What’s New for 2021

Tips on Completing the New DiversityInc Top 50 Companies for Diversity Survey
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.
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 DIVERSITY INC
What We Do

- Top 50 Rankings
- Employer Brand Management
- Consulting
- Leadership Development
- Events & Leadership
- Roundtables
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

CONFIDENTIAL AND PROPRIETARY
This document and all of its contents are intended for the sole use of DiversityInc’s benchmarking customers. Any use of this material without specific permission from DiversityInc is strictly prohibited.
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
ABOUT THE DIVERSITY INC 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
Company Name
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).
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

<table>
<thead>
<tr>
<th>Category</th>
<th>My Company</th>
<th>Top 10 + HoF</th>
<th>Top 50 + HoF</th>
<th>All Participating Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>72</td>
<td>78</td>
<td>70</td>
<td>64</td>
</tr>
</tbody>
</table>

### Talent Programs

<table>
<thead>
<tr>
<th>Category</th>
<th>My Company</th>
<th>Top 10 + HoF</th>
<th>Top 50 + HoF</th>
<th>All Participating Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>81</td>
<td>76</td>
<td>67</td>
<td>53</td>
</tr>
</tbody>
</table>

### Leadership Accountability

<table>
<thead>
<tr>
<th>Category</th>
<th>My Company</th>
<th>Top 10 + HoF</th>
<th>Top 50 + HoF</th>
<th>All Participating Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>41</td>
<td>66</td>
<td>55</td>
<td>49</td>
</tr>
</tbody>
</table>

### Workplace Practices

<table>
<thead>
<tr>
<th>Category</th>
<th>My Company</th>
<th>Top 10 + HoF</th>
<th>Top 50 + HoF</th>
<th>All Participating Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>75</td>
<td>65</td>
<td>59</td>
<td>53</td>
</tr>
</tbody>
</table>

### Philanthropy

<table>
<thead>
<tr>
<th>Category</th>
<th>My Company</th>
<th>Top 10 + HoF</th>
<th>Top 50 + HoF</th>
<th>All Participating Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>80</td>
<td>63</td>
<td>63</td>
<td>51</td>
</tr>
</tbody>
</table>

### Supplier Diversity

<table>
<thead>
<tr>
<th>Category</th>
<th>My Company</th>
<th>Top 10 + HoF</th>
<th>Top 50 + HoF</th>
<th>All Participating Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>55</td>
<td>75</td>
<td>61</td>
<td>50</td>
</tr>
</tbody>
</table>
DiversityInc Top 50 Hall of Fame

2019
AT&T  No. 1 2019

2018
Johnson & Johnson  No. 1 2018

2017
EY  No. 1 2017

2016
Kaiser Permanente  No. 1 2016

2015/2014
Novartis  No. 1 2015-2014

2013
Sodexo  No. 1 2013

2012
PwC  No. 1 2012
# 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
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** - 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)

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
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.
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_9nOpsoQGc26pBc
- 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

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 organization's 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

Q13: Complete the 2013 Diversity Inc Top 20 Companies for Diversity Assessment!

Q14: This document and all of its contents are intended for the sole use of DiversityInc’s benchmarking customers. Any use of this material without specific permission from DiversityInc is strictly prohibited.
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.

<table>
<thead>
<tr>
<th>Field</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
<td></td>
</tr>
<tr>
<td>Mailing address (line 1)</td>
<td></td>
</tr>
<tr>
<td>Mailing address (line 2)</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>State/Province/Region</td>
<td></td>
</tr>
<tr>
<td>Zip Code</td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td></td>
</tr>
<tr>
<td>Phone (primary; no dashes)</td>
<td></td>
</tr>
<tr>
<td>Corporate Website</td>
<td></td>
</tr>
</tbody>
</table>

Response Requested

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

- Continue Without Answering
- Answer the 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.

<table>
<thead>
<tr>
<th></th>
<th>Promoting diverse talent</th>
<th>Monitoring workforce representation</th>
<th>Sponsoring diversity events</th>
<th>Setting enterprise diversity goals</th>
<th>Other</th>
<th>None of these</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board of directors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regional Diversity Council(s)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q21. Please identify formal diversity and inclusion responsibilities for each of the following. (Select all that apply)

<table>
<thead>
<tr>
<th>A. Board of Directors</th>
<th>Promoting diverse talent</th>
<th>Monitoring workforce representation</th>
<th>Sponsoring diversity events</th>
<th>Setting enterprise diversity goals</th>
<th>Other</th>
<th>None of these</th>
</tr>
</thead>
<tbody>
<tr>
<td>[IF 19A SELECTED]</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B. Executive Diversity Council</th>
<th>Promoting diverse talent</th>
<th>Monitoring workforce representation</th>
<th>Sponsoring diversity events</th>
<th>Setting enterprise diversity goals</th>
<th>Other</th>
<th>None of these</th>
</tr>
</thead>
<tbody>
<tr>
<td>[IF 19B SELECTED]</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C. External Diversity Council(s)</th>
<th>Promoting diverse talent</th>
<th>Monitoring workforce representation</th>
<th>Sponsoring diversity events</th>
<th>Setting enterprise diversity goals</th>
<th>Other</th>
<th>None of these</th>
</tr>
</thead>
<tbody>
<tr>
<td>[IF 19C SELECTED]</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D. Regional Diversity Council(s)</th>
<th>Promoting diverse talent</th>
<th>Monitoring workforce representation</th>
<th>Sponsoring diversity events</th>
<th>Setting enterprise diversity goals</th>
<th>Other</th>
<th>None of these</th>
</tr>
</thead>
<tbody>
<tr>
<td>[IF 19D SELECTED]</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E. Other Diversity Council(s)</th>
<th>Promoting diverse talent</th>
<th>Monitoring workforce representation</th>
<th>Sponsoring diversity events</th>
<th>Setting enterprise diversity goals</th>
<th>Other</th>
<th>None of these</th>
</tr>
</thead>
<tbody>
<tr>
<td>[IF 19E SELECTED]</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>F. Other Diversity and Inclusion Committee(s)</th>
<th>Promoting diverse talent</th>
<th>Monitoring workforce representation</th>
<th>Sponsoring diversity events</th>
<th>Setting enterprise diversity goals</th>
<th>Other</th>
<th>None of these</th>
</tr>
</thead>
<tbody>
<tr>
<td>[IF 19F SELECTED]</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

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)

<table>
<thead>
<tr>
<th>Board of Directors</th>
<th>Regional Diversity Council(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

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

<table>
<thead>
<tr>
<th>Company name</th>
<th>DiversityInc</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing address (line 1)</td>
<td>123 Company Address</td>
</tr>
<tr>
<td>Mailing address (line 2)</td>
<td>Building #3</td>
</tr>
<tr>
<td>City</td>
<td>Woodbridge</td>
</tr>
<tr>
<td>State / Province / Region</td>
<td>NJ</td>
</tr>
<tr>
<td>Zip Code</td>
<td>07077</td>
</tr>
<tr>
<td>Country</td>
<td>United States</td>
</tr>
<tr>
<td>Phone (primary; no dashes)</td>
<td>5555555</td>
</tr>
<tr>
<td>Corporate website</td>
<td><a href="http://www.diversityinc.com">www.diversityinc.com</a></td>
</tr>
</tbody>
</table>

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

<p>| First name | Anita |
| Middle initial | |
| Last name | Ricketts |
| Title | Chief of Staff |
| Email | <a href="mailto:aricketts@diversityinc.com">aricketts@diversityinc.com</a> |</p>
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q37 - Please explain how you formally track progress toward diversity goals set by your Executive Diversity Council.</td>
<td></td>
</tr>
<tr>
<td>Q38 - Does your company have formalized systematic efforts to:</td>
<td></td>
</tr>
<tr>
<td>Q39 - What target year has your company set as its goal to achieve gender parity by?</td>
<td></td>
</tr>
<tr>
<td>Q40 - What target year has your company set as its goal to achieve proportionate racial representation in management by?</td>
<td></td>
</tr>
<tr>
<td>Q41 - How do you promote cross-cultural competence?</td>
<td></td>
</tr>
<tr>
<td>Q42 - Do you check for proportional (evenly distributed / equal) participation in retirement contributions across any of the following workforce segments?</td>
<td></td>
</tr>
<tr>
<td>QQ43 - Which department or division at your organization is primarily responsible for diversity and inclusion?</td>
<td></td>
</tr>
<tr>
<td>Q44 - Which executive(s) meet with the CEO most regularly about issues regarding diversity?</td>
<td></td>
</tr>
<tr>
<td>Q45 - Who does the most senior level diversity executive or manager report to in your organization?</td>
<td></td>
</tr>
<tr>
<td>Q46 - Do any of the following staff present diversity-related content to your employees?</td>
<td></td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
<th>Support</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Capital Metrics</td>
<td>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. <a href="#">Download a list of questions for module 1 by clicking this link.</a></td>
<td>Consider partnering with your organization’s office of human resources, and/or analytics and reporting division, and/or executive operational support team.</td>
<td><strong>Module 1: Human capital metrics</strong></td>
</tr>
<tr>
<td>Talent Programs Human Capital metrics</td>
<td>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. <a href="#">Download a list of questions for module 2 by clicking this link.</a></td>
<td>Consider partnering with your organization’s office of human resources, talent acquisition/recruitment division, and/or analytics and reporting division.</td>
<td><strong>Module 2: Talent programs: human capital metrics</strong></td>
</tr>
<tr>
<td>Talent Acquisition, Talent Programs, and Talent Management</td>
<td>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. <a href="#">Download a list of questions for module 3 by clicking this link.</a></td>
<td>Consider partnering with your organization’s office of human resources, talent acquisition/recruitment division.</td>
<td><strong>Module 3: Talent acquisition, programs and management</strong></td>
</tr>
<tr>
<td>Philanthropy</td>
<td>Questions assessing practices around tracking and encouraging giving and volunteerism within your organization and across your workforce. See a list of questions. <a href="#">Download a list of questions for module 4 by clicking this link.</a></td>
<td>Consider partnering with your organization’s philanthropic division/council.</td>
<td><strong>Module 4: Philanthropy</strong></td>
</tr>
<tr>
<td>Supplier Diversity</td>
<td>Questions assessing percentage of spend and practices around obtaining and retaining vendors in your supply network. See a list of questions. <a href="#">Download a list of questions for module 5 by clicking this link.</a></td>
<td>Consider partnering with your organizations head of procurement and/or supplier diversity team.</td>
<td><strong>Module 5: Supplier diversity</strong></td>
</tr>
</tbody>
</table>
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
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

Survey Completion

0% [ ] 100%
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**

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>Black</th>
<th>Asian</th>
<th>Native Hawaiian/Other Pacific Islander</th>
<th>Native American/Alaskan Native</th>
<th>Latino or Hispanic</th>
<th>Two or More Races/Ethnicities</th>
<th>Other</th>
<th>Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>1000</td>
<td>250</td>
<td>200</td>
<td>10</td>
<td>5</td>
<td>450</td>
<td>75</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Men</td>
<td>1700</td>
<td>200</td>
<td>300</td>
<td>19</td>
<td>20</td>
<td>200</td>
<td>100</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Unknown</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
• **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
- [x] Download a form and upload that form into Qualtrics

Survey Completion

| 0% | 100% |
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.
### The 2021 Top 50 Companies for Diversity: Survey Data Upload Template

#### Company Performance Metrics

<table>
<thead>
<tr>
<th>Region or Location</th>
<th>White</th>
<th>Black</th>
<th>Asian</th>
<th>Hispanic</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>...</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Company Diversity Breakdown

<table>
<thead>
<tr>
<th>Department</th>
<th>White</th>
<th>Black</th>
<th>Asian</th>
<th>Hispanic</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Resources</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>...</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**NOTE:** This template and all of its contents are intended for the sole use of DiversityInc's benchmarking customers. Any use of this material without specific permission from DiversityInc is strictly prohibited.
# The 2021 Top 50 Companies for Diversity 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 sanity check of your submission by clicking on the "Error Checking" sheet. After the data is finalized, upload the file back to the survey by using the questions in the "File Upload" sheet. Numbers only, do NOT enter percentage signs. You may skip any row you do not track or cannot share. Note: 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 tips@diversityinc.com if you have any questions.

## Totals

<table>
<thead>
<tr>
<th>Women</th>
<th>Men</th>
<th>Other</th>
<th>Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native American / Alaska Native</td>
<td>Native American / Alaska Native</td>
<td>Native American / Alaska Native</td>
<td>Native American / Alaska Native</td>
</tr>
<tr>
<td>Native Hawaiian / Other Pacific Islander</td>
<td>Native Hawaiian / Other Pacific Islander</td>
<td>Native Hawaiian / Other Pacific Islander</td>
<td>Native Hawaiian / Other Pacific Islander</td>
</tr>
<tr>
<td>Latinx or Hispanic</td>
<td>Latinx or Hispanic</td>
<td>Latinx or Hispanic</td>
<td>Latinx or Hispanic</td>
</tr>
<tr>
<td>Two or More Races / Ethnicities</td>
<td>Two or More Races / Ethnicities</td>
<td>Two or More Races / Ethnicities</td>
<td>Two or More Races / Ethnicities</td>
</tr>
<tr>
<td>White</td>
<td>Black</td>
<td>Asian</td>
<td>Asian</td>
</tr>
<tr>
<td>Other</td>
<td>Other</td>
<td>Other</td>
<td>Other</td>
</tr>
</tbody>
</table>

## Definitions

This document and all of its contents are intended for the sole use of DiversityInc's benchmarking customers. Any use of this material without specific permission from DiversityInc is strictly prohibited.

CONFIDENTIAL AND PROPRIETARY
<table>
<thead>
<tr>
<th></th>
<th>2020 Q1</th>
<th>2021 Q1</th>
</tr>
</thead>
<tbody>
<tr>
<td>C19</td>
<td>Military / veterans - Overall workforce</td>
<td>%</td>
</tr>
<tr>
<td>C19</td>
<td>Military / veterans - Overall management</td>
<td>%</td>
</tr>
<tr>
<td>C19</td>
<td>Military / veterans - Workforce new hires</td>
<td>%</td>
</tr>
<tr>
<td>C19</td>
<td>Military / veterans - Management new hires</td>
<td>%</td>
</tr>
<tr>
<td>C19</td>
<td>Military / veterans - Level 1 management</td>
<td>%</td>
</tr>
<tr>
<td>C19</td>
<td>Military / veterans - Level 3 management</td>
<td>%</td>
</tr>
<tr>
<td>C19</td>
<td>Military / veterans - Level 4 management</td>
<td>%</td>
</tr>
<tr>
<td>C20</td>
<td>People with disabilities - Overall workforce</td>
<td>%</td>
</tr>
<tr>
<td>C20</td>
<td>People with disabilities - Overall management</td>
<td>%</td>
</tr>
<tr>
<td>C20</td>
<td>People with disabilities - Management new hires</td>
<td>%</td>
</tr>
<tr>
<td>C20</td>
<td>People with disabilities - Level 2 management</td>
<td>%</td>
</tr>
<tr>
<td>C20</td>
<td>People with disabilities - Level 3 management</td>
<td>%</td>
</tr>
<tr>
<td>C20</td>
<td>People with disabilities - Level 4 management</td>
<td>%</td>
</tr>
<tr>
<td>C21</td>
<td>New</td>
<td>%</td>
</tr>
<tr>
<td>C21</td>
<td>BITD+ - Overall workforce</td>
<td>%</td>
</tr>
<tr>
<td>C21</td>
<td>BITD+ - Workforce new hires</td>
<td>%</td>
</tr>
<tr>
<td>C22</td>
<td>BITD+ - Management new hires</td>
<td>%</td>
</tr>
<tr>
<td>C36</td>
<td>BITD+ - Level 1 management</td>
<td>%</td>
</tr>
<tr>
<td>C36</td>
<td>BITD+ - Level 2 management</td>
<td>%</td>
</tr>
<tr>
<td>C36</td>
<td>BITD+ - Level 3 management</td>
<td>%</td>
</tr>
<tr>
<td>C36</td>
<td>BITD+ - Level 4 management</td>
<td>%</td>
</tr>
</tbody>
</table>
### The 2021 Top 50 Companies for Diversity

This Excel file is provided as an alternative way to answer demographic 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 percent 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 DiversityInc for further information.

<table>
<thead>
<tr>
<th>2020 Q#</th>
<th>2021 Q#</th>
<th>Segment of Workforce</th>
<th>Women</th>
<th>Men</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Native Hawaiian / Other Pacific Islander</td>
<td>Native American / Latino or Hispanic</td>
<td>Two or More Races / Ethnicities</td>
</tr>
<tr>
<td>Q57</td>
<td>76A</td>
<td>Workforce</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW</td>
<td>76A</td>
<td>Workforce - Hourly</td>
<td>1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q57</td>
<td>76A</td>
<td>Workforce - Non-hourly exempt</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q57</td>
<td>76A</td>
<td>Workforce - New hires</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q57</td>
<td>76A</td>
<td>Workforce - Promotions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q57</td>
<td>76A</td>
<td>Workforce - Turnovers (voluntary)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q57</td>
<td>76A</td>
<td>Workforce - Highest paid 10%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q60</td>
<td>76B</td>
<td>Management - Overall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q60</td>
<td>76B</td>
<td>Management - New hires</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q60</td>
<td>76B</td>
<td>Management - Within management promotions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q60</td>
<td>76B</td>
<td>Management - Promotions into management</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Error Checking Within Tables

<table>
<thead>
<tr>
<th>Overall workforce</th>
<th>Your overall workforce is less than a segment within your overall workforce. Consider rechecking totals in 76A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall management</td>
<td>No issues detected</td>
</tr>
<tr>
<td>Level 1 management</td>
<td>No issues detected</td>
</tr>
<tr>
<td>Level 2 management</td>
<td>No issues detected</td>
</tr>
<tr>
<td>Level 3 management</td>
<td>No issues detected</td>
</tr>
<tr>
<td>Level 4 management</td>
<td>No issues detected</td>
</tr>
<tr>
<td>Military Veterans</td>
<td>No issues detected</td>
</tr>
<tr>
<td>People with disabilities</td>
<td>No issues detected</td>
</tr>
<tr>
<td>LGBTQ+</td>
<td>No issues detected</td>
</tr>
</tbody>
</table>

### Error Check Between Tables

<table>
<thead>
<tr>
<th>Overall workforce v. management</th>
<th>No issues detected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall management v. level 1</td>
<td>No issues detected</td>
</tr>
<tr>
<td>Overall management v. level 2</td>
<td>No issues detected</td>
</tr>
<tr>
<td>Overall management v. level 3</td>
<td>No issues detected</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board of Directors</td>
<td>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 &quot;Does not apply&quot; in item 73.</td>
</tr>
<tr>
<td>Executive Diversity Council(s)</td>
<td>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 &quot;Does not apply&quot; in item 73.</td>
</tr>
<tr>
<td>Human resources staff</td>
<td>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 &quot;Does not apply&quot; in item 73.</td>
</tr>
<tr>
<td>Talent acquisition / recruitment staff</td>
<td>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 &quot;Does not apply&quot; in item 73.</td>
</tr>
<tr>
<td>Supplier diversity staff</td>
<td>U.S. employees whose formal responsibilities include overseeing supplier diversity. If your company does not have staff dedicated to supplier diversity, please select &quot;Does not apply&quot; in item 73.</td>
</tr>
<tr>
<td>Procurement staff</td>
<td>U.S. employees who are part of your company’s procurement division. If your company does not have staff dedicated to procurement, please select &quot;Does not apply&quot; in item 73.</td>
</tr>
<tr>
<td>Workforce</td>
<td>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 &quot;total workforce,&quot; which is synonymous with &quot;workforce.&quot;</td>
</tr>
<tr>
<td>Workforce hourly</td>
<td>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.</td>
</tr>
</tbody>
</table>
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.
(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
Title
Date
Email

Before continuing please confirm with your Chief Diversity Officer (or similar point of contact) that your submission is finalized.
We thank you for your time spent taking this survey.  
Your response has been recorded.

Below is a summary of your responses

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
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

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

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

Sign Up Now
DiversityIncBestPractices.com
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.