



DE

2022 TREND REPORT



CONTENTS

- 2 Welcome
- 3 Best Practice | DEI
- 5 DEI Data Points
- 7 AARE Highlights
- 8 Best Practice | Company Highlight
- 8 Heritage Month Acknowledgement & Resources



WELCOME

Greetings. A critical component to the progress of diversity, equity and inclusion is the measuring and communication of performance. The Metro Atlanta Chamber has developed this diversity, equity and inclusion trend report to provide insight, perspective and awareness on metro Atlanta's work within diversity, equity and inclusion, as well as national comparison. Our trend report will include – from our point of view – DEI best practices, data points, ATL Action for Racial Equity updates, company initiatives and heritage/cultural insights.

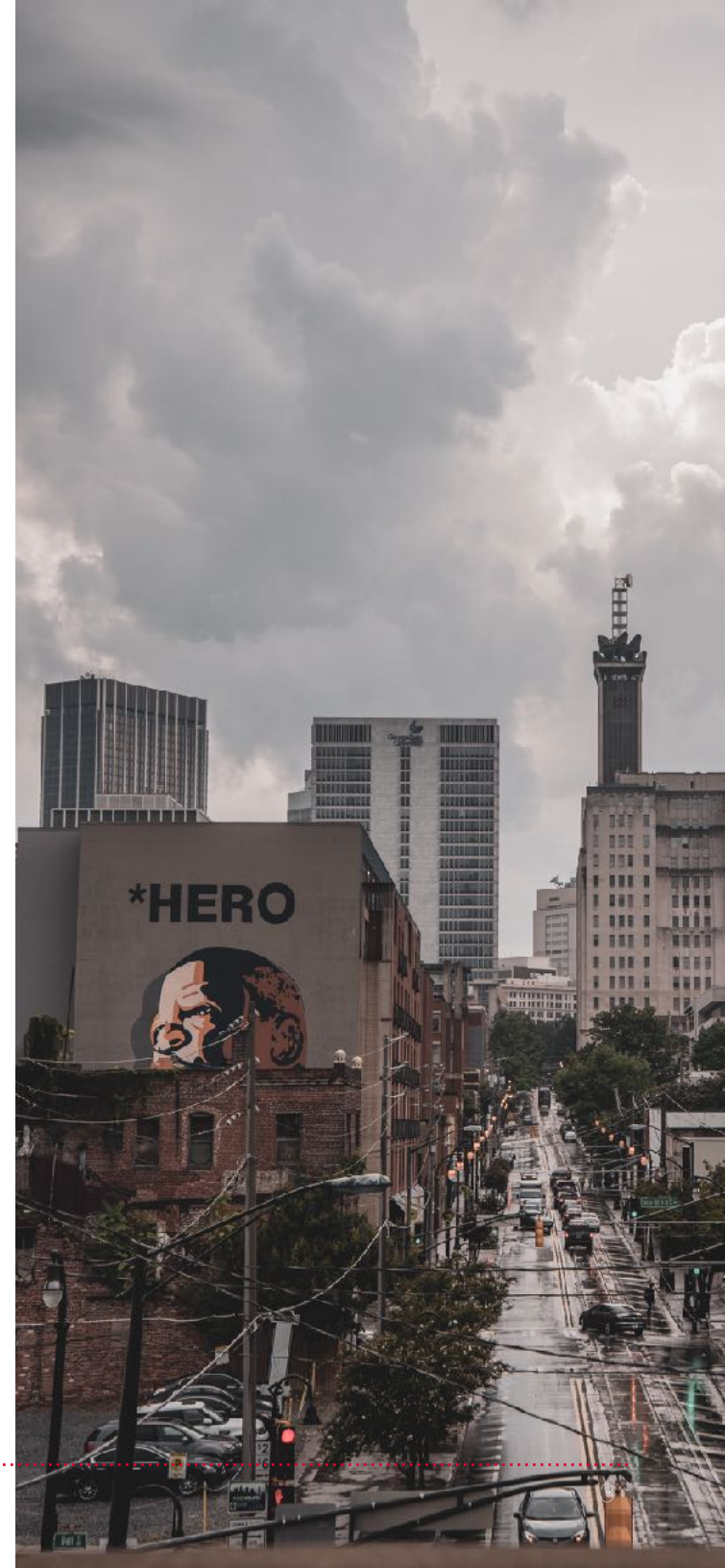
We know that the DEI journey can be tiring and exhausting – in which progress not perfection is key – but we also know the impact of change it has when we are able move the needle. An additional extension of this effort is our DEI Roundtable which we hope, through the impact of network and this report that we continue to fuel each other along this journey.

If you have any questions, ideas or feedback, please don't hesitate to reach out to our DEI Team – Michael Baptiste – mbaptiste@macoc.com and Jenny Jang – Jjang@macoc.com.

FOUR WAYS TO DRIVE ACCOUNTABILITY FOR DEI IN YOUR ORGANIZATION

- 1. Establish a list of Diversity, Equity and Inclusion priorities and how to best measure results.** For many companies, setting meaningful goals will require a shift from preventive measures, such as diversity and bias training, to more proactive goals, such as increasing diversity at senior levels or increasing the number of candidates from underrepresented groups that are included in succession plans.
- 2. Take a programmed approach.** Once a leader makes a public, personal commitment to diversity and inclusion business results, the alignment of the external and internal strategies is most critical. It would be damaging and inauthentic for a leader to externally present a commitment to DEI that is not backed by personal and organizational actions
- 3. Provide a data-driven way to assess your program's impact.** What gets measured gets done. Use data-driven insights to inform decisions and measure success, leveraging assessments such as the [Seramount Inclusion Index](#). The Index is a critical tool in creating change as organizations look to address systemic issues, such as lack of diverse representation at executive levels and gaps in the talent processes.
- 4. Involve managers in setting diversity goals.** Leaders will need to behave and show up differently to make lasting changes. Learning and development programs serve as great tools to tap into when measuring the cultural competencies and emotional intelligence of leaders (the ability to know how and when to handle interpersonal relationships judiciously and empathetically) and creating accountability—with meaningful rewards—across the organization will help ensure progress.

Read full article [here](#).



THREE CHALLENGES YOUR CHIEF DIVERSITY OFFICER IS FACING TODAY

Global DEI is a Growing Imperative for CDOs

In Seramount's inaugural [2021 Global Inclusion Index](#), we learned that just as DEI is different for every under-represented group, it's also different in each region and in each country. Some differences are universal: age, for example, or ability/disability. But race/ethnicity, sexual orientation and gender fluidity, the underrepresentation of women, socioeconomic status, religion and immigrant status are very different, depending on cultural history. Applying the U.S. approach to DEI broadly to other countries or regions will not work. For example, there are best practices globally on getting LGBTQ+ employees to self-identify; however, in some countries, it is not yet safe for these employees to be out. Age is a critical issue in many places. In Asia, the workforce is very young and there aren't enough people to fill jobs that require more experience. On the other end of the spectrum, in Europe, the workforce is much older and many baby boomers are retiring, leaving skills and knowledge gaps.

CDOs Will Play a Larger Role in ESG (Environmental, Social and Governance) and Sustainability Efforts

Today, companies are increasingly judged by how they treat their employees, customers and community (think stakeholder versus shareholder capitalism) and are leveraging philanthropy and ESG to create influence, engage employees and, ultimately, drive meaningful change. Critical issues such as DEI, social justice, supplier diversity and climate change have become more important to today's talent pool, especially Millennials and Gen-Zers. CDOs are playing a larger role in shaping ESG plans. As violence toward underrepresented groups in our communities continues to increase and as laws and legislation are passed affecting these groups, senior management will keep looking to the CDO for guidance on how to react to these issues, whether externally, internally, or both. They may need to understand the ins and outs of local laws and how to communicate the effects of those laws to their broader employee population.

CDO Burnout Must Be Actively Addressed

Therapist, advocate, coach, advisor, educator and perspective broker: these are all of the different hats being worn by CDOs today. It can be an extremely rewarding job, but it is often a lonely one. The inconvenient truth is: The CDO does not have all the answers. When there's an act of violence against a community of color, or a hate crime targeting a religious group, CDOs and DEI professionals are often grieving for and with these communities, processing the events that just took place. Companies must be mindful that their CDOs are humans, too and that they carry a very heavy load on their shoulders.

Link to full article [here](#).

DEI Data Points

Metro Atlanta has long been considered the “cradle” of the U.S. Civil Rights movement. The region currently covers 29 counties with an aggregate population of over 6 million. MAC’s [population snapshot](#) shows that for 2019, 33.6 percent of the region’s population identified as Black or African American. Despite the region’s robust Black community and its civil rights history, systemic racism remains prevalent.

MAC sent out its inaugural assessment to over 250 businesses who pledged to participate in the ATL Action for Racial Equity initiative in the Fall of 2021 (“2021 Assessment”). This assessment was created in partnership with Kanarys as a Joint Research Project. The goal was to establish baseline reference points and will be assessed annually to measure goals and progress. Survey questions were developed based on the KPIs that MAC identified in the Playbooks for each of the 4 key focus areas: Corporate Policies, Inclusive Economic Development, Education and Workforce Development.

PARTICIPATION AND DEMOGRAPHIC OVERVIEW

The 2021 Assessment was sent to over 250 businesses who pledged to participate in the ATL Action for Racial Equity initiative in the Fall of 2021. A total of 83 businesses submitted responses and the following is a breakdown of these respondents:

ORGANIZATION TYPE	
Private for Profit	40%
Non-Profit	29%
Public for Profit	29%
Government	2%

ORGANIZATION TYPE	
0–49	23%
50–199	13%
200–499	9%
500–999	5%
1000+	50%

ORGANIZATION TYPE	
Business Products & Services (B2B)	43%
Consumer Products & Services (B2C)	20%
Financial Services	13%
Education	11%
Healthcare	7%
Material Resources	2%
Energy	2%
Philanthropy	2%

DEI Data Points

OVERARCHING FACTS FROM THE AARE SURVEY

STAGE IN RACIAL JOURNEY

“Overall, how would you self-identify your organization in their racial equity journey?”

Most organizations consider themselves progressing in their racial equity journey. This is promising to see since we are striving for progress, not perfection. It is also exemplary to see some organizations consider themselves actually leading in this journey.



Baseline programs and elements in place to promote racial equity standards



Programs go beyond foundational elements, demonstrating a more aggressive approach linked to business needs, community needs, corporate social responsibility and/or ESG commitments



Fully deployed programs and elements supported by continuous improvement; embodies an aggressive approach linked to business needs, community needs and/or CSR commitments; testing new ideas to accelerate impact

SPECIFIC RACIAL EQUITY ACTIONS FROM THE AARE SURVEY

“What actions are your organization committing to in order to advance racial equity in your organization?”

Some organizations indicated they have a strong focus on recruiting and hiring (30 percent) and training (25 percent) as part of their efforts to advance racial equity. On the other hand, not many have committed to specific actions to increase inclusion (7 percent) or promote equity (14 percent), for example. Recruiting and hiring diverse employees should only be a starting point in any DEI journey. Organizations should also foster an inclusive and equitable culture for all employees in order to retain a diverse workforce; otherwise, there is a “revolving door” of talent which leads to a loss of diverse talent every 2 or 3 years. A comprehensive DEI plan is critical. The following are specific racial equity actions survey participants have adopted in their DEI journey.

Download the full assessment report [here](#).

Recruiting and Hiring	30%
Training	25%
Increase Representation	17%
DEI Council	17%
Promote Equity	14%
ERGs	10%
Champion Inclusion	7%

AARE Highlights

CORPORATE POLICIES

HIGH-LEVEL OVERVIEW OF AREAS OF STRENGTH

70%

Have designated a DEI leader

55%

have assessed pay equity across race

68%

have implemented DEI training within Atlanta-based operations

82% track employee demographics, specifically representation of Black workforce

74% have a DEI strategy and gained buy-in from senior leaders

74% review job descriptions and interview questions for inclusive language

62% have established DEI performance objectives within their organization

59% have their DEI leader report to a senior executive

52% track hiring rates of Black talent



AREAS OF OPPORTUNITY

The 2021 Assessment shows that while 70 percent currently have a designated DEI leader, many organizations are just now hiring for these roles. The priority was sparked by the aftermath of George Floyd's death in 2020, with many employees, shareholders and board members calling for justice and equity.

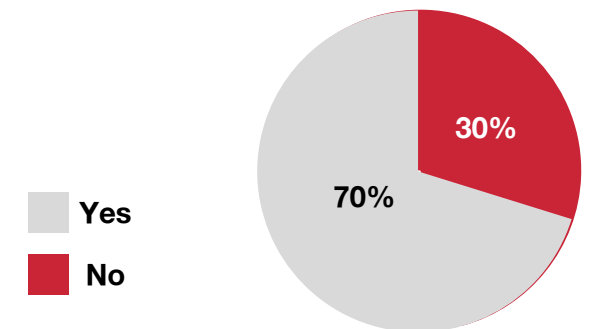
As DEI strategy is implemented, it is critical to ensure that DEI leaders have the full ear and support of senior leaders, including and up to the CEO.

59% have their DEI leader report to a senior executive in the C-Suite

- CEO: **33%**
- CHRO, CPO: **15%**
- Other in C-Suite: **11%**

11% have their DEI leader report to someone outside of the C-Suite

Companies with a Designated DEI Leader



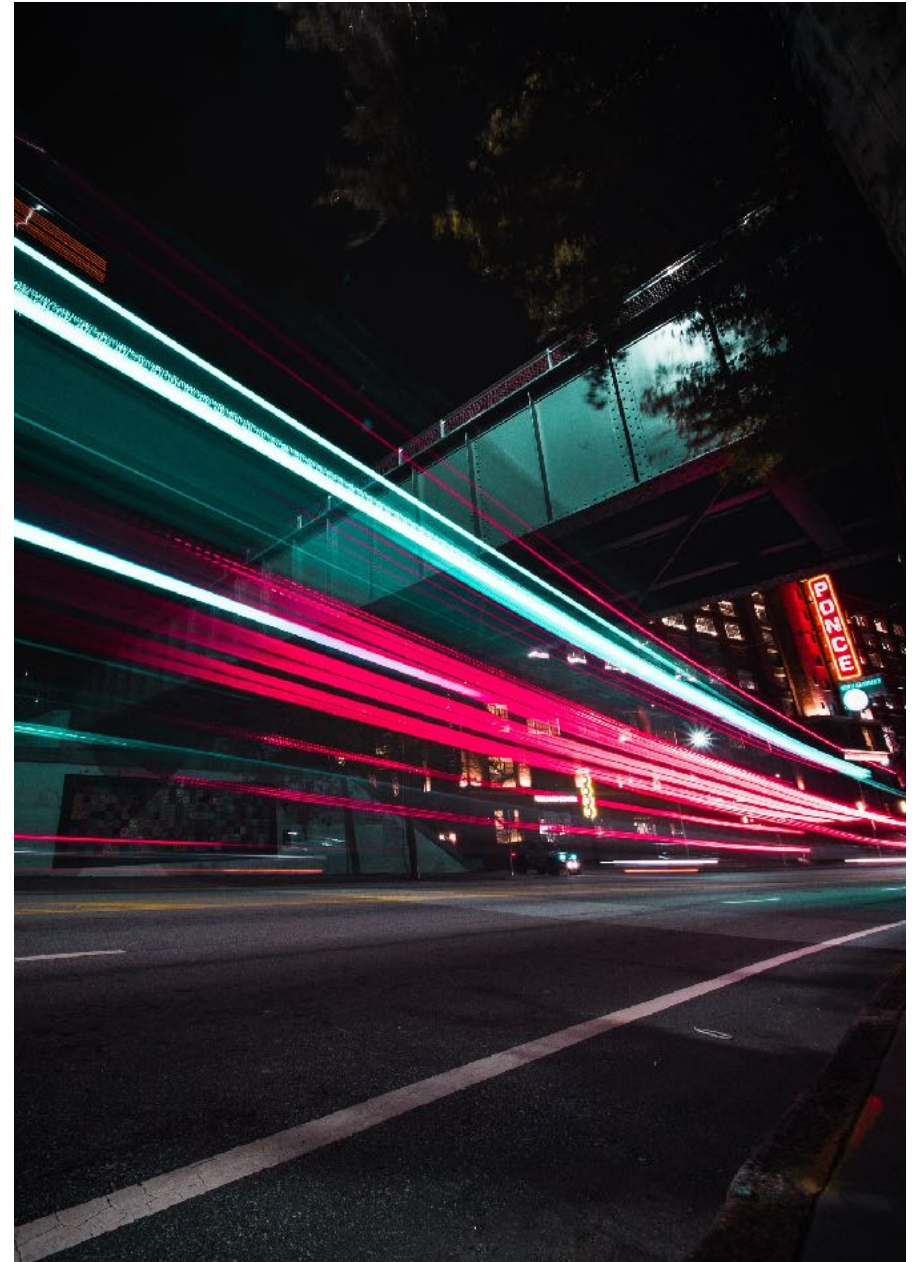
Best Practice | Company Highlight

Wells Fargo donates \$20 million to Atlanta small businesses

The funds will be used to help small businesses own more of their assets, including property and equipment, and to enable physical upgrades to their facilities. The United Way of Greater Atlanta will work with Invest Atlanta to distribute the funding as a mix of grants and loans in the city, with a focus on Black-owned and other businesses with diverse ownership. [Click here](#) to read article.

Delta ranked No. 1 transportation company on JUST Capital and Forbes' JUST 100 ranking

Delta ranked No. 1 in the transportation industry for the categories of workers and customers, and 38th on the global list of companies. The ranking are based on issues consumers care about most, including fair wages, job creation and accountability. [Click here](#) to read article.



Best Practice | Company Highlight

Southern Company Foundation Issues \$10 Million in Grants to Foster HBCU Talent Through Innovative Collaboration Between INROADS, INC., United Negro College Fund (UNCF) and Thurgood Marshall College Fund

This commitment is part of the \$50 million multi-year initiative Southern Company and its subsidiaries announced in 2020 to provide scholarships, internships, leadership development, access to technology and innovation to support career readiness for students attending select HBCUs within the Southern Company system's service footprint. Of that original commitment, \$40 million has been pledged to date – including a \$25 million founding partnership with Apple to launch the Propel Center; a new digital learning hub; business incubator; and global innovation headquarters in Atlanta for HBCU students; \$5 million to increase access to technology for HBCU students and the newest grants.

[Click here](#) to read article.

Mailchimp and Clayton State University to create Launchpad Academy

Launchpad is a leadership academy at Clayton State University that helps students and faculty adapt to technical, social, and business expectations of the 21st century workforce. Through Launchpad, Mailchimp is investing \$300,000 over 3 years to support dozens of Clayton State students as they grow their careers.

[Click here](#) to read article



Heritage Month Acknowledgement & Resources

Martin Luther King Jr. Day

Martin Luther King Jr. Day commemorates the birth of Martin Luther King Jr., the recipient of the 1964 Nobel Peace Prize and an activist.

Black History Month

Black History Month is an annual celebration of achievements by African Americans and a time for recognizing their central role in U.S. history. Also known as African American History Month, the event grew out of “Negro History Week,” the brainchild of noted historian Carter G. Woodson and other prominent African Americans. Since 1976, every U.S. president has officially designated the month of February as Black History Month. Other countries around the world, including Canada and the United Kingdom, also devote a month to celebrating Black history.

Lunar New Year

Lunar New Year is the beginning of a calendar year whose months are moon cycles, based on the lunar calendar or lunisolar calendar. Lunar New Year is particularly celebrated in East and Southeast Asian countries

Women’s History Month

Women’s History Month is a celebration of women’s contributions to history, culture and society and has been observed annually in the month of March in the United States since 1987. Women’s History Month 2022 will take place from Tuesday, March 1-Thursday, March 31, 2022.

Upcoming Heritage Months / Diversity Days (2nd Quarter)

- ▶ Celebrate Diversity – April (Entire month)
- ▶ World Autism Day – April 2
- ▶ Asian Pacific American Heritage – May (Entire month)
- ▶ Older Americans – May (Entire month)
- ▶ Mental Health Awareness Month – May (Entire month)
- ▶ Cinco de Mayo – May 15
- ▶ International Day Against Homophobia – May 17
- ▶ LGBTQ+ Pride – June (Entire month)
- ▶ Immigrant Heritage – June (Entire Month)
- ▶ Black Music Appreciation Month – June (Entire month)
- ▶ Juneteenth – June 19



191 Peachtree Street NE Suite 3400 Atlanta, GA 30303