DiversityInc Top 50 Competition Survey Prep Webinar

DiversityInc

DiversityInc Top 50 Competition Survey Prep Webinar

Dana Adamczyk
Manager, D&I Corporate HR
Abbott

Justin Chase
Senior Research Associate
DiversityInc

Carlos F. Orta
Head of Strategic Growth & Program Development
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

Agenda

- Overview of DiversityInc

- About The Top 50 Competition

- Abbott's Best Practices and Processes

- Top 50 Survey

- Human Capital Metrics

- Talent Programs Human Capital Metrics

- Talent Acquisition, Programs, and Management

- Philanthropy

- Supplier Diversity

- Verification & Submission

- FAQ

- Q&A

DiversityInc

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

What We Do

DiversityInc

- TOP 50 RANKINGS
- EMPLOYER BRAND MANAGEMENT
- CONSULTING
- LEADERSHIP DEVELOPMENT
- EVENTS & LEADERSHIP
- ROUNDTABLES

DiversityInc

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**

DiversityInc

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
- Leadership Accountability
- Talent Programs
- Workplace Practices
- Supplier Diversity
- Philanthropy

DiversityInc

2020 DiversityInc

REPORT CARD

Company Name

DiversityInc
2020 TOP 50
COMPANIES FOR DIVERSITY

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.
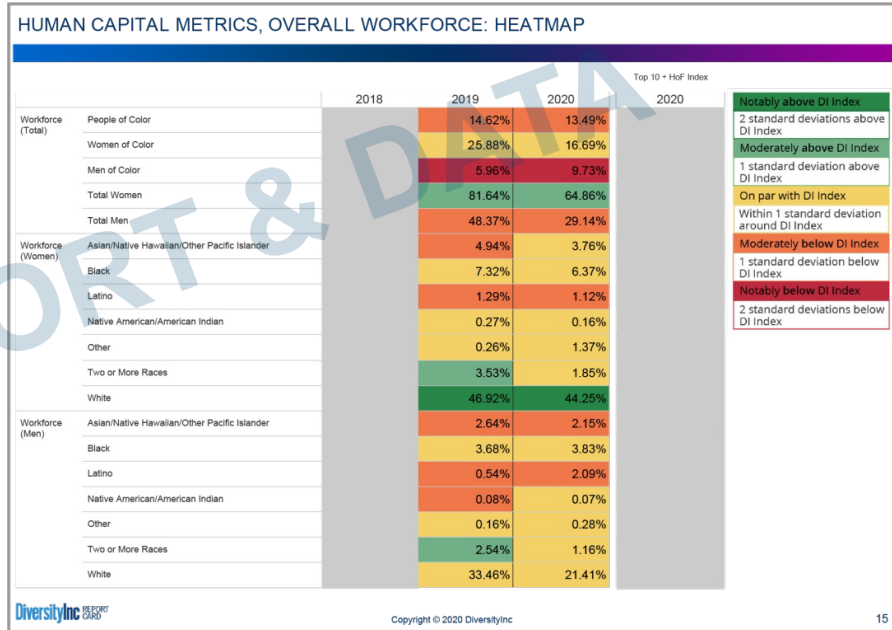
Table Column Legend:

• 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

HUMAN CAPITAL METRICS, OVERALL WORKFORCE: HEATMAP

		2018	2019	2020	Top 10 + HoF Index 2020
Workforce (Total)	People of Color		14.62%	13.49%	
	Women of Color		25.88%	16.69%	
	Men of Color		5.96%	9.73%	
	Total Women		81.64%	64.86%	
	Total Men		48.37%	29.14%	
Workforce (Women)	Asian/Native Hawaiian/Other Pacific Islander		4.94%	3.76%	
	Black		7.32%	6.37%	
	Latino		1.29%	1.12%	
	Native American/American Indian		0.27%	0.16%	
	Other		0.26%	1.37%	
	Two or More Races		3.53%	1.85%	
	White		46.92%	44.25%	
Workforce (Men)	Asian/Native Hawaiian/Other Pacific Islander		2.64%	2.15%	
	Black		3.68%	3.83%	
	Latino		0.54%	2.09%	
	Native American/American Indian		0.08%	0.07%	
	Other		0.16%	0.28%	
	Two or More Races		2.54%	1.16%	
	White		33.46%	21.41%	

Heatmap legend:
- 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

DiversityInc REPORT CARD

Copyright © 2020 DiversityInc

15

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

DiversityInc

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

Category	Score
My Company	72
Top 10 + HoF	78
Top 50 + HoF	70
All Participating Companies	64

Leadership Accountability

Category	Score
My Company	41
Top 10 + HoF	66
Top 50 + HoF	55
All Participating Companies	49

Talent Programs

Category	Score
My Company	81
Top 10 + HoF	76
Top 50 + HoF	67
All Participating Companies	53

Workplace Practices

Category	Score
My Company	75
Top 10 + HoF	65
Top 50 + HoF	59
All Participating Companies	53

Philanthropy

Category	Score
My Company	80
Top 10 + HoF	63
Top 50 + HoF	63
All Participating Companies	51

Supplier Diversity

Category	Score
My Company	55
Top 10 + HoF	75
Top 50 + HoF	61
All Participating Companies	50

DiversityInc REPORT CARD

DiversityInc

DiversityInc Top 50 Hall of Fame

2019

AT&T

No. 1 2019

2018

Johnson & Johnson

No. 1 2018

2017

EY
Building a better
working world

No. 1 2017

2016

KAISER PERMANENTE. thrive

No. 1 2016

2015/2014

NOVARTIS

No. 1 2015-2014

2013

sodexo

No. 1 2013

2012

pwc

No. 1 2012

DiversityInc

2020 Top 50 Companies for Diversity

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

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

Key Dates

NOVEMBER 19, 2020

MARCH 26, 2021

MAY 6, 2021

SURVEY
OPENS

SURVEY
CLOSES

TOP 50
EVENT

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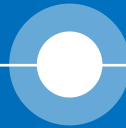
- **March 26, 2021** - Survey closes

- **May 6, 2021** - Top 50 Companies for Diversity are announced

DiversityInc

Abbott's Best Practices and Processes

Dana Adamczyk
Manager, D&I
Corporate HR

Abbott

Tips for Completing the DiversityInc Top 50 Survey

- Review survey questions to determine appropriate Subject Matter Experts (SMEs)

- Create a timeline for completion including:

  – Kickoff meeting with SMEs

  – Data gathering and response preparation

  – Internal reviews

- Hold kickoff meeting to discuss/share timeline, definitions, etc. with SMEs

- Send respective questions to SMEs after kickoff meeting

  – Ask SMEs to review questions ASAP to ensure appropriate SME was identified

- Prepare supplemental documents to highlight a complete picture of programs/ initiatives

TOP 50 SURVEY

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.

Reminders

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'**

- 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.

DiversityInc

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

DiversityInc

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, programs, and management
	➤ **Module 4:** Philanthropy
Verify and submit assessment	➤ **Module 5:** Supplier diversity

DiversityInc

General Advice

Responding tips

- Read the **entire** question, paying attention to words that are in **italics** or **bold**.
  - *Formal* means a system or program that is (1) recognized by your organization (official), and (2) tracked.

- Look for any **question notes** or clarifications directly under the item.

- Make sure that your answer corresponds with **instructional text** (e.g., numeric only)

- Use **supplementals** to report information that **(1)** is not captured but relevant to your DEI efforts; **(2)** clarifies information as it pertains to your response; **(3)** details challenges you may have faced in gathering information.

- Only consider your **U.S. workforce** when responding.

- If you have any questions reach out to DiversityInc at Top50@diversityinc.com

HUMAN CAPITAL METRICS

Human Capital Metrics

What is this section about

- This section contains tables asking you to report **totals** and **percentages** for various segments of your **overall workforce**, **management**, as well as specified **divisions** and/or sub-segments (e.g., % of veterans in level 1 management, etc.).

- The questions asked in this module might be answered by your organization's **human resources** and/or **data and analytics** team.

- You have a choice to **upload** or **enter** the data.

- This section was **expanded** relative to 2020 to capture workforce totals for Asian and Native Hawaiian separately, other and unknown for race and ethnicity separately, other and unknown for gender, along with new segments of your workforce, such as hourly employees.

DiversityInc

Human Capital Metrics

Tips for counting your workforce

- At its heart, the HCM section is about **counting** segments of your **workforce**.

- You can use any **12-month** period beginning with **10/02/2019 – 10/02/2020** to the calendar year of **01/01/2020 – 12/31/20**.

- We recommend **calendar year**, but if you use a different 12-month period, please attach a supplemental at the end of your submission (Q280 – Q290).

- We recommend using the same 12-month calendar year for the entire assessment.

DiversityInc

Q70. You will be asked to complete a series of tables for human capital metrics across your workforce which include categories for "*Other*" and "*Unknown*" for both race/ethnicity and gender.

"Other" should only be used for instances where the existing categories do not capture the race/ethnicity or gender that are listed. *"Unknown"* should only be used when an employee chooses not to self-identify.

Q70A. (NEW) Does your company use "*other*" for any reason than what is listed above?

◉ Yes

○ No

Q71A. (NEW) Does your company use "*unknown*" for any reason than what is listed above?

◉ Yes

○ No

Q70B. (NEW) Please describe how "*other*" is used in human capital metrics by your company.

Please provide your answer in the box below or scroll down to the upload field and upload a supplemental document. Please be as specific and detailed as possible.

Q71B. (NEW) Please describe how "*unknown*" is used in human capital metrics by your company.

Please provide your answer in the box below or scroll down to the upload field and upload a supplemental document. Please be as specific and detailed as possible.

Q71C. (NEW) You may also upload supplemental materials explaining your company's use of *"other"* and/or *"unknown"*.

Drop files or click here to upload

	Tracked		Shared with DiversityInc	
	Yes	No	Yes	No
Overall workforce totals	○	○	○	○
Overall workforce hourly	○	○	○	○
Overall workforce non-hourly exempt	○	○	○	○
Overall workforce new hires	○	○	○	○
Overall workforce promotions	○	○	○	○
Overall workforce involuntary turnover	○	○	○	○
Overall workforce voluntary turnover	○	○	○	○
	Yes	No	Yes	No
Overall workforce highest paid 10%	○	○	○	○
Overall management totals	○	○	○	○
Overall management new hires	○	○	○	○
Overall within-management promotions	○	○	○	○
Overall promotions into management	○	○	○	○
Overall management involuntary turnover	○	○	○	○
Overall management voluntary turnover	○	○	○	○

DiversityInc

Please select one answer per statement for each column.

	Tracked			Shared with DiversityInc		
	Yes	No	NA	Yes	No	NA
Board of Directors	●	○	○	○	●	○
Executive Diversity Council	○	●	○	○	○	●
Human Resources	●	○	○	●	○	○
Talent Acquisition/Recruitment staff	●	○	○	●	○	○
Supplier Diversity staff	●	○	○	●	○	○
Procurement staff	●	○	○	●	○	○
Faculty, residents, nurses, physicians	○	○	●	○	○	●

DiversityInc

	White	Black	Asian	Native Hawaiian/ Other Pacific Islander	Native American/ Alaskan Native	Latino or Hispanic	Two or More Races/Ethnicities	Other	Unknown
Overall workforce(**Women**)	0	0	0	0	0	0	0	0	0
Overall workforce(**Men**)	0	0	0	0	0	0	0	0	0
Overall workforce (**Other**)	0	0	0	0	0	0	0	0	0
Overall workforce(**Unknown**)	0	0	0	0	0	0	0	0	0
Hourly workforce (**Women**)	0	0	0	0	0	0	0	0	0
Hourly workforce (**Men**)	0	0	0	0	0	0	0	0	0
Hourly workforce (**Other**)	0	0	0	0	0	0	0	0	0
Hourly workforce (**Unknown**)	0	0	0	0	0	0	0	0	0

DiversityInc

Human Capital Metrics

Tips for filling out your responses

- Questions will ask you about **levels** 1 – 4 of management. Level is for DiversityInc includes your CEO and their direct reports, while level is is one level below this.

- We appreciate that many organizations may have a **different structure**, and this is one reason why we ask that you provide us with a **definition** of what **management** is at your organization (**Q75**)

- Make sure your totals match! Your total number of employees reported within overall management (**Q76B**) should be greater than the total reported in your level 1 management (**Q77**). The total number of employees reported in overall workforce (**Q76A**) should not be different than the total number of US employees reported (**Q74**).

- Identify any **changes** to the way human capital metrics are **recorded** and/or **reported** by sharing a supplemental (**Q93**).

TALENT PROGRAMS HUMAN CAPITAL METRICS

Talent Programs: Human Capital Metrics

What is this section about

- This section contains tables asking you to report **totals** and **percentages** for various segments of your **talent programs**.

- The questions asked in this module might be answered by your organization's **human resources** and/or **data and analytics** team.

- This section is like the last module (**human capital metrics**) except that it asks for totals and percentages specifically about talent programs your organization has.

- You have a choice to **upload** or **enter** the data.

- This section was **expanded** relative to 2020 to capture workforce totals for Asian and Native Hawaiian separately, other and unknown for race and ethnicity separately, other and unknown for gender, along with new segments of your talent programs, such as management in mentoring.

- Use the **same 12-month calendar** for this module as you did for **human capital metrics**.

DiversityInc

Talent Programs: Human Capital Metrics

Similarities between module 2 and module 1

- You may be asked for how you use **other** and **unknown**.

- You will be asked to identify what you **track** and can **share**.

- You will be asked to **define** all the **talent programs** at your organization.

- You can report other and unknown for **gender**.

- Other and unknown are now two **separate columns**.

- **Asian** and **Native Hawaiian or other pacific islander** are now their own columns.

- You will notice tables that existed in 2020, but with some **expanded rows** and **questions** (e.g., management in mentoring)

- **Check** the math in your submission! Do you have more mentors than mentees?

DiversityInc

Talent Programs: Human Capital Metrics

Q110. [SKIP IF 97 J, K, & L = NO / NA] Please provide a breakdown, as a percentage of your overall U.S. workforce in the **respective talent programs** who received a promotion between Dec. 31st, 2019 and Dec. 31st, 2020.

A. Mentors   _____ % [SKIP IF 97A = NO / NA] *(Q173 in 2020)*

B. Mentees   _____ % [SKIP IF 97A = NO / NA] *(New)*

C. Sponsors   _____ % [SKIP IF 97C = NO / NA] *(New)*

D. Sponsored   _____ % [SKIP IF 97C = NO / NA] *(New)*

E. High potentials   _____ % [SKIP IF 97E = NO / NA] *(New)*

DiversityInc

Talent Programs: Human Capital Metrics

What is meant by "formal" programs?

- What terms like "**sponsorship**" mean can vary by company; however, we do ask for you to define each program you report having.

- By **formal** we mean any program officially **recognized** by your company which is – in some capacity – **tracked**.

- While there are questions about **informal** programs (module 3; see question 148), **we can only accept** reported counts for **formal** programs within this module.
    - Program/system formalization is ideal because it adds a layer of accountability.
    - Your organization can only learn from what is tracked.
    - Evaluating your programs is like conducting a mini-study.

What if we do not have our data yet?

- Please report active totals for your selected **12-month period**.

- Ensure you are set up to report all valid totals by **March 26th, 2021**.

DiversityInc

TALENT ACQUISITION, PROGRAMS, AND MANAGEMENT

Talent Acquisition, Programs, and Management

What is this section about

- This section asks about policies and practices which pertain to acquiring, developing, and or managing new talent.

- The questions asked in this module might be answered by your organization's **human resources** and or **recruiting**, **programming**, or **talent management** team.

- This section was **expanded** relative to 2020 in that it asks for more detailed follow up questions around the **programming** that is offered, along with a series of **new items** aimed at how your organization **acquires talent**, as well as several optional questions around **current events**, such as the global pandemic.

- Make sure your **responses** are **aligned across your assessment**!

   - If you report that you do not have a formal mentoring program (module 3) then you should not have representation data reported for a mentorship program (module 2).

DiversityInc

Talent Acquisition, Programs, and Management

Q174. <mark>[Required response]</mark> *(Q27 in 2020)* Please select whether each of the following had bonuses linked to diversity results:

Note: A bonus is a dollar amount which is earned in addition to regular pay. Please do not include merit increases, executive compensation, or other financial arrangements.

A. Does level 1 management (*CEO and direct reports*) have…	A specific percentage of their bonuses linked to diversity results	A bonus which incorporates diversity results but does not have a specific percentage	No bonuses linked to diversity results
B. Does level 2 management (*one level below level 1*) have…	A specific percentage of their bonuses linked to diversity results	A bonus which incorporates diversity results but does not have a specific percentage	No bonuses linked to diversity results
C. Does level 3 management (*one level below level 2*) have…	A … th di	A … th di	A … th di
D. Does level 4 management (*one level below level 3*) have …	A … th di	A … th di	A … th di
E. Does any other management (*not in levels 1 - 4*) have …	A … th di	A … th di	A … th di

Q177. <mark>[DISPLAY IF ANY VALUE IN 174A THROUGH E; reports a **specific** percentage linked; Required response]</mark> *(New)* Which results are used to determine awarding bonuses based on diversity?

	Workforce representation	Overall management representation	Senior leadership representation	Talent programs representation	Retention representation	Training program completion representation	Other metrics not listed	None of these results are used for bonus consideration
A. Level 1 <mark>[DISPLAY IF 174A = SPECIFIC %]</mark>	Workforce representation	Overall management representation	Senior leadership representation	Talent programs representation	Retention representation	Training program completion representation	Other metrics not listed	None of these results are used for bonus consideration
B. Level 2 <mark>[DISPLAY IF 174B = SPECIFIC %]</mark>	Workforce representation	Overall management representation	Senior leadership representation	Talent programs representation	Retention representation	Training program completion representation	Other metrics not listed	None of these results are used for bonus consideration
C. Level 3 <mark>[DISPLAY IF 174C = SPECIFIC %]</mark>	Workforce representation	Overall management representation	Senior leadership representation	Talent programs representation	Retention representation	Training program completion representation	Other metrics not listed	None of these results are used for bonus consideration
D. Level 4 <mark>[DISPLAY IF 174D = SPECIFIC %]</mark>	Workforce representation	Overall management representation	Senior leadership representation	Talent programs representation	Retention representation	Training program completion representation	Other metrics not listed	None of these results are used for bonus consideration
E. Any other management <mark>[DISPLAY IF 174E = SPECIFIC %]</mark>	Workforce representation	Overall management representation	Senior leadership representation	Talent programs representation	Retention representation	Training program completion representation	Other metrics not listed	None of these results are used for bonus consideration

DiversityInc

Talent Acquisition, Programs, and Management

Q128. [Required response] *(Q85 in 2020)* Does your company have diverse slate commitments (either optional or required) for any of the following: (*Select all that apply*)

    A. Gender
    B. Race/Ethnicity
    C. Other (*please specify*) _____
    D. We do not have diverse slate commitments

Q129. [SKIP IF 128 = D; Required response] *(Q83 in 2020)* How does your company define diverse slates?

_____

_____

- Like we did in **2020**, we ask whether you have **diverse slates**, and if you do, to define what they are.

- However, we now ask about slates for **race/ethnicity and gender separately**, and have a series of follow-up questions

- By "what percentage of diverse slates are required to be diverse" we're asking – **for any one candidate slate, what % are required to be diverse?**

Q130. [DISPLAY IF 128A IS SELECTED; Required response] *(Q84 in 2020)* Are diverse slates for gender generally…

A. Required for…	Promotions only	New hires only	Both promotions and new hires	No positions
B. Optional for…	Promotions only	New hires only	Both promotions and new hires	No positions

Q131. [DISPLAY IF 128B IS SELECTED; Required response] *(Q84 in 2020)* Are diverse slates for race/ethnicity generally…

A. Required for…	Promotions only	New hires only	Both promotions and new hires	No positions
B. Optional for…	Promotions only	New hires only	Both promotions and new hires	No positions

Q132. [DISPLAY IF 128C IS SELECTED; Required response] *(Q84 in 2020)* Are diverse slates for others…

A. Required for…	Promotions only	New hires only	Both promotions and new hires	No positions
B. Optional for…	Promotions only	New hires only	Both promotions and new hires	No positions

Q133. [SKIP IF 130, 131, 132 = NO POSITIONS / NEW HIRES ONLY] *(Q86 in 2020)* What percentage of the *promotion* slates are required to be diverse?
Note: Please provide a percentage of the number of slates per position that are required to be diverse. _____ %

Q134. [SKIP IF 130, 131, 132 = NO POSITIONS / PROMOTIONS ONLY] *(Q86 in 2020)* What percentage of the *new hire* slates are required to be diverse?
Note: Please provide a percentage of the number of slates per position that are required to be diverse. _____ %

Talent Acquisition, Programs, and Management

Q182. *(New)* What percentage of those who leave your company eventually return?
Note: Please provide a percentage based on your overall workforce.   _____ %

- **Percentage** should reflect the % returned within the **12-month period** you selected.

DiversityInc

Talent Acquisition, Programs, and Management

- Items **Q185** – **Q195** are **optional**

- **Not** used in ranking

- Data will be made available in **aggregate** as part of the benchmark report.

Q188. *(New)* What percentage of your workforce was classified as "essential" during the pandemic? (*Optional*)
  A. Corporate headquarters   _____ %
  B. Outside of corporate headquarters   _____ %

- **Essential** can be defined as employees **required** to physically be at the office.

DiversityInc

PHILANTHROPY

Philanthropy

What is this section about

- The philanthropy section asks questions around practices and company wide contributions to charitable organizations in the form of hours volunteered and amount given.

- The questions asked in this module might be answered by your organization's **philanthropic** and/or **corporate giving** team.

- This section was **expanded** relative to 2020 as it now asks more granular information around money and hours donated by various segments of your workforce, along with a few new items assessing charitable representation.

DiversityInc

Q222. *(Q224 in 2020)* In 2020, what percent of total giving (U.S.) was directed to the following program areas:

Please type a percentage of your total giving into the box(es) below for any applicable category. The total value must be equal to 100%. In the event the group focuses on two or more options below, please select the category which best represents their primary focus (please do not double count). You can upload additional materials as supplementals at the end of this module. If an option is not applicable or the answer is unknown, then leave the field(s) blank.

	Percent	
Education (*K-12*)	0	%
Education (*Higher Education*)	0	%
Health & Social Services	0	%
Community & Economic Development	0	%
Culture & Arts	0	%
Civics & Public Affairs	0	%
Environment	0	%
Other	0	%
Total	0	%

DiversityInc

Q202. *(Q217 in 2020)* Please identify whether any of the following are on board(s) of nonprofit organizations, colleges and universities?

Please select all that apply.

- ☑ CEO (*Chief Executive Officer*) or similar
- ☑ CHRO (*Chief Human Resources Officer*) or similar
- ☐ COO (*Chief Operating Officer*) or similar
- ☐ CFO (*Chief Financial Officer*) or similar
- ☐ CAO (*Chief Administrative Officer*) or similar
- ☐ CMO (*Chief Marketing Officer*) or similar
- ☐ CPO (*Chief Procurement Officer*) or similar
- ☐ CTO (*Chief Talent Officer*) or similar
- ☑ CDO (*Chief Diversity Officer*) or similar
- ☐ None of the above

Q203. *(Q217 in 2020)* Please identify the board(s) of nonprofit organizations, colleges and universities each of the following sit on.

Please provide your answer in the box(es) below.

CEO (*Chief Executive Officer*) or similar	
CHRO (*Chief Human Resources Officer*) or similar	
CDO (*Chief Diversity Officer*) or similar	

DiversityInc

SUPPLIER DIVERSITY

Supplier Diversity

What is this section about

- The supplier diversity section is meant to capture information about how your organization partners with **vendors** owned by individuals from **traditionally underrepresented groups**.

- The questions asked in this module might be answered by your organization's **procurement** team.

- This section was **expanded** relative to 2020 to ask for *more* granularity in vendor totals, along with information targeting the metrics used to assess supplier diversity as well as your organizations strategic initiatives which may pertain to supplier diversity.

DiversityInc

(Q234 in 2020) Does the total procurement spend you provided exclude any categories?

Be advised: *The purpose of an exception is to allow an organization to report what areas they have products, services or materials they need but do not have certified diverse vendors for.*

🔘 Yes

◯ No

(NEW) The following contains a list of exceptions we can recognize. Please select the exception and enter the monetary amount for it.

Note: *Numeric only. Please enter your entire procurement spend as a whole number with no decimals. Do not abbreviate the amount (i.e., please write, "200000" instead of "2 hundred thousand" or "2000k").*

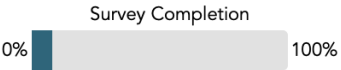|	Amount
Business development	
Bulk materials	
Charitable giving	
Check requests	
Employee spend & benefits	
Hospitals	
Insurance	
Lease/rent	
Legal – Council (settlements, fees)	
Legal – Settlements	
Legal – Fees	
Lobbying and political contributions	
Patents	
Payments and fees (banking, unions, refunds, royalties, revenue share, etc.)	

Q233. *(NEW)* Please provide a description of all expenses that were part of the "other" procurement exceptions you selected.

Note: You may also upload supplemental materials outlining these expenses below.

Please be as detailed and specific as possible.

[text box]

Q234. *(NEW)* Please upload supplemental materials explaining any other exceptions from your procurement

Drop files or click here to upload

Survey Completion

0% ▮▮▯▯▯▯▯▯▯▯ 100%

DiversityInc

Q236. *(Q235 in 2020)* What dollar amount was spent in 2020 with third-party certified diverse vendors owned by:

Note: Type the amount in U.S. dollars. Use only U.S.-based suppliers; do not include Puerto Rico or any other U.S. territories. Do NOT double-count vendors. Vendors should be placed in whichever group they primarily identify with. All vendors should be certified by relevant federally recognized third parties, such as Women's Business Enterprise National Council (WBENC), National Minority Supplier Development Council (NMSDC), National LGBT Chamber of Commerce (NGLCC), Disability:IN or be federally certified as an MBE or WBE. Please do not count state certifications. If the amounts are not tracked, then leave the table cells blank. If the amount is tracked but the amount is none, then enter zero dollars ($0). 15 digits maximum per cell.

	Tier I only	Tier II only	Tier III only
Black (*e.g., NMSDC*)	$ 0	$ 0	$ 0
Latino or Hispanic (*e.g., NMSDC*)	$ 0	$ 0	$ 0
Asian (*e.g., NMSDC*)	$ 0	$ 0	$ 0
Native Hawaiians/Other Pacific Islanders (*e.g., NMSDC*)	$ 0	$ 0	$ 0
Native American/Alaskan Native (*e.g., NMSDC*)	$ 0	$ 0	$ 0
Women (*e.g., WBENC*)	$ 0	$ 0	$ 0
LGBT+ people (*e.g., NGLCC*)	$ 0	$ 0	$ 0
People with disabilities (*e.g., Disability:IN*)	$ 0	$ 0	$ 0
Veterans (*e.g., NVBDC*)	$ 0	$ 0	$ 0
HUBZones (*e.g., SBE*)	$ 0	$ 0	$ 0
Total	$ 0	$ 0	$ 0

DiversityInc

Q243. *(Q242 in 2020)* How often are supplier diversity metrics/results ***formally*** reviewed?

Please select one answer for each row.

	More than once a month	Monthly	Quarterly	Semi-annually	Annually	Less than once annually	Never formally reviewed
Level 1 management	○	○	○	○	○	○	○
Level 2 management	○	○	○	○	○	○	○
Level 3 management	○	○	○	○	○	○	○
Board of Directors	○	○	○	○	○	○	○
Executive Diversity Council	○	○	○	○	○	○	○

DiversityInc

Q266. *(NEW)* What types of social impact were part of your supplier diversity initiatives for 2020?

Please select all that apply.

- ☐ Human rights
- ☐ Environmental sustainability
- ☐ Combating climate change
- ☑ Supporting HUBZones
- ☐ Enhancing workplace diversity
- ☐ Other
- ☐ None of the above

Q266. *(NEW)* Please describe how your supplier diversity initiatives had an impact on supporting *HUBZones*.

Please be specific and detailed as possible.

Q265. *(NEW)* You may also upload supplemental materials outlining how supplier diversity has made a social impact. Please make sure your supplemental materials fully address each of your selections.

Drop files or click here to upload

DiversityInc

VERIFICATION & SUBMISSION

Verification & Submission

What is this section about

- After you complete all modules you will be asked to sign a **verification letter**

- This letter is traditionally on **company letterhead**, signed by a **senior leader** (other than the Chief Diversity Officer), and be notarized.

- Due to the pandemic, we are **adjusting these requirements**.

- You can elect to digitally sign a document using **DocuSign**: https://account.docusign.com

  - Simply create an account

  - Generate a signable template (identifying your company) as you would with the verification letter

  - Request an electronic signature from the senior leader of choice

  - The person signing the letter does **NOT** need a DocuSign account to sign.

FAQ

What should I do if I am missing data?

- **Complete** as much of the assessment as you are able.

- Try to get as much of the **data** as you can.
    - Inability to provide data *can* impact your rankings; especially without supplementals

- Note why data may be missing in supplementals
    - Identify issues tracking, compiling, reporting, etc.

- Submit your response prior to the **March 26**th deadline.

Should I submit if we aren't "competitive"?

- <u>**Yes**</u>!

- The **field** changes every year, so your **positioning** can change.

- You can only get a **free report card** if you submit your response

- It will help determine **opportunities** for you to enhance your next submission.

- Companies that do not earn a **ranking** will never be **named**.

- You may be competitive for one of many **specialty lists**.

DiversityInc

Q&A

DiversityInc Best Practices Webinars

DiversityInc BEST PRACTICES

DiversityInc Top 50   Career Advice ⌄   Best Practices ⌄   Events   Webinars   Meeting in a Box

A preview of upcoming webinars!

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

**DiversityInc is now
a SHRM Recertification
Provider!**
SHRM members can earn
PDCs for participating in
DiversityInc webinars.

Sign Up Now
DiversityIncBestPractices.com

DiversityInc

Signature Events

MAY 6, 2021

2021 DiversityInc Top 50 Companies For Diversity Announcement
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.

DiversityInc