



2022 Q2 TREND REPORT



CONTENTS

- 3 Welcome
- 5 Best Practice | DEI
- 10 DEI Data Points
- 12 AARE Highlights
- 17 Best Practice | Company Highlight
- 20 Heritage Month Acknowledgement & Resources



WELCOME

We hope you all are doing the best you can these days given the current climate around. This has been a tough and challenging three-month span to endure. It's important that we stand firm on what's right for our society, employees, and families. As we think about DEI, it must be an all-in approach if we want to continue to drive meaningful change as well as hold each other accountable. This effort can't fall on one person or one team. DEI is everyone's job, and everyone has a role to play in order to see real progress and impact.

As DEI Leaders, I know we will continue to fight the good fight. However, I encourage you to take care of yourself as you continue to go through this journey. You can only be at your best for others if you are doing what's best for your own mental, physical, and spiritual health. This is passionate and committed work that do we do every day even we are not on the clock. This work is a lifestyle, not just a job/career so remember that's it's okay to step away and take a break when you need to.

MICHAEL BAPTISTE
VP, DEI



BEST PRACTICES

WHAT IS TRANSFORMATIVE DEI CHANGE—AND HOW CAN YOUR COMPANY ACHIEVE IT?

Most diversity, equity, and inclusion (DEI) leaders strive for “transformative change” within their organizations, but how will corporations know when they’ve achieved this goal? Last month, we convened 30 Chief Diversity Officers (CDOs) from around the globe for our inaugural CDO Collaborative Roundtable to discuss this very question. During our conversation, these CDOs pointed toward three indicators that would signal this transformation.

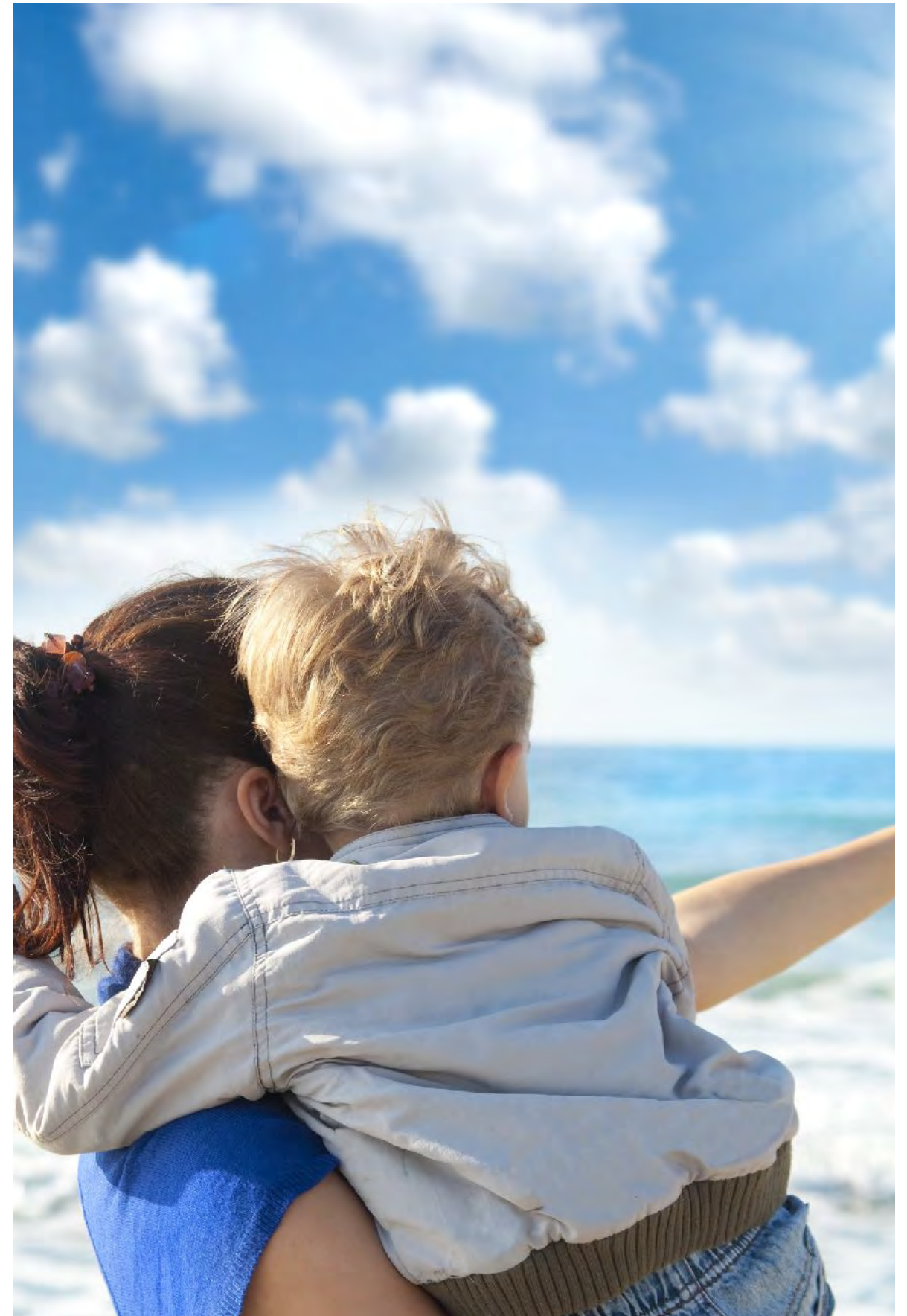
Read full article [here](#).



3 WAYS TO SUPPORT EMPLOYEES DURING TRAGEDY

Each day that passes brings new tragedies that the world must mourn. While the United States has yet to heal from the scars of chattel slavery, pillaging, and war, an onslaught of horrific events has left the nation reeling. How do we provide employees with the supports that they need to navigate everything going on outside of the workplace? This article highlights three specific strategies to support employees amidst tragedy.

Read full article [here](#).



EMPOWERING INCLUSIVE WORKPLACES STARTS WITH YOU—HERE'S WHY

During our conversation, we talked about how using data can inform, how allyship can inspire, and how building trust can help employers and employees build better, more inclusive workplaces. Each and every one of us has the ability to help others, to speak out against injustice or unfairness. More simply put, to be an ally. We are all responsible for creating cultures of inclusion and belonging, whether it's in our place of work or within our own communities. It ultimately starts with us.

Read full article [here](#).



A BETTER GOAL THAN INCLUSION IS SIMPLY 'BELONGING' — AND IT CAN IMPROVE BOTH OUR ECONOMY AND THE WORKPLACE

The world is organized largely around some groups being considered not full people," along lines of race, gender identity, disability, religion, and more, Powell said. This othering allows one group to claim dominance over another, exploiting and marginalizing the subgroup. We've seen it again and again in the history of the US, with the theft of land from Native Americans, with slavery, and with the subjugation of women and immigrants.

Read full article [here](#).





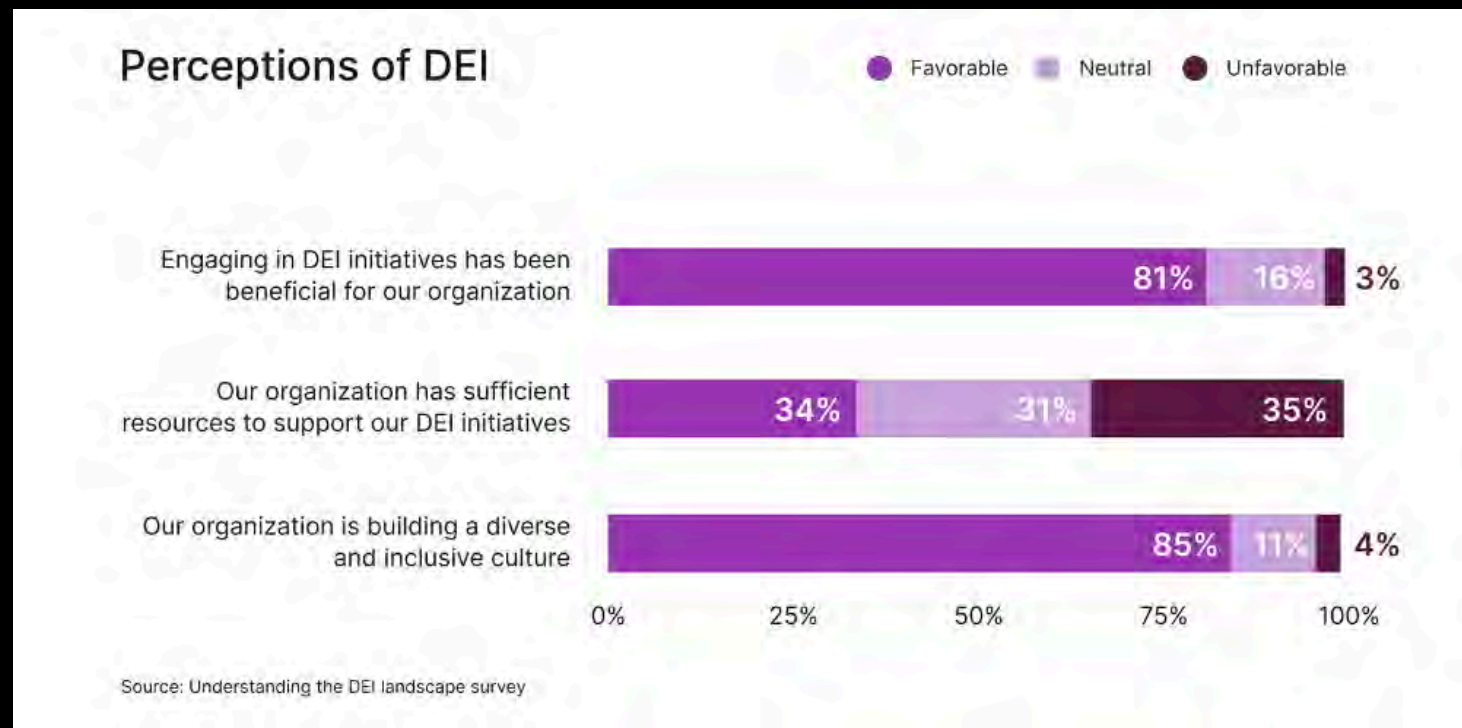
DATA
POINTS

DEI Data Points

Companies “value” DEI, but aren’t investing at the right levels to drive change.

Our research shows that while many companies believe that DEI is valuable, leadership is not investing adequate resources to create significant change.

In a survey of HR and DEI practitioners, 81% reported that they believe that DEI initiatives are beneficial to their organizations. Yet, only 34% of respondents reported having enough resources to support their DEI initiatives. Surprisingly, despite lacking resources to drive change, the overwhelming majority (85%) of respondents agreed that their organization is building a diverse and inclusive culture. While this might reflect that companies are getting “credit” for high-visibility actions like making [diversity commitments](#), the low level of investment means that change is unlikely to be substantial or sustainable without additional resource allocations.



Though organizations are making commitments to DEI, they aren’t necessarily making it a strategic priority.

While 63% of companies reported hosting events and DEI-related discussions, only 50% of surveyed companies reported having a DEI mission statement – a crucial part of creating the organizational alignment necessary to create change – and only 49% have a strategic diversity plan in place. This suggests that while company leaders may be responding to employee interest in DEI, they largely aren’t yet prioritizing this work at the highest levels.

Source <https://www.cultureamp.com/blog/dei-2022-trends>



AARE
HIGHLIGHTS

KEY PERFORMANCE INDICATORS

- Achieve full adoption of formal supplier diversity programs among our Fortune 1000 companies
- Increase the share of Black-owned employer businesses in metro Atlanta
- Increase access to capital for Black founders
- Increase the share of venture-backed metro Atlanta based companies with Black founders

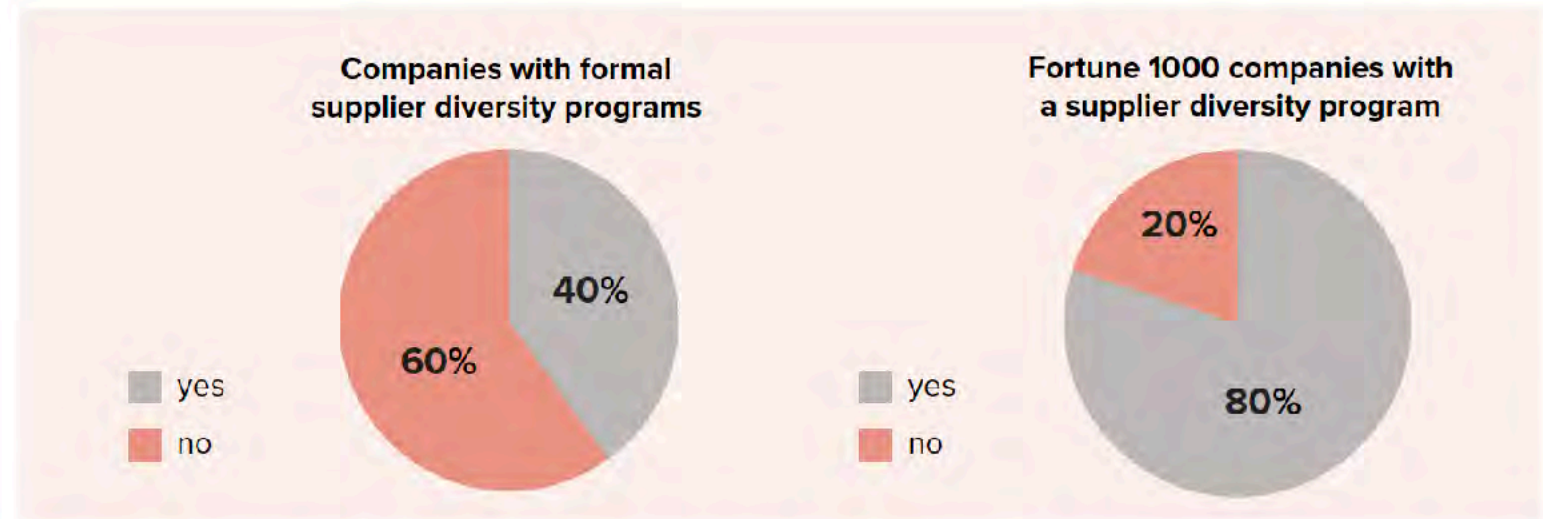
HIGH LEVEL OVERVIEW OF AREAS OF STRENGTH

- **80%** of participating Fortune 1000 companies headquartered in Atlanta have established a formal supplier diversity program
- **42%** have established partnerships with local organizations to support Black owners and founders

STRENGTH

TRENDS FOR SUPPLIER DIVERSITY PROGRAMS

The 2019 Census shows that out of the total number of employer firms in metro Atlanta (i.e., 113,110), 6.7 percent are Black owned. An important way to increase access to capital for these businesses is inclusive procurement through supplier diversity programs. • Companies that indicated they do not have a formal supplier diversity program were mostly small or mid-size organizations



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STRENGTH

FORTUNE 1000 ORGANIZATIONS

MAC's AARE initiative set a goal of inspiring all Fortune 1000 organizations in the region to adopt formal supplier diversity programs. The 2021 Assessment shows that 11 out of the 13 Fortune 1000 organizations that participated have established formal supplier diversity programs.

13

Participating
Fortune 1000 companies

11

Have established a
supplier diversity program

10

Headquartered
in Atlanta

PROGRESS IN LAST 12 MONTHS. The 2021 Assessment also found that out of the organizations that indicated the age of their supplier diversity program, 21 percent had established their program in the last 12 months.

OPPORTUNITY TO CONSIDER

A MORE GRANULAR APPROACH TO TRACKING PROCUREMENT WITH BLACK-OWNED SUPPLIERS WOULD HELP WIDEN IMPACT

Companies with supplier diversity programs should expand on their tracking to include various types of data specific to Black suppliers over time to advance equity and accelerate progress in the region. .

The 2021 Assessment shows low rates of participation in tracking the following data points:

- **37%** of companies track diverse spending
- **37%** of companies track number of underrepresented suppliers
- **21%** of companies track growth rates of underrepresented suppliers year-over-year
- **13%** of companies break down supplier diversity metrics to Black-owned businesses
- **4%** of companies track underrepresented suppliers by revenue class



COMPANY HIGHLIGHTS



[Designer Ralph Lauren Debuts Ode to HBCU Fashion in Controversial New Collection](#)

Famed fashion designer Ralph Lauren recently collaborated with historically Black colleges and universities (HBCUs) to unveil his brand's latest wardrobe collection that pays homage to Black collegiate fashion from the 1920s to the 1950s.



[Mental Health and Employee Wellbeing Drove Rethink of Experience at PwC](#)

Mental Health Awareness Month has come to an end, but if there's one thing the last few years has taught us, it's that corporate efforts to improve the mental health and wellbeing of the people who make up the organization should not be limited to a specific time frame. Rather, these efforts must continue throughout the year.



[Deloitte to help build online-learning platform for HBCUs](#)

Deloitte Digital, a unit of the global professional-services giant, is working with the United Negro College Fund to create a new online-learning platform for historically Black colleges. The new learning platform, called HBCUv, will be an upgrade for many HBCUs that have made do with outdated learning management systems in recent years. [Years of underfunding](#) and [underinvestment in HBCUs](#) made it particularly challenging for schools to move curriculums online during the pandemic, UNCF said.



[Atlanta deal: Digital bank Greenwood buys Black network Gathering Spot](#)

Two of Atlanta's most powerful and newest Black brands — digital banking platform Greenwood and The Gathering Spot — are now one. Greenwood is buying the popular networking hub and workspace frequented by young Black professionals and the entertainment and creative elite. The Gathering Spot, which offers spaces for Black professionals to work, meet and socialize, opened in Midtown in 2016.



HERITAGE MONTH
ACKNOWLEDGEMENT

Heritage Month Acknowledgement

April

Celebrate Diversity Month

A celebration that was initiated in 2004 to recognize and honor the diversity surrounding us all. By celebrating differences and similarities during this month, organizers hope that people will gain a deeper understanding of each other.

Autism Acceptance Month

established to raise awareness about and acceptance of the developmental disability that impacts an individual's experience of the world around them.

May

Asian Pacific American Heritage Month

in the United States. The month of May was chosen to commemorate the immigration of the first Japanese to the United States on May 7, 1843, and to mark the anniversary of the completion of the transcontinental railroad on May 10, 1869. The majority of the workers who laid the tracks on the project were Chinese immigrants.

Jewish American Heritage Month

Which recognizes the diverse contributions of the Jewish people to American culture

Mental Health Awareness Month

(or Mental Health Month), which aims to raise awareness and educate the public about mental illnesses and reduce the stigma that surrounds mental illnesses.

June

Lesbian, Gay, Bisexual, Transgender, and Queer Pride Month

established to recognize the impact that gay, lesbian, bisexual, and transgender individuals have had on the world. LGBTQ+ groups note this time with Pride parades, picnics, parties, memorials for those lost to hate crimes and HIV/AIDS, and other group gatherings. The last Sunday in June is LGBTQ+ Pride Day.

Immigrant Heritage Month

established in June 2014. It gives people across the United States an opportunity to explore their heritages and celebrate the shared diversity that forms the unique story of the United States. It celebrates immigrants across the United States and their contributions to their local communities and economy.

Black/African American Music Appreciation Month

Created by President Jimmy Carter in 1979, this month celebrates the African American musical influences that comprise an essential part of our nation's treasured cultural heritage.

Upcoming Heritage Month / Diversity Days

July

- ▶ July 4 — Independence Day
- ▶ July 14 — International Nonbinary People's Day
- ▶ July 18 – Nelson Mandela International Day

August

- ▶ August 13 – Black Women's Equal Day
- ▶ August 23 – International Day for the Remembrance of the Slave Trade/Abolition
- ▶ August 26 – Women's Equality Day

September

- ▶ September/October – Hispanic Heritage Month
- ▶ September 5 – Labor Day
- ▶ September 25-27 – Rosh Hashanah

METRO
ATLANTA
CHAMBER

