

What's New for 2021

Tips on Completing the New DiversityInc
Top 50 Companies for Diversity Survey

DiversityInc

Resources

For technical assistance:

If you can't see slides, can't hear, etc., please use the text-chat box in the bottom right-hand corner of your screen.

For non-technical issues:

Please contact Customer Service at 973-494-0506.

You may submit your questions via the web:

Please use the text-chat box in the bottom right-hand corner of your screen.

For questions or more information regarding the survey:

- [Data security and privacy](#)
- Information on [survey methodology](#)
- [All DiversityInc Top 50 Lists since 2001](#)
- Reach out to Top50@diversityinc.com if you have questions.

DiversityInc



Chris Parker
Director of
Research &
Data Analytics



Justin Chase
Senior Research
Associate



Carlos Orta
Head of Strategic
Growth & Program
Development

Agenda

- Overview of DiversityInc
- About The Top 50 Competition
- What's New for 2021
- Tips for Completing the Survey
- Frequently Asked Questions
- Live Chat Q&A

OVERVIEW OF DIVERSITYINC

What We Do



Meet the Team



Carolynn Johnson, MBA
Chief Executive Officer



Luke Visconti
Founder & Chairman



Anita Ricketts, MBA
CEO's Chief of Staff



Lissiah Hundley, JD
Head of Strategic
Partnerships
& Client Fulfillment



Carlos Orta
Head of Strategic Growth
& Program Development



Chris Parker, PhD
Director of Research
& Data Analytics



Veronica McCoy
Director of Operations



Brian Good
Senior Managing Editor



Laurie Davis
Director of Marketing
& Branding



Darryl Wyrick
Senior Manager
Client Fulfillment



Dana Noweder
Senior Manager
Client Fulfillment



Brittany Robertson
Research Analyst



Justin Chase
Senior Research Associate



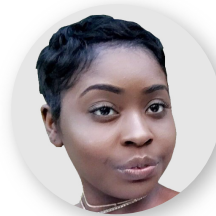
Jon Phillips
Business Office
Manager



Olivia Riggio
Journalist



Andrew Leung
Digital Copy Editor



Natasha Kalley
Assistant to the CEO



**Octavia Stephens-
Shivers**
Client Fulfillment
Coordinator



Andy Nguyen
Web Developer

DiversityInc Testimonial



“ Earning a spot on DiversityInc’s Top 50 list affirms that we are making real progress in inclusion and diversity, and also highlights where there is more work to do. This is not only important for Team Dow, but for our customers, suppliers, communities and other stakeholders who are critical to the journey.

KAREN S. CARTER

Chief Human Resources Officer and Chief Inclusion Officer | DOW

”

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**ABOUT THE
DIVERSITYINC TOP 50
COMPETITION**

DiversityInc Top 50 Competition

20 Years Strong!

- In 2021 the DiversityInc Top 50 Competition will celebrate it's 20th year, and remains **the most prestigious diversity list**.
- The DiversityInc Top 50 list is derived exclusively from **corporate survey submissions**. Companies are evaluated within the context of their own industries. Subsets of the same data submissions are used to determine our other specialty lists.
- The DiversityInc Top 50 process is **data and editorially driven** and is not pay to play.
- **Participation is free**. Every company that participates receives a free report card, assessing its performance against all competitors overall and in six key areas of diversity management.

DiversityInc Top 50 Competition

To be eligible to compete for a spot on any of DiversityInc's Top Companies lists, participants must:

- Have at least **750 U.S. employees**
- **Enter data for your U.S. employee population** and initiatives via Qualtrics, an online survey tool **by March 26th, 2021**
- **Submit a notarized form** signed by either the CEO, the chief human resources officer (CHRO) or a corporate officer (other than the chief diversity officer or person responsible for diversity & inclusion) affirming that all data submitted is accurate
- Complete **NOD's Disability Employment Tracker by March 26th, 2021**
- Have at least one employee from the company **participate in the Top 50 event**

2021 Top 50 Companies Survey Categories

Every participating company that completes the 2021 DiversityInc Top 50 Companies for Diversity Assessment receives a [FREE report card](#), detailing their performance versus all competitors' overall performance

The assessment collects data in **six key areas of diversity and inclusion** management:



Human Capital Metrics



Workplace Practices



Leadership Accountability



Supplier Diversity



Talent Programs



Philanthropy

2020 DiversityInc REPORT CARD

SAMPLE REPORT & DATA

Company Name



SAMPLE HEATMAP

The heatmap shows your company's results in comparison with the 2020 Top 10 + Hall of Fame Index. If your company participated in the 2019 Top 50 survey, your results will be reflected and compared against the respective Top 10 + Hall of Fame Index for that year.

Note that across years, similar values may be colored differently as the benchmark for each year changes. If the color change progresses toward green, it indicates progress relative to the benchmark companies. On the other hand, if the color change progresses toward red, that indicates losing ground relative to the benchmark companies.

Table Column Legend:

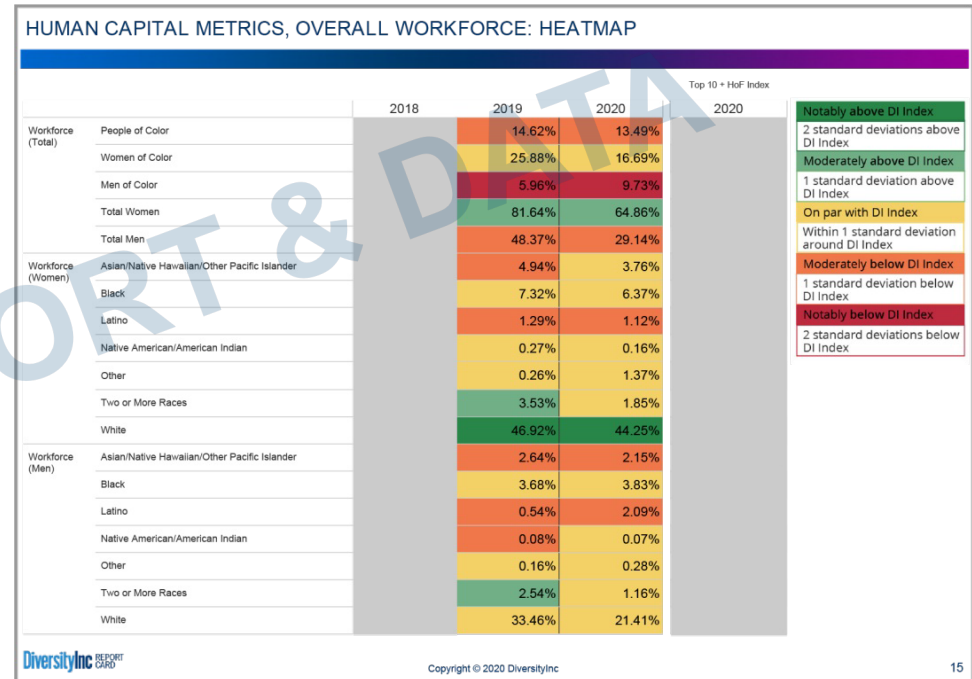
- Far Right: 2020 DI Top 10 + Hall of Fame Index
- Middle Right: 2020 Company Results
- Middle Left: 2019 Company Results
- Far Left: 2018 Company Results

Data Calculations:

The DI index represented in heatmap tables are calculated averages of all the responses submitted divided by the count of all responses. The data calculations for People of Color (POC), Women of Color (WOC), and Men of Color (MOC) include the race/ethnicity category "Other" in the percentages and ratios represented in the heatmaps. Within the heatmaps, if a value of 0.00% is represented, the value may be zero or too small when rounding rules are applied to the second decimal point. In these cases, heatmap formatting has been applied.

Heatmap Key:

Notably above DI Index
2 standard deviations above DI Index
Moderately above DI Index
1 standard deviation above DI Index
On par with DI Index
Within 1 standard deviation around DI Index
Moderately below DI Index
1 standard deviation below DI Index
Notably below DI Index
2 standard deviations below DI Index



The expanded benchmark report includes the 2020 DI Top 10 index score as well as your company's 2018 results (if applicable)

CATEGORY SUMMARY BENCHMARKS

This information represents your company's aggregated results for each benchmark category in comparison to all other organizations within the identified cohort group (e.g., Top 10 + HoF, Top 50 + HoF, All Companies). The data points are calculated by standardizing data points comprising the specific benchmark category on a 100-point scale and adding them together based upon DiversityInc's proprietary algorithm.

Human Capital Metrics



Leadership Accountability



Talent Programs



Workplace Practices



Philanthropy



Supplier Diversity



DiversityInc Top 50 Hall of Fame

2019



No. 1 2019

2018



No. 1 2018

2017



No. 1 2017

2016



No. 1 2016

2015/2014



No. 1 2015-2014

2013



No. 1 2013

2012



No. 1 2012

2020 Top 50 Companies for Diversity



- | | | |
|--------------------------------|--------------------------------|---------------------------------------|
| 1. Marriott International | 18. TD Bank | 35. KeyBank |
| 2. Hilton | 19. AbbVie | 36. Colgate-Palmolive |
| 3. Eli Lilly and Company | 20. Nielsen | 37. Randstad |
| 4. ADP | 21. The Hershey Company | 38. AIG |
| 5. Accenture | 22. Dow | 39. Ecolab Inc. |
| 6. Mastercard | 23. Aramark | 40. U.S. Bank |
| 7. Comcast NBCUniversal | 24. CVS Health | 41. JCPenney |
| 8. Abbott | 25. Humana | 42. Cigna |
| 9. TIAA | 26. Southern Company | 43. HP Inc. |
| 10. Toyota Motor North America | 27. The Boeing Company | 44. McCormick & Company |
| 11. Wells Fargo | 28. Sanofi U.S. | 45. Moody's Corporation |
| 12. KPMG | 29. Exelon Corporation | 46. United Airlines Holdings |
| 13. Target | 30. General Motors | 47. AstraZeneca |
| 14. BASF | 31. Allstate Insurance Company | 48. HSBC |
| 15. Northrop Grumman | 32. Walmart Inc. | 49. Centene Corporation |
| 16. Procter & Gamble | 33. Medtronic | 50. Capital One Financial Corporation |
| 17. Cox Communications | 34. The Kellogg Company | |

Top Noteworthy Companies *(Alphabetically)*



- Ally Financial
- American Family Insurance
- American Water
- AmerisourceBergen
- Asurion
- BBVA
- Becton Dickinson
- Best Buy
- Cardinal Health
- Citizens Financial Group
- Flagstar Bank
- Guidehouse
- Herman Miller
- Hillrom
- Honda North America
- International Flavors & Fragrances
- Johnson Controls
- Kohl's
- Linde
- MUFG Union Bank, N.A.
- Nutrien
- Owens Corning
- PepsiCo
- Rockwell Automation, Inc.
- Royal Caribbean Cruises Ltd.
- State Street Corporation
- Tata Consultancy Services
- Ulta Beauty
- Ultimate Software
- Unisys Corporation
- Walgreens
- Wyndham Hotels and Resorts

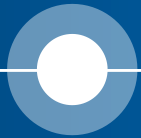
WHAT'S NEW FOR 2021

New Features

- **Reorganized modules** to correspond with organizational functions.
- **Enable multiple individuals to complete different sections** of the assessment at the same time.
- **Progress and completion rates** for each of the modules.
- **Ability to upload human capital metrics**, removing the need for manual entry.
- **Expanded questions** around: organizational structure; diversity and inclusion departmental resources; key areas such as supplier diversity and philanthropy; more ethnicities and gender options, LGBTQ+, people with disabilities, and veterans; tier spend; volunteerism; and community impact.
- Additional **questions related to COVID-19 are for benchmark equating purposes**. These optional questions will NOT to be used for ranking.

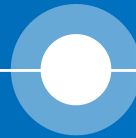
Key Dates

NOVEMBER 19, 2020



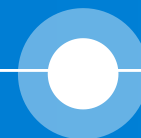
SURVEY
OPENS

MARCH 26, 2021



SURVEY
CLOSES

MAY 6, 2021



TOP 50
EVENT

- **November 19, 2020** - Top 50 Companies for Diversity Survey opens
- **March 26, 2021** - Survey closes
- **May 6, 2021** - Top 50 Companies for Diversity are announced

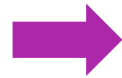
TIPS FOR COMPLETING THE SURVEY

Before we begin

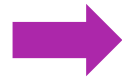
Assessment Changes

- As with 2020, the 2021 assessment data is used to calculate numeric values for **human capital metrics, leadership accountability, talent programs, workplace practices, philanthropy, and supplier diversity**
- However, unlike 2020, we now organize items based on **organizational role**. For example, instead of answering questions about hiring veterans in their own section, there are now expanded questions in the talent acquisition section (**module 3**) which ask about all relevant segments (e.g., women of color, veterans, LGBTQ+, etc)
- Additionally, questions are broken into distinct **modules** allowing **more than one** person to **simultaneously** answer questions in a different module.
- While questions may be in different modules, you only need **one unique code** to access any part of the assessment, and the **module links** that get created in the assessment will **automatically embed this code** for you so that you can easily share the link to a module.

Company Profile and Organizational Structure (Questions 1 – 68)

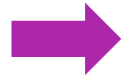


Module 1: Human capital metrics



Module 2: Talent Programs Human capital metrics

Access module table to obtain links for and/or complete all five modules



Module 3: Talent acquisition, development, management



Module 4: Philanthropy

Verify and submit assessment



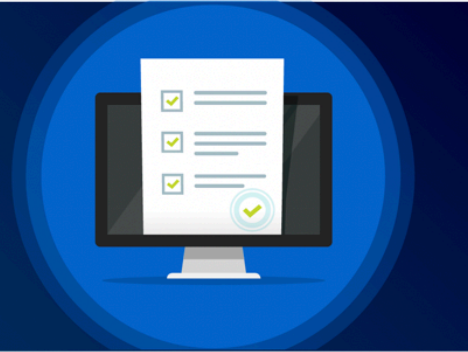
Module 5: Supplier diversity

Before we begin

General tips and best practices

- Designate a **project lead** responsible for identifying barriers and ensuring data is compiled in a timely manner.
- If you are using any **12-month period or than the calendar year**, please specify the year range you are using with a supplemental (Q279). We strongly encourage everyone to use **December 31st, 2019** to **December 31st, 2020** for optimal benchmarking of human capital metrics and talent human capital metrics.
- Identify the types of **support** you may need to complete your assessment.
- Establish **regularly occurring meetings** with colleagues supporting the completion of your assessment.
- Consider answering the questions on a **handout** prior to inputting data into the online Qualtrics platform.
- Leave plenty of time for senior leadership and organizational **stakeholders** (such as legal) to **review our questions** and **your responses**.
- If you are unsure what a question is asking, please contact **Top50@DiversityInc.com**.

The 2021 DiversityInc Top 50 Companies for Diversity Competition



20 Years Strong!

Dear Justin

For 20 years, the [DiversityInc Top 50 Companies for Diversity Survey](#) has been the gold standard of achievement for corporate diversity and inclusion. The survey measures human capital outcomes and connects them with best practices utilized to attract, retain, develop and promote the advancement of diverse talent in the workplace.

WHAT IS MY PASSWORD TO ACCESS THE ONLINE PORTAL?

- Survey Link: https://diversityinc.co1.qualtrics.com/jfe/form/SV_9nOpsoQGc26pBcx
- Unique company code:jchase090807

WHAT'S NEW for 2021?

- Reorganized modules to correspond with organizational functions.
- **Enable multiple individuals to complete different sections of the assessment at the same time.**

THE 2021 TOP 50 COMPANIES FOR DIVERSITY SURVEY

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Please log in using the unique code you received in order to start the assessment.

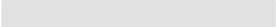
If you don't have your company's unique code, please request it from your organizations primary contact.

If you need your code reset, you can recover your code by emailing top50@diversityinc.com.

If you are new to the assessment, you may [request an invitation here](#).

Unique Code

Survey Completion

0%  100%





- Welcome and What's New
- Q1: Contact information: Company
- Q2: Contact information: Executive responsible for U.S. diversity
- Q3: Contact information: Executive responsible for global diversity
- Q4: Contact information: Head of procurement
- Q5: Contact information: Head of human resources
- Q6: Contact information: CEO/President
- Q7: Contact information: Person responsible for diversity communications
- Q8: Contact information: Executive responsible for U.S. talent acquisition**
- Q9: Contact information: Person responsible for the 2021 submission
- Q10: Address: Location of U.S. headquarters
- Q11: Address: Location of board of directors
- Q12: Company profile: Geographical reach

Welcome to the 2021 DiversityInc Top 50 Companies for Diversity Assessment!

and with organizational functions.

ment into smaller chunks.
 tional structure (Q1 - Q68)
 ics (Q69 - Q93)
 man capital metrics (Q94 - Q115)
 evelopment, and management (Q116 - Q197)
 - Q227)
 228 - Q278

ete different modules (*see list above*) at the same time.
 on rates for each of the modules.

had a pre-defined XLS template for human capital metrics and talent programs human capital metrics.

(1) organizational structure; (2) diversity and inclusion departmental resources; (3) key areas such as supplier ethnicities and gender options, LGBTQ+, people with disabilities, and veterans; (5) tier spend; (6) volunteerism;

to COVID-19 for benchmark equating purposes.
NOT to be used for ranking

nted throughout the assessment.
 r the item number that was used in 2020.
 n a number for 2020 have been modified in terms of their structure and/or options you may select.
 in parentheses immediately after the question number.

REQUIRED for items that are linked using display or skip logic. Items that are required are noted on the
 it and will produce a message within the submission platform if left blank.



Q18: Organization: Structure
Q19: Organization: Board(s) and council(s)
Q20: Organization: Board(s) and council(s) count
Q21: Organization: Board(s) and council(s) responsibility selections
Q22: Organization: Board(s) and council(s) responsibility descriptions
Q23: Organization: Board(s) and council(s) meeting frequency
Q24: Executive diversity council: Chair position
Q25: Executive diversity council: Chair title
Q26: Executive diversity council: Administrator
Q27: Executive diversity council: Administrator title
Q28: Executive diversity council: Goals
Q29: Executive diversity council: Compensation
Q30: Executive diversity council: Rotational positions
Q31: Executive diversity council: Selections
Q32: External diversity council: Chair title
Q33: Senior advisory positions
Q34: Senior advisory positions: Descriptions
Q35: Formal tracking: Diversity goals
Q36: Formal tracking: Board of directors goals
Q37: Formal tracking: Executive diversity council goals
Q38: Formalized systematic efforts
Q39: Formalized systematic efforts: Gender parity
Q40: Formalized systematic efforts: Race/ethnicity proportional representation
Q41: Formalized systematic efforts: Cross cultural competence
Q42: Formalized systematic efforts: Proportional retirement contributions

Q1. (Q2 in 2020) Please provide the following information about your company (**write 'NA' if not applicable for City, State and Zip Code**):

Note: This will be the information used for your [free report card](#).

Please provide your answer in the boxes below.

Company Name

Diversit

Mailing address (line 1)

Mailing address (line 2)

City

State/Province/Region

Zip Code

Country

Phone (primary; no dashes)

Corporate Website

Response Requested



There is 1 unanswered question on this page. Would you like to continue?

Continue Without Answering

Answer the Question

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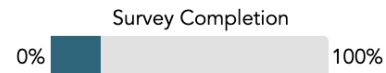
ToC ▶

Please answer this question.

Q21. (NEW) Please identify formal diversity and inclusion responsibilities for each of the following:

Please select any option(s) that apply for each row.

	Promoting diverse talent	Monitoring workforce representation	Sponsoring diversity events	Setting enterprise diversity goals	Other	None of these
Board of directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Diversity Council(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Q21 **[SKIP IF 19 = G; Required response]** (New) Please identify formal diversity and inclusion responsibilities for each of the following. (Select all that apply)

A. Board of Directors [IF 19A SELECTED]	Promoting diverse talent	Monitoring workforce representation	Sponsoring diversity events	Setting enterprise diversity goals	Other	None of these
B. Executive Diversity Council [IF 19B SELECTED]	Promoting diverse talent	Monitoring workforce representation	Sponsoring diversity events	Setting enterprise diversity goals	Other	None of these
C. External Diversity Council(s) [IF 19C SELECTED]	Promoting diverse talent	Monitoring workforce representation	Sponsoring diversity events	Setting enterprise diversity goals	Other	None of these
D. Regional Diversity Council(s) [IF 19D SELECTED]	Promoting diverse talent	Monitoring workforce representation	Sponsoring diversity events	Setting enterprise diversity goals	Other	None of these
E. Other Diversity Council(s) [IF 19E SELECTED]	Promoting diverse talent	Monitoring workforce representation	Sponsoring diversity events	Setting enterprise diversity goals	Other	None of these
F. Other Diversity and Inclusion Committee(s) [IF 19F SELECTED]	Promoting diverse talent	Monitoring workforce representation	Sponsoring diversity events	Setting enterprise diversity goals	Other	None of these

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ToC ▶

Q19. Does your company have any of the following:

Please select all that apply.

- Board of Directors (Q33 in 2020)
- Executive Diversity Council(s) (Q37 in 2020)
- External Diversity Council(s) (Q50 in 2020)
- Regional Diversity Council(s) (Q49 in 2020)
- Other Diversity Council(s) not listed above (New)
- Other Diversity and Inclusion Committee(s) (New)
- None of the above



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ToC ▶

Q20. (NEW) How many of each of the following does your organization have:

Please type a number into the box(es) below.

(Please list a number between 1 and 10)

Board of Directors

Regional Diversity Council(s)



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ToC ▶

Q19. Does your company have any of the following?

Please select all that apply.

- Board of Directors [\(Q33 in 2020\)](#)
- Executive Diversity Council(s) [\(Q37 in 2020\)](#)
- External Diversity Council(s) [\(Q50 in 2020\)](#)
- Regional Diversity Council(s) [\(Q49 in 2020\)](#)
- Other Diversity Council(s) not listed above [\(New\)](#)
- Other Diversity and Inclusion Committee(s) [\(New\)](#)
- None of the above

2020_Top_50 - Compatibility Mode

Home Insert Draw Design Layout References Mailings Review View Acrobat Tell me

Paste Arial (Body) 11 A[^] A^v Aa A₀ B I U x_2 x^2 Styles Styles Pane Dictate

End of Block: CEO/Senior Leadership Commitment [Q20 - Q32]

Start of Block: Board of Directors [Q33 - Q36]

Q33 Does your company have a board of directors?

If you do not have a U.S. board of directors but have a global board only, you may use that. If you do not have any type of board of directors, please check No.

Yes (1)

No (0)

Skip To: End of Block If Does your company have a board of directors? If you do not have a U.S. board of directors but hav... = No

JS * ⦿

ToC ▶

. If you have questions or need support for this assessment, please visit our contact us at top50@diversityinc.com

Please take a moment to review your responses prior to moving onto your next section. You may click “←” to adjust your responses as needed.

Q1 - Information about your company:

Company name	DiversityInc
Mailing address (line 1)	123 Company Address
Mailing address (line 2)	Building #3
City	Woodbridge
State / Province / Region	NJ
Zip Code	07077
Country	United States
Phone (primary; no dashes)	5555555
Corporate website	www.diversityinc.com

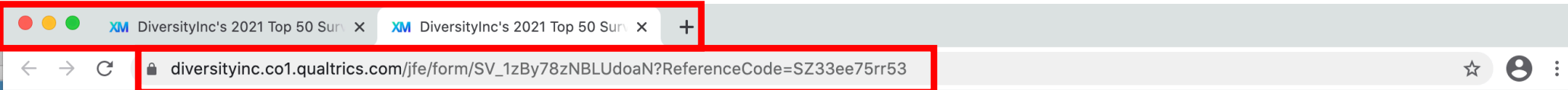
Q2 - Contact information for the most senior level executive or manager responsible for U.S. diversity management:

First name	Anita
Middle initial	
Last name	Ricketts
Title	Chief of Staff
Email	aricketts@diversityinc.com

Q37 - Please explain how you formally track progress toward diversity goals set by your Executive Diversity Council.	
Answer	
Q38 - Does your company have formalized systematic efforts to:	
Answer	
Q39 - What target year has your company set as its goal to achieve gender parity by?	
Answer	
Q40 - What target year has your company set as its goal to achieve proportionate racial representation in management by?	
Answer	
Q41 - How do you promote cross-cultural competence?	
Answer	
Q42 - Do you check for proportional (evenly distributed / equal) participation in retirement contributions across any of the following workforce segments?	
Answer	
QQ43 - Which department or division at your organization is primarily responsible for diversity and inclusion?	
Answer	
Q44 - Which executive(s) meet with the CEO most regularly about issues regarding diversity?	
Answer	
Q45 - Who does the most senior level diversity executive or manager report to in your organization?	
Answer	
Q46 - Do any of the following staff present diversity-related content to your employees?	
Answer	

Thank you for updating your company profile and completing the Diversity and Inclusion organizational component of your submission. Below are a series of survey modules which need to be completed.

Module	Description	Support	Link
Human Capital Metrics	Numeric counts for ethnicity (Black, Asian, Native Hawaiian/Pacific Islander, Latino or Hispanic, Native American/Alaskan Native, White, Two or More Races/Ethnicities, Other/Unknown) and gender (Male, Female, Other/Unknown) for workforce segments. Download a list of questions for module 1 by clicking this link.	Consider partnering with your organization's office of human resources, and/or analytics and reporting division, and/or executive operational support team.	Module 1: Human capital metrics
Talent Programs Human Capital metrics	Numeric counts for ethnicity (Black, Asian, Native Hawaiian/Pacific Islander, Latino or Hispanic, Native American/Alaskan Native, White, Two or More Races/Ethnicities, Other/Unknown) and gender (Male, Female, Other/Unknown) for talent program membership. Download a list of questions for module 2 by clicking this link.	Consider partnering with your organization's office of human resources, talent acquisition/recruitment division, and/or analytics and reporting division.	Module 2: Talent programs: human capital metrics
Talent Acquisition, Talent Programs, and Talent Management	Questions assessing how you hire diverse talent, what programs diverse talent has available, and practices around how diverse talent is managed. See a list of questions. Download a list of questions for module 3 by clicking this link.	Consider partnering with your organization's office of human resources, talent acquisition/recruitment division.	Module 3: Talent acquisition, programs and management
Philanthropy	Questions assessing practices around tracking and encouraging giving and volunteerism within your organization and across your workforce. See a list of questions. Download a list of questions for module 4 by clicking this link.	Consider partnering with your organization's philanthropic division/council.	Module 4: Philanthropy
Supplier Diversity	Questions assessing percentage of spend and practices around obtaining and retaining vendors in your supply network. See a list of questions. Download a list of questions for module 5 by clicking this link.	Consider partnering with your organizations head of procurement and/or supplier diversity team.	Module 5: Supplier diversity



THE 2021 TOP 50 COMPANIES FOR DIVERSITY SURVEY

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ToC ▶

. Welcome to the human capital metrics module for the 2021 DiversityInc Top 50 Companies for Diversity Assessment!

The following section is designed to collect information on your human capital metrics.

About this section. In this section you will be asked to report total counts for intersectional diversity (gender: female, male; and race/ethnicity: Black, Asian, Native Hawaiian/other Pacific Islander, Native American/Alaskan Native, Latino or Hispanic, two or more races/ethnicities) for your workforce from January through December 2020.

You may want to consider responding to this section in partnership with your human resources division, or any staff who manages data or reporting for human capital metrics.

What you will be asked. Specifically, you will be asked to provide the gender and race/ethnicity composition for the following categories:

- **Overall workforce**
 - Overall totals (entire U.S. workforce)
 - Hourly
 - Non-hourly exempt
 - New hire totals
 - Promotions to management
 - Turnover
 - Involuntary
 - Voluntary
 - Highest paid 10%
- **Overall management**
 - Overall totals (all U.S. management)
 - Including sub-totals for level 1, level 2, level 3 and level 4
 - New hire totals
 - Promotions within management

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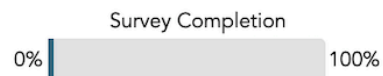
ToC ▶

Q94. *(NEW)* Which of the following ways would you prefer to enter your data?

Note: You may change your selection any time by clicking the “←” button.

Enter it into Qualtrics

Download a form and upload that form into Qualtrics



Q99A. (Q167 in 2020) Provide a breakdown of the U.S. **mentors** in your company's mentoring program(s), by gender and race/ethnicity, in 2020:

Please type whole numbers (no decimals) into the boxes below.

Mentors, overall workforce

	White	Black	Asian	Native Hawaiian/Other Pacific Islander	Native American/Alaskan Native	Latino or Hispanic	Two or More Races/Ethnicities	Other	Unknown
Women	1000	250	200	10	5	450	75	0	0
Men	1700	200	300	19	20	200	100	1	0
Other	0	0	0	0	0	0	0	0	0
Unknown	0	0	0	0	0	0	0	0	0

- **Special populations**

- Veterans % (overall workforce, overall management, levels 1 – 4 management)
- People with disabilities % (overall workforce, overall management, levels 1 – 4 management)
- LGBTQ+ % (overall workforce, overall management, levels 1 – 4 management)

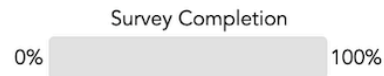
- **Organizational divisions**

- Board of Directors
- Executive Diversity Councils
- Human Resources
- Talent Acquisition/Recruitment Staff
- Supplier Diversity staff
- Procurement staff
- Faculty, residents, nurses and physicians (*healthcare organizations only*)

. (NEW) Which of the following ways would you prefer to enter your data?

Note: You may change your selection any time by clicking the “←” button.

- Enter it into Qualtrics
- Download a form and upload that form into Qualtrics



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Q90.

(NEW) Please click [here](#) to download the template.

Please upload your human capital metrics template using the field below.

Please note: We are unable to accept data that is not in the provided template.

Drop files or click here to upload



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This Excel file is provided as an alternative way to answer the survey questions and gender and age breakdown questions. Please fill out the green and blue colored cells on this sheet ("Totals") and the rest of sheet ("Promotions"). Once completed, you can do a cursory check of your submission by clicking on the "Error Checking" sheet. After the data is finalized, upload this file back to the survey by using the questions in the "File Uploads" block. **Please enter numbers only, do NOT enter percentage signs.** You may skip any tables which are asking for information you do not track or cannot share. Note that the definitions approved in a separate tab ("Definitions"), Faculty, Residents, Nurses, and Physicians are for Hospitals and Health Systems only. Please contact us via our help desk or by email at top50@diversityinc.com if you have any questions.

			Women										Men										Other										Unknown					Total
202 Q#	202 Q#	Segment of Workforce	White					Black					Asian					Hispanic/Latino					Other					White	Black	Asian	Hispanic/Latino	Other						
			White	Black	Asian	Hispanic/Latino	Other	White	Black	Asian	Hispanic/Latino	Other	White	Black	Asian	Hispanic/Latino	Other	White	Black	Asian	Hispanic/Latino	Other																
Q27	202 Q27	76A Workforce - Hourly																												0								
NEW	202 Q27	76A Workforce - Hourly																												0								
Q27	202 Q27	76A Workforce - Non-hourly w/emp																												0								
Q27	202 Q27	76A Workforce - Non-hourly																												0								
Q27	202 Q27	76A Workforce - Promotions																												0								
Q27	202 Q27	76A Workforce - Turnovers (voluntary)																												0								
Q27	202 Q27	76A Workforce - Turnovers (involuntary)																												0								
Q27	202 Q27	76A Workforce - Highest paid 10%																												0								
Q60	202 Q60	76B Management - Overall																												0								
Q60	202 Q60	76B Management - New Hire																												0								
Q60	202 Q60	76B Management - Within management promotions																												0								
Q60	202 Q60	76B Management - Promotions into management																												0								
Q60	202 Q60	76B Management - Turnovers (voluntary)																												0								
Q60	202 Q60	76B Management - Turnovers (involuntary)																												0								
Q60	202 Q60	76B Management - Turnovers (total)																												0								
Q63	202 Q63	77 Management level 1 - Overall																												0								
Q63	202 Q63	77 Management level 1 - New Hire																												0								
Q63	202 Q63	77 Management level 1 - Promotions into																												0								
Q63	202 Q63	77 Management level 1 - Turnover (total)																												0								
Q64	202 Q64	78 Management level 2 - Overall																												0								
Q64	202 Q64	78 Management level 2 - New Hire																												0								
Q64	202 Q64	78 Management level 2 - Promotions into																												0								
Q64	202 Q64	78 Management level 2 - Turnover (total)																												0								
Q65	202 Q65	79 Management level 3 - Overall																												0								
Q65	202 Q65	79 Management level 3 - New Hire																												0								
Q65	202 Q65	79 Management level 3 - Promotions into																												0								
Q65	202 Q65	79 Management level 3 - Turnover (total)																												0								
Q66	202 Q66	80 Management level 4 - Overall																												0								
Q66	202 Q66	80 Management level 4 - New Hire																												0								
Q66	202 Q66	80 Management level 4 - Promotions into																												0								
Q66	202 Q66	80 Management level 4 - Turnover (total)																												0								
Q67	202 Q67	82 Board of directors																												0								
Q67	202 Q67	83 Executive/Leadership																												0								
Q67	202 Q67	84 Human Resources staff																												0								
Q67	202 Q67	86 Sales Acquisition/Recruitment staff																												0								
Q67	202 Q67	87 Supplier Diversity staff																												0								
Q67	202 Q67	88 Procurement staff																												0								
Q69	202 Q69	89 Faculty																												0								
Q69	202 Q69	89 Residents																												0								
Q69	202 Q69	89 Nurses																												0								
Q69	202 Q69	89 Physicians																												0								

202 Q#	202 Q#	Segment	Total people on Executive Diversity Council
Q60	202 Q60	84 Level 1 (CEO and direct reports)	
Q60	202 Q60	84 Level 2 (One level below level 1)	
Q60	202 Q60	84 Level 3 (Two levels below level 1)	
Q60	202 Q60	84 Level 4 (Three levels below level 1)	
Q60	202 Q60	84 Other	



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AutoSave OFF DiversityInc__Human_capital_metrics (3)

Home Insert Draw Page Layout Formulas Data Review View Acrobat Tell me

Calibri (Body) 12

Number

Conditional Formatting Format as Table Cell Styles

Share Comments

Insert Delete Format Sort & Filter Find & Select Ideas Create and Share Adobe PDF

F9

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The 2021 Top 50 Companies forata Upload Template

This Excel file is provided as an alternative way to answer the breakdown questions. Please fill out the green and blue colored cells on this sheet ("Totals") and the next sheet ("Percentages"). Once completed, you can do a cursory check of your submission by clicking on the "Error Checking" sheet. After the data is finalized, upload this file back to the survey by using the questions in the "File Uploads" blo numbers only, do NOT enter percentage signs. You may skip information you do not track or cannot share. Note that the definitions are provided in a separate tab ("Definitions"). Faculty, Residents, Nurses, and Physicians are for Hospitals and Health Systems only. Please contact us via our help desk or by email at top50@diversityinc.com if you have any questions.

2020 Q#	2021 Q#	Segment of Workforce	Women					Men					Other					Unknown							
			Native Hawaiian / Other Pacific Islander	Native American / Alaskan Native	Latino or Hispanic	Two or More Races / Ethnicities	Other	White	Black	Asian	Native Hawaiian / Other Pacific Islander	Native American / Alaskan Native	Latino or Hispanic	Two or More Races / Ethnicities	Other	White	Black	Asian	Native Hawaiian / Other Pacific Islander	Native American / Alaskan Native	Latino or Hispanic	Two or More Races / Ethnicities			
Q57	NEW	76A Workforce																							
Q57		76A Workforce - Hourly																							
Q57		76A Workforce - Non-hourly exempt																							
Q57		76A Workforce - New hires																							
Q57		76A Workforce - Promotions																							
Q57		76A Workforce - Turnovers (involuntary)																							
Q57		76A Workforce - Turnovers (voluntary)																							
Q62		76A Workforce - Highest paid 10%																							
Q60		76B Management - Overall																							
Q60		76B Management - New hires																							
Q60		76B Management - Within management promotions																							
Q60		76B Management - Promotions into management																							
Q60		76B Management - Turnovers (involuntary)																							
Q60		76B Management - Turnovers (voluntary)																							
Q63		77 Management level 1 - Overall																							
Q63		77 Management level 1 - New hires																							
Q63		77 Management level 1 - Promotions into																							
Q63		77 Management level 1 - Turnover (total)																							
Q64		78 Management level 2 - Overall																							
Q64		78 Management level 2 - New hires																							
Q64		78 Management level 2 - Promotions into																							
Q64		78 Management level 2 - Turnover (total)																							
Totals																									

Percentages Error Checking Definitions

AutoSave OFF DiversityInc__Human_capital_metrics (3)

Home Insert Draw Page Layout Formulas Data Review View Acrobat Tell me

Calibri (Body) 12

General

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Conditional Formatting Format as Table Cell Styles

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Ideas Create and Share Adobe PDF

C4 fx 81

2020 Q#	2021 Q#	Segment	Percent of total workforce
Q119	81	military / veterans - Overall workforce	%
Q119	81	military / veterans - Overall management	%
Q119	81	military / veterans - Workforce new hires	%
Q119	81	military / veterans - Management new hires	%
Q120	81	military / veterans - Level 1 management	%
Q120	81	military / veterans - Level 2 management	%
Q120	81	military / veterans - Level 3 management	%
Q120	81	military / veterans - Level 4 management	%
Q125	81	people with disabilities - Overall workforce	%
Q125	81	people with disabilities - Overall management	%
Q125	81	people with disabilities - Workforce new hires	%
Q125	81	people with disabilities - Management new hires	%
Q126	81	people with disabilities - Level 1 management	%
Q126	81	people with disabilities - Level 2 management	%
Q126	81	people with disabilities - Level 3 management	%
Q126	81	people with disabilities - Level 4 management	%
New	81	LGBTQ+ - Overall workforce	%
New	81	LGBTQ+ - Overall management	%
New	81	LGBTQ+ - Workforce new hires	%
New	81	LGBTQ+ - Management new hires	%
Q136	81	LGBTQ+ - Level 1 management	%
Q136	81	LGBTQ+ - Level 2 management	%
Q136	81	LGBTQ+ - Level 3 management	%
Q136	81	LGBTQ+ - Level 4 management	%

Totals Percentages Error Checking Definitions +

Select destination and press ENTER or choose Paste

80%



The 2021 Top 50 Companies for Diversity Upload Template

This Excel file is provided as an alternative way to answer age breakdown questions. Please fill out the green and blue colored cells on this sheet ("Totals") and the next sheet ("Percentages"). Once completed, you can do a cursory check of your submission by clicking on the "Error Checking" sheet block. **Please enter numbers only, do NOT enter percentages** which are asking for information you do not track or cannot share. Note that the definitions are provided in a separate tab ("Definitions"). Faculty, Residents, Nurses, and Physicians are for Hospitals and Health Systems only. Please contact

2020 Q#	2021 Q#	Segment of Workforce	Women					Men						Other										
			Native Hawaiian / Other Pacific Islander	Native American / Alaskan Native	Latino or Hispanic	Two or More Races / Ethnicities	Other	White	Black	Asian	Native Hawaiian / Other Pacific Islander	Native American / Alaskan Native	Latino or Hispanic	Two or More Races / Ethnicities	Other	White	Black	Asian	Native Hawaiian / Other Pacific Islander	Native American / Alaskan Native	Latino or Hispanic	Two or More Races / Ethnicities	Other	
Q57	76A	Workforce	100																					
NEW	76A	Workforce - Hourly	1,000																					
Q57	76A	Workforce - Non-hourly exempt																						
Q57	76A	Workforce - New hires																						
Q57	76A	Workforce - Promotions																						
Q57	76A	Workforce - Turnovers (involuntary)																						
Q57	76A	Workforce - Turnovers (voluntary)																						
Q62	76A	Workforce - Highest paid 10%																						
Q60	76B	Management - Overall																						
Q60	76B	Management - New hires																						
Q60	76B	Management - Within management promotions																						
Q60	76B	Management - Promotions into management																						

Error Checking Within Tables

Overall workforce	Your overall workforce is less than a segment within your overall workforce. Consider rechecking totals in 76A
Overall management	No issues detected
Level 1 management	No issues detected
Level 2 management	No issues detected
Level 3 management	No issues detected
Level 4 management	No issues detected
Military Veterans	No issues detected
People with disabilities	No issues detected
LGBTQ+	No issues detected

Error Check Between Tables

Overall workforce v. management	No issues detected
Overall management v. level 1	No issues detected
Overall management v. level 2	No issues detected
Overall management v. level 3	No issues detected

Error Checking

The 2021 Top 50 Companies for Diversity Survey Data Upload Template

This Excel file is provided as an alternative way to answer the race/ethnicity and gender and age breakdown questions. Please fill out the green colored cells in the first two sheets ("Totals" and "Percentages"). Once completed, upload this file back to the survey by using the questions in the "File Uploads" block. Notice that the definitions are provided in a separate worksheet ("Definitions"). Faculty, Nurses, and Physicians are for Hospitals and Health Systems only. Please contact us via our help desk or email at top50@diversityinc.com if you have any questions.

Category	Definition
Board of Directors	U.S. Board of Directors. Use global board if you do not have a U.S. one. If you do not have any Board, please select "Does not apply" in item 73.
Executive Diversity Council(s)	The internal diversity council, which is comprised of high-level leaders or management levels 1 through 4 only. (See below for the explanation of the management levels.) If you do not have an Executive Diversity Council, please select "Does not apply" in item 73.
Human resources staff	U.S. employees who are part of your company's human resources division. If your company does not have a staff dedicated to Human Resources, please select "Does not apply" in item 73.
Talent acquisition / recruitment staff	U.S. employees whose formal responsibilities include talent acquisition and recruitment. If your company does not have a dedicated staff which acquire or recruit talent, please select "Does not apply" in item 73.
Supplier diversity staff	U.S. employees whose formal responsibilities include overseeing supplier diversity. If your company does not have staff dedicated to supplier diversity, please select "Does not apply" in item 73.
Procurement staff	U.S. employees who are part of your company's procurement division. If your company does not have staff dedicated to procurement, please select "Does not apply" in item 73.
Workforce	U.S. workforce including Alaska and Hawaii, including Puerto Rico or any other U.S. territories. Workforce includes all employees, both management and non-management. Sometimes we use the term "total workforce," which is synonymous with "workforce."
Workforce hourly	U.S. workforce paid on an hourly basis for the amount of time spent working; including Alaska and Hawaii, including Puerto Rico or any other U.S. territories. Workforce includes all employees, both management and non-management.



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Q90.
(NEW) Please click [here](#) to download the template.

Please upload your human capital metrics template using the field below.

Please note: We are unable to accept data that is not in the provided template.

DiversityInc__Human_capital_metrics-2.xlsx

29.1 KB

application/vnd.openxmlformats-officedocument.spreadsheetml.sheet



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. **(NEW)** Please verify the information you provided for this module is accurate before submitting. Once you have verified the submission, please sign and date the fields below to indicate that you affirm the authenticity of the data.

Name	<input type="text"/>
Title	<input type="text"/>
Date	<input type="text"/>
Email	<input type="text"/>

Before continuing please confirm with your Chief Diversity Officer (or similar point of contact) that your submission is finalized.



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We thank you for your time spent taking this survey.
Your response has been recorded.

Below is a summary of your responses

[Download PDF](#)

Welcome to the talent programs human capital metrics module for the 2021 DiversityInc Top 50 Companies for Diversity Assessment!

The following section is designed to collect information on your human capital metrics across talent programs.

About this section. In this section you will be asked to report total counts for intersectional diversity (gender: female, male; and race/ethnicity: Black, Asian, Native Hawaiian/other Pacific Islander, Native American/Alaskan Native, Latino or Hispanic, two or more races/ethnicities) for talent program membership from January through December 2020.

You may want to consider responding to this section in partnership with your human resources division, or any staff who manages data or reporting for talent programs and human capital metrics.

What you will be asked. Specifically, you will be asked to provide the gender and race/ethnicity composition for the following categories:

1. Talent Programs (if applicable)
 1. Mentorship
 1. Mentors and mentees overall workforce
 2. Mentors and mentees management

Company Profile and Organizational Structure (Questions 1 – 68)

~~Module 1: Human capital metrics~~

Module 2: Talent Programs Human capital metrics

Access module table to obtain links for and/or complete all five modules

Module 3: Talent acquisition, development, management

Verify and submit assessment

Module 4: Philanthropy

Module 5: Supplier diversity

Company Profile and Organizational Structure (Questions 1 – 68)

Access module table to obtain links for and/or complete all five modules

Verify and submit assessment

~~Module 1: Human capital metrics~~

~~Module 2: Talent Programs Human capital metrics~~

~~Module 3: Talent acquisition, development, management~~

~~Module 4: Philanthropy~~

~~Module 5: Supplier diversity~~

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Once you, or your designee, have completed your modules, please click “→” to finalize your submission.



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Q279. [\(Q249 in 2020\)](#) Upload a supplemental document.

This section is for supplemental documents only. You can use up to ten (10) questions (one file per question) below including this one. **Do not upload signed/notarized verification letters here** -- you can upload that on Q291.

Q280. Upload a supplemental document

Drop files or click here to upload

Q281. Upload a supplemental document

Drop files or click here to upload

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Q291.

(Q261 in 2020) Thank you for completing the 2021 DiversityInc Top 50 Companies for Diversity Assessment!

Now that you have supplied all of your responses, you are asked to finalize these responses by providing a notarized verification letter.

[Verification letter template](#)

Download the verification letter template (directly above), put it on your company letterhead (**signed by your CEO or CHRO**), and upload it here. This verification letter ensures that your answers are reviewed and approved either by your CEO or CHRO. Once completed, please upload your verification letter using the field below.

Once uploaded, please click "→" to Continue.

Drop files or click here to upload

Survey Completion
0%  100%



FAQ

Commonly Asked Questions and Clarifications

How can I minimize technical issues?

BEST PRACTICES

- Ask your organization's ITS division if they need to **whitelist** the Qualtrics URL.
- Complete the online submission portal using the newest versions of **CHROME** or **FIREFOX**.
- Use a computer with a stable (**wired**) internet connection.
- Ensure you have the newest versions of **Adobe Acrobat Reader** and **JAVA**
- Attempt to complete the **same module** from the **same computer** with the **same browser**

REMINDERS

- Items are **displayed** or **hidden** using logic based on your selections. This logic can be viewed in the PDF handout available through the survey header.
- **Content validation** may prevent you from inserting an inappropriate value. For example, you would write "2000000" for procurement spend instead of "2 million".
- **Reach out to Top50@diversityinc.com if you have questions. Please include screen shots of any error messages.**

Why do you ask for certain information?

MAKING THE TOP 50

- Making the Top 50 is **NOT** pay to play. Most companies make the Top 50 without requesting any additional services from DiversityInc.
- We are unable to release the **specific items** used for scoring/ranking.
- **Turnover data**, along with **optional items** such as those asking about the global pandemic **COVID-19** are **never** used for ranking.

WHY WE ASK FOR INFORMATION

- Certain information (i.e., turnover data) is asked to improve **equating** and **benchmarking**.
- Some questions (as noted in the PDF handout accessible via the header) are **required**. These questions always have a “**not applicable**” or similar choice for those who do not wish to answer them. Refusing to answer certain questions is your right, but it may impact **benchmarking**.

How do I get clarification on question intent?

RESOURCES

- Review the [handouts](#) and/or [glossary](#) (available in the header) for definitions of key terms
- [Request meetings](#) with internal staff who many oversee divisions that monitor or manage the data you need.
- Reach out to [DiversityInc](#) for clarification

QUESTION INTENT

- We always aim to [award outstanding work](#) in the diversity and inclusion space. We will never count your information against you.
- We often ask questions which are not used for scoring so that we may better [equate benchmarking results](#).
- If you ever feel a question may not reflect the excellent work your team is doing, please upload a [supplemental](#) to clarify any nuances we should be aware of.

How can I have a more efficient submission?

CREATE A PROJECT PLAN/TIMELINE

- **December** – (1) Download handouts from header; (2) Determine who you need to partner with for information (*human resources*) and resources (*legal*); (3) Share questions / materials with appropriate team members
- **January** – (1) Compile answers on handout; (2) Identify obstacles/barriers in obtaining information; (3) Look for inconsistencies across responses
- **February** – (1) Finalize submission on handouts; (2) Confirm responses with partnering departments (*legal*) and stakeholders (*senior leadership*); (3) Address stakeholder questions and/or integrate feedback.
- **March** – (1) Enter information from handout to online platform; (2) Have a different staff member confirm that all responses were entered correctly; (3) Submit each module and then the main component, downloading a PDF copy of all responses after each submission.

KEEP COMMUNICATION OPEN

- Plan regularly scheduled (weekly/bi-weekly) meetings for updates
- Reach out to DiversityInc for clarification
- Compare 2020 responses to 2021 and identify changes in supplementals

How will you handle changes due to COVID-19?

COVID-19 QUESTIONS

- A series of **optional** questions (**Q185 – Q195**) around current events (such as COVID-19) have been included to help understand programmatic changes. These items are **not** used for scoring.
- Best practices are best practices, even in the face of a pandemic.

BENCHMARK COMPARISONS

- Rest assured that if your organization has experienced **changes** to **diversity** and **inclusion programming** driven by the global pandemic, you are not alone! Indeed, an important aspect of our benchmarking is that it involves equating companies by **industry, size, and or geospatial features**.
- While your company may have experienced more changes than any one company, our equating process attempts to **level the playing field** so that your amazing work can be **recognized** and **celebrated** no matter what's going on in the world.

Q&A

DiversityInc Best Practices Webinars



DiversityInc Top 50

Career Advice ▾

Best Practices ▾

Events

Webinars

Meeting in a Box

A preview of upcoming webinars!

Jan. 13, 2021 | DiversityInc Top 50 Competition Survey Prep

Jan. 20, 2021 | Performance Goals that Support Diversity & Inclusion

Feb. 10, 2021 | Formal Sponsorship Program Best Practices

Mar. 10, 2021 | Diversity Scorecards and Dashboards

Mar. 24, 2021 | Let's Talk About Microaggressions

Apr. 21, 2021 | Benefits of Inclusion in the Workplace

May 19, 2021 | A Conversation with Top Diversity Leaders

*subject to change at the publisher's discretion

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Signature Events

MAY 6, 2021

Top 50 Companies Virtual Event and Learning Sessions

OCTOBER 2021

A Focus on Talent Programs Fall Event

NOVEMBER 2021

Women of Color and Their Allies Event

Thank you for attending!

- This presentation and recap will be available on DiversityInc.com. Visit Survey Prep Webinars.
- If you have questions/comments, please email us at Top50@diversityinc.com.
- Visit DiversityIncBestPractices.com to view past webinars and career advice, as well as relevant, up-to-date content on diversity and inclusion management.