 TOTAL POPULATION 81,385

### RACE/ETHNICITY IN 2010, 2019, 2024

RACE/ETHNICITY	2010	2019	2024 PROJECTION
White	53.2%	48.4%	44.3%
Hispanic/Latinx	35.0%	37.9%	41.1%
Asian	1.9%	2.3%	2.5%
Black/African American	1.6%	1.8%	1.8%
Pacific Islander	5.6%	6.8%	7.4%
American Indian	0.8%	0.8%	0.8%
Other/Two or More Races	1.9%	2.1%	2.1%

Springdale has the second largest population in Northwest Arkansas. The population increased by more than 15% from 2010 to 2019 and is expected to increase an additional 7% by 2024. Each of the city's diverse populations have grown steadily since 2010 and are all expected to continue similar growth into 2024.

Springdale's Hispanic/Latinx population grew by nearly 3% from 2010 to 2019 and is expected to grow by an additional 3% by 2024. Springdale also has the largest population of Pacific Islanders in Northwest Arkansas, which includes a large population of people from the Marshall Islands. Pacific Islanders accounted for nearly 7% of the population in 2019 and are expected to approach 8% in 2024.

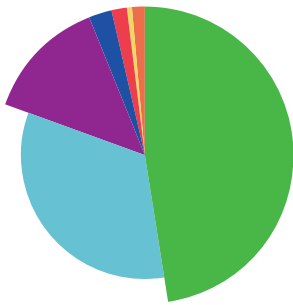




Springdale School District has the largest enrollment not only in Northwest Arkansas but also the entire state with over 22,000 students. It's also the most diverse school district in the region with students from diverse populations accounting for nearly 67% of enrollment. Hispanic/Latinx students account for nearly 48% of enrollment with 36% of students classified as English learners. Springdale students speak 47 languages, with the majority of those speaking Spanish and Marshallese.

## TOTAL ENROLLMENT 22,164

### RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR



- 33.1% WHITE
- 47.7% HISPANIC/LATINX
- 1.6% ASIAN
- 2.3% BLACK/AFRICAN AMERICAN
- 13.4% PACIFIC ISLANDER
- 0.6% AMERICAN INDIAN
- 1.4% OTHER/TWO OR MORE RACES

## HIGHLIGHTS

### English Learners

36.3%

### Languages Spoken

49

### Top Languages

Marshallese, Spanish

### Top Origins of Birth

El Salvador, Guatemala, Marshall Islands, Mexico

### Number of Countries

52

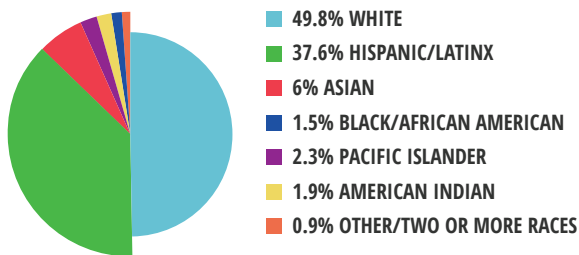


# OTHER DISTRICTS

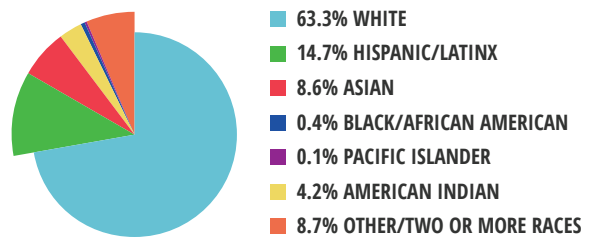
## SCHOOL DISTRICT DATA

Northwest Arkansas is home to numerous high-performing, diverse school districts. In this report, we are including diversity enrollment data for each district in the region. Like the larger districts, diverse enrollment in these smaller districts has continued to grow.

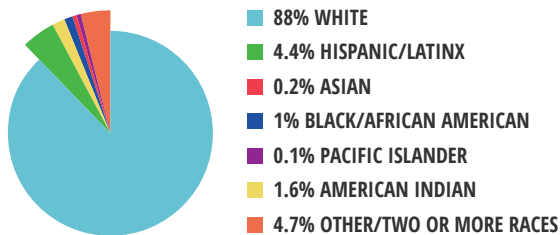
### DECATUR RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR



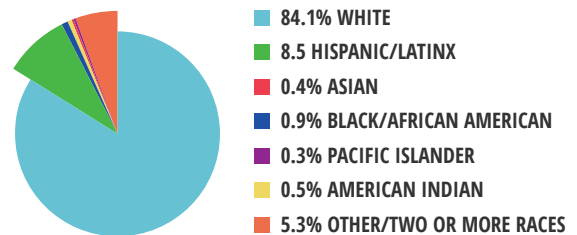
### GENTRY RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR



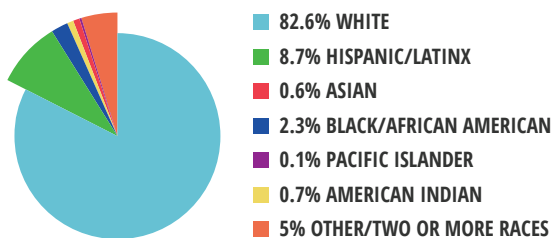
### ELKINS RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR



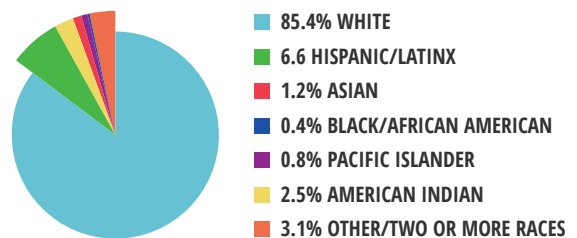
### GREENLAND RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR



### FARMINGTON RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR



### GRAVETTE RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR

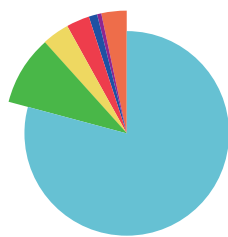


# OTHER DISTRICTS

SCHOOL DISTRICT DATA

## LINCOLN

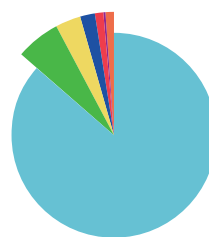
RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR



- 79.2% WHITE
- 9.2% HISPANIC/LATINX
- 3% ASIAN
- 1.1% BLACK/AFRICAN AMERICAN
- 0.2% PACIFIC ISLANDER
- 3.8% AMERICAN INDIAN
- 3.5% OTHER/TWO OR MORE RACES

## PRAIRIE GROVE

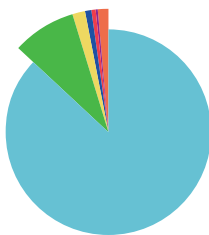
RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR



- 86.6% WHITE
- 5.7% HISPANIC/LATINX
- 1.2% ASIAN
- 2% BLACK/AFRICAN AMERICAN
- 0.3% PACIFIC ISLANDER
- 3.4% AMERICAN INDIAN
- 0.8% OTHER/TWO OR MORE RACES

## PEA RIDGE

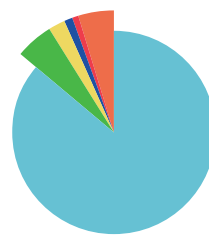
RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR



- 87.1% WHITE
- 8.3% HISPANIC/LATINX
- 0.5% ASIAN
- 0.9% BLACK/AFRICAN AMERICAN
- 0.1% PACIFIC ISLANDER
- 1.6% AMERICAN INDIAN
- 1.5% OTHER/TWO OR MORE RACES

## WEST FORK

RACE/ETHNICITY FOR 2019-2020 SCHOOL YEAR



- 86.3% WHITE
- 5% HISPANIC/LATINX
- 1.1% ASIAN
- 1.5% BLACK/AFRICAN AMERICAN
- 0% PACIFIC ISLANDER
- 2.1% AMERICAN INDIAN
- 4.6% OTHER/TWO OR MORE RACES

