



2022 Q3 TREND REPORT

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WELCOME

We hope you all are doing better today than you were yesterday. When we think about DEI and Racial Equity we lead with the thought of progress over perfection. We are not looking to be perfect in this effort nor are we looking to find the perfect solution, but we are looking to see progress over time. The goal is to chip away at this piece by piece until we start to see the needle move in our favor. We are in the home stretch of approaching year end. I hope you can look back over this past year (up to this point) and see and be proud of what you accomplished. If you didn't meet your goals, see what you can do to close out year on a positive note. We all fall short sometimes or make a mistake, don't let that inconvenience deter you from your vision/mission. I am going to paraphrase a quote from a DEI colleague of mine –

“I hope you view your work in DEI as assignment from your higher power to change the world and make the world a better place than how you found it”.

#DEIsinyourDNA #racialequity #stillmoreworktodo

MICHAEL BAPTISTE
VP, DEI

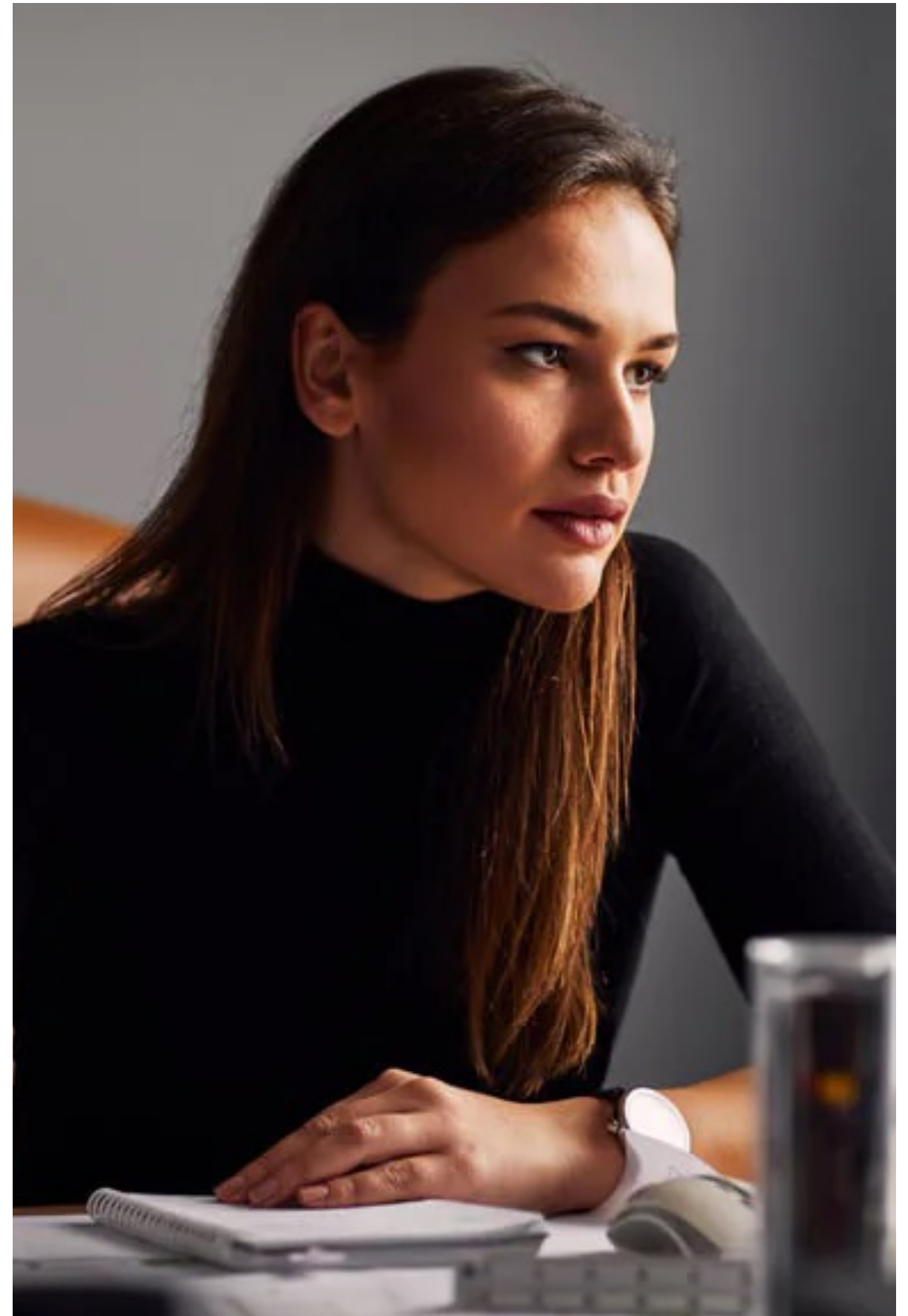


BEST PRACTICES

THE TIME FOR INCLUSIVE TALENT STRATEGY IS NOW: THE IMPORTANCE OF DEI IN RECRUITMENT

After a whirlwind couple of years that disrupted most workplace norms and elevated DEI to a top priority, a new challenge came to light with the Great Resignation when leaders realized that [upwards of 40%](#) of their workforce might quit in the next year. The combination of new return-to-office mandates, previous departure plans that were delayed by the pandemic, and many new revelations about the need for better work-life balance started what seems to be a record-breaking departure from jobs in a shockingly small window of time.

Read full article [here](#).



4 WAYS TO REBUILD AND REPAIR EMPLOYEE TRUST

“Quiet quitting” has become the [new buzzword](#) used to describe employee disengagement. The term can be conceptualized as the phenomenon employees engage in when they feel undervalued and under-appreciated in their workplace. Rather than leaving the organization like what has been seen during the [Great Resignation](#), employees will perform their job duties with the least amount of effort, doing the bare minimum, and without going above and beyond

Read full article [here](#).



4 CRITICAL MOMENTS WHEN EMPLOYEE COMMUNICATION IS VITAL FOR MENTAL HEALTH

More and more we are realizing how mental health and work intersect with each other. When turning on the news or casually scrolling through our social feeds we see people in the spotlight who are stepping back to focus on themselves. Just recently, musicians [Shawn Mendes](#) and [Adele](#) decided to take a break from touring to realign and prioritize their well-being. The same can be said for the everyday employee.

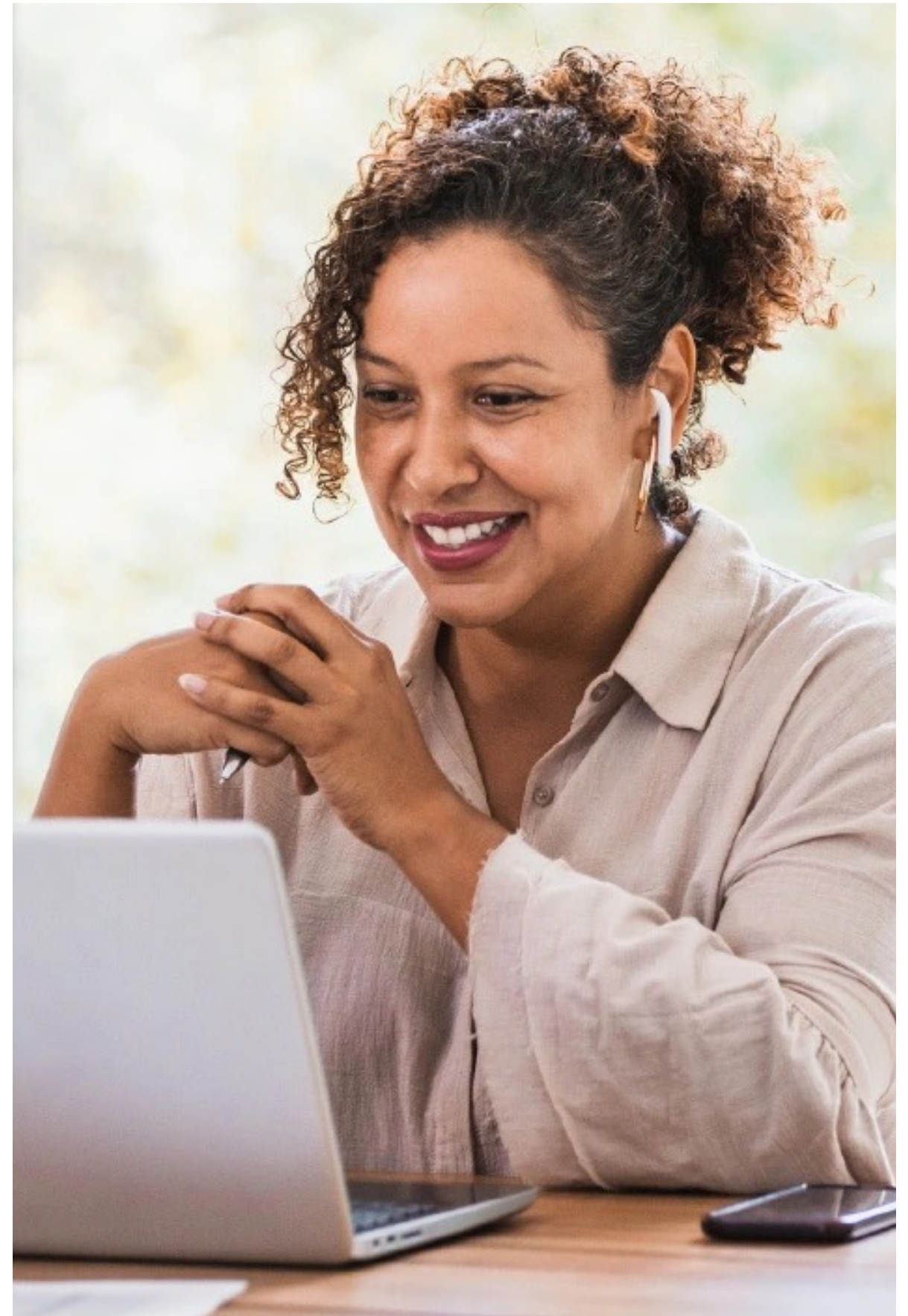
Read full article [here](#).



THREE WAYS EMPLOYERS CAN PROMOTE CAREER PATHING

It's been said that the war for talent is over. The talent has won, and they have demands—diversity, equity, and inclusion (DEI) being front and center. [Seventy-eight percent of the workforce says it's “important” to work for an organization that prioritizes DEI, and 60 percent of employees want to hear their leaders speak out about social issues.](#) And because of that, it has never been more important for organizations to make progress on their DEI goals.

Read full article [here](#).





DATA
POINTS

DEI Data Points

Expand diversity among your suppliers—and add value to your organization

Companies can unlock more value in their supplier diversity programs by including higher-growth sectors and promoting diversity across the business ecosystem. Diversity helps to create better workplaces and to [support higher performance and social advancement](#). That’s why governments and companies have focused for decades on boosting the diversity of their suppliers. They are making significant progress in categories such as facilities management, construction, staffing, and food services.¹ But in some of the fastest-growing segments of the economy, a gap remains. Sectors such as financial services are often deemed out of scope for today’s supplier diversity programs. For the 350 largest M&A transactions that closed in 2021, for example, none of the 118 investment firms serving as financial advisers or the 166 law firms serving as legal advisers were minority owned.² Filling the supplier diversity gap in these, and other professional-services sectors would benefit organizations, society, and the economy.

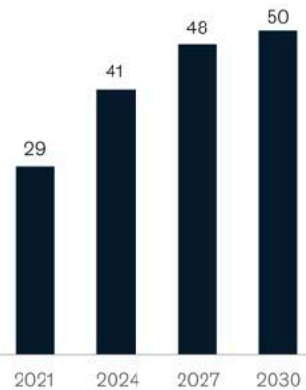
Sixty-four percent of millennials say they won’t work for companies that perform poorly on corporate social responsibility.

Corporations spend 58 cents of every dollar in revenue on payments to suppliers and can therefore [benefit by increasing their diversity](#). Leading companies know this: they have committed more than \$50 billion to partner with MWBEs over the next decade (Exhibit 1).

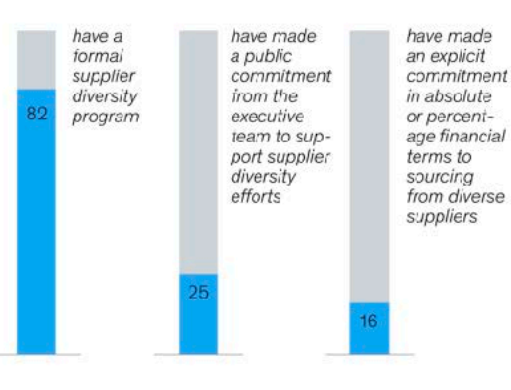
Finance, IT, legal, and engineering are high-paying sectors in which minorities are underrepresented. Black Americans are overrepresented in occupations with the highest rates of displacement by automation and underrepresented in categories with the lowest rates (Exhibit 4). Expanding the scope of supplier diversity would create more jobs for minorities in higher-wage sectors and in roles less likely to fall prey to machine learning and AI.

US companies have committed more than \$50 billion to minority- and women-owned businesses over the next ten years.

Fortune 200 US publicly traded companies’ spend commitments for supplier diversity,¹ \$ billion

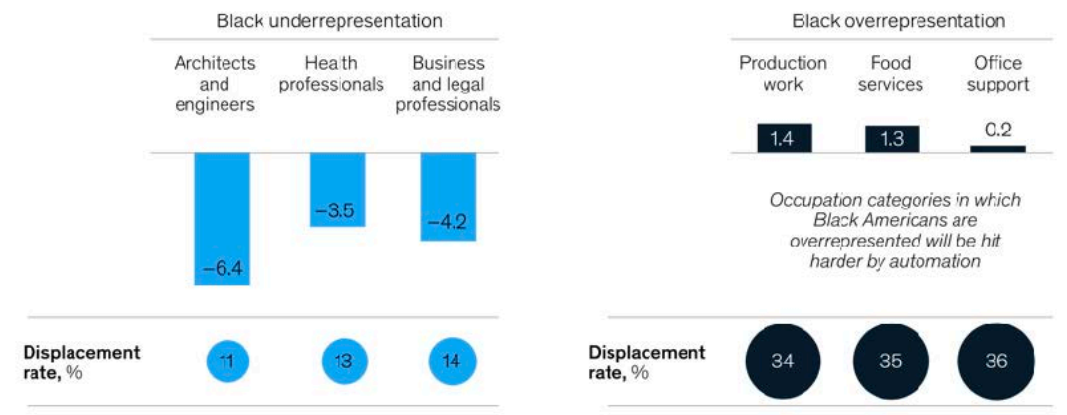


Fortune 200 US publicly traded companies’ commitment to supplier diversity,¹ %



Black Americans are more likely to be in jobs that are vulnerable to displacement by automation.

Black Americans in occupation categories with highest and lowest expected displacement, %



Source <https://www.mckinsey.com/capabilities/operations/our-insights/expand-diversity-among-your-suppliers-and-add-value-to-your-organization>



ATL ACTION FOR RACIAL EQUITY HIGHLIGHTS



ATL ACTION FOR **RACIAL EQUITY**

EDUCATION HIGHLIGHTS

CHALLENGE

Black students in metro Atlanta face limitations to affordable, high-quality learning experiences.

KPI'S

- ▶ Improve educational outcomes for Black children by increasing enrollment of Black students ages 0–5 in high-quality early learning programs in metro Atlanta
- ▶ Increase career learning opportunities for Black students in metro Atlanta with a concentration on historically under-resourced schools and communities
- ▶ Increase educational attainment of bachelor's or higher degrees

HIGH LEVEL OVERVIEW OF AREAS OF STRENGTH

65%

of the total number of Black children under age 5 in metro Atlanta are enrolled in high-quality early education programs in metro Atlanta and 47% of the total number of children enrolled in high-quality early education programs are Black, according to Georgia's Cross Agency Child Data System

59%

have partnered with Title I or majority-Black K-12 schools seeking a STEM/STEAM certification in various ways

58%

(mostly large employers) support various organizations in the region that assist students from under-resourced communities in preparing for/ completing college and beyond (e.g., Cristo Rey and Junior Achievement of GA)

55%

encourage and support their leadership and management staff to participate in advisory boards

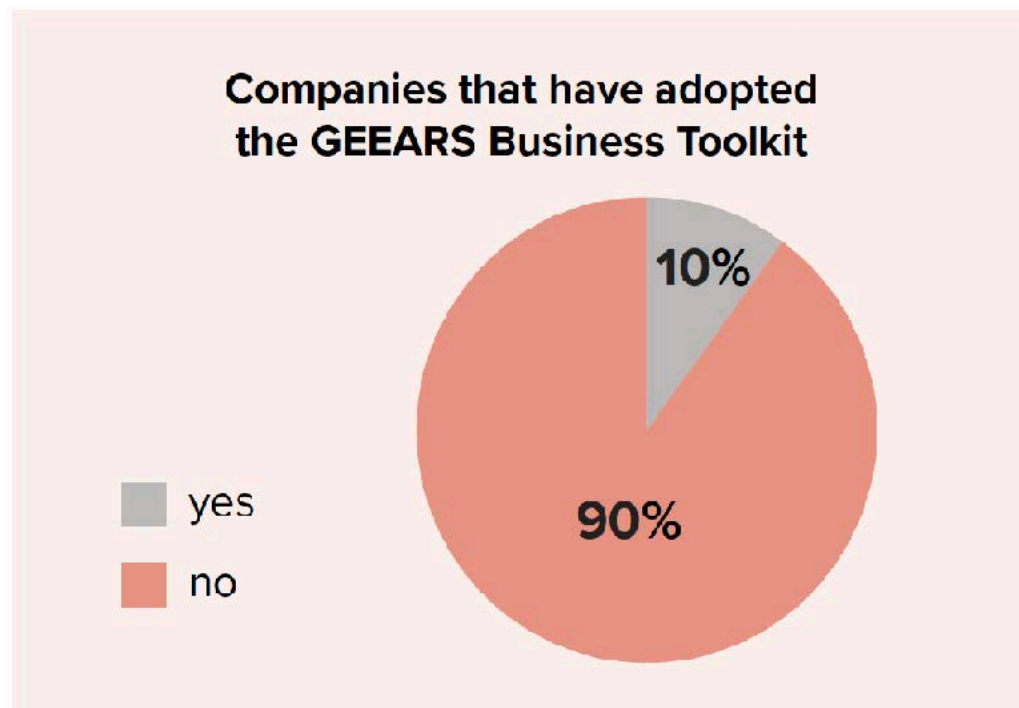
51%

of organizations have sponsored early education programs or organizations serving Black families (i.e., by donating and/or promoting the organization or program)

AREA OF OPPORTUNITY

EARLY EDUCATION

- ▶ Adopt and Utilize Recommendations for the [GEEARS Business Toolkit](#)



- ▶ Increase Sponsorship of Early-Education Programs by Leaders and Staff

ACTIVITIES COMPLETED BY ORGANIZATIONS:

Contributed to funds and scholarships that directly support both parents and their children in high quality education	34%
Sponsored or otherwise invested in child care and early learning organizations that serve under-resourced communities	19%
Shared any experience, examples or thoughts with other companies regarding child care and family benefits	12%

ACTIVITIES COMPLETED BY LEADERSHIP AND STAFF:

Publicly spoken to the benefits of making additional business investments in early education programs	17%
Attended conferences or workshops on early education or family benefits	16%
Toured local schools and child care programs in metro Atlanta and met with the staff	11%

AREA OF OPPORTUNITY

POST-SECONDARY EDUCATION

Increase Experiential Opportunities for Post-Secondary Students

There is ample opportunity for businesses to partner with the numerous post-secondary institutions in the region—and leverage their resources—in their efforts to recruit Black talent. The Census shows the following percentages of Black residents over age 25 with a bachelor's, graduate or professional degree:³⁷

23%

in the U.S.



25%

in Georgia



31%

in metro Atlanta



AREA OF OPPORTUNITY

CAREER LEARNING

- ▶ Host More Career Opportunities for Students from Title I or Majority Black K-12 Schools

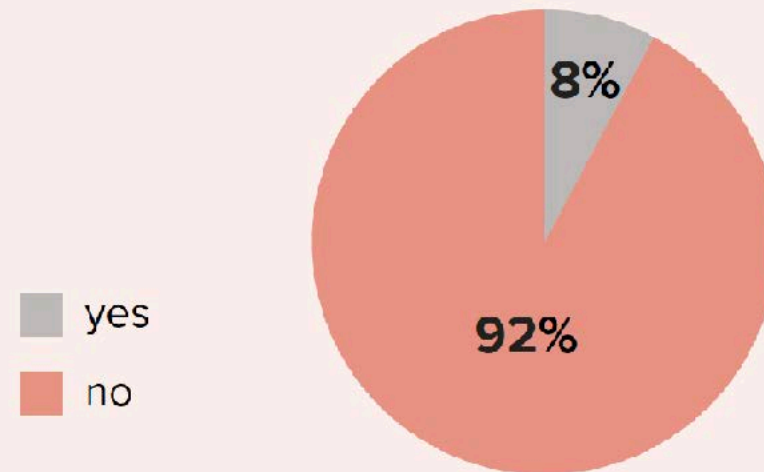
Host More Career Opportunities for Students from Title I or Majority-Black K–12 Schools.

Only 27 percent of the participants reported they host career opportunities for students from Title I or majority-Black K–12 schools. The following are some examples of opportunities offered by survey participants:

Internships	Site Visits
Career Exposure	Career Planning
Career Fairs	Scholarships
Career Path Advice	Virtual Events

- ▶ Partner with Title I or Majority Black Schools Seeking STEM/STEAM Certification

Companies that serve as a lead partner for STEM or STEAM certification with Title 1 or majority-Black K–12 schools in the metro Atlanta region





COMPANY HIGHLIGHTS



[Comcast giving \\$1 million to Atlanta businesses owned by women, minorities](#)

Cable giant Comcast said Tuesday it is giving \$1 million to small businesses in Atlanta that are owned and operated by women and minorities. The Philadelphia-based Internet provider said it will award 100 of the Atlanta businesses \$10,000 each. The funding is part of Comcast's Rise Investment Fund, which launched in 2020 to help [small business owners of color](#) affected economically by COVID-19.



[Delta, Citizens Trust Bank continue to build financial mobility in Atlanta's underserved communities](#)

Delta Air Lines will partner with Atlanta-based Citizens Trust Bank to create economic opportunities for the city's underbanked community by investing \$100 million through its pension plan into J.P. Morgan's Empower money market share class. The Empower share class was launched as part of J.P. Morgan Asset Management's [Empowering Change program](#) to bring new economic opportunities to underserved communities.



Why Microsoft Measures Employee Thriving, Not Engagement

As the pandemic continues and many people work hybrid schedules, people analytics researchers at Microsoft realized they needed to move from measuring employee engagement to measuring employee thriving. Defined as “to be energized and empowered to do meaningful work,” the authors explain how their mindset shifted around this topic, what they’ve discovered among their employees, and what your organization can learn from their research.



HERITAGE MONTH
ACKNOWLEDGEMENT

Heritage Month / Diversity Day Acknowledgement

September (Past)

Hispanic Heritage Month

is observed from September 15 to October 15. This month corresponds with Mexican Independence Day, which is celebrated on September 16, and recognizes the revolution in 1810 that ended Spanish dictatorship.

October

National Disability Employment Awareness Month

LGBTQ+ History Month

Global Diversity Awareness Month

Black History Month (UK)

Upcoming Month Acknowledgement

October

- ▶ Oct 4 - 5 — Yom Kippur
- ▶ Oct 10 — World Mental Wealth Day
- ▶ Oct 11 — National Coming Out Day
- ▶ Oct 24 — Diwali

November

National Native American Heritage Month,
National Family Caregivers Month

- ▶ Nov 11 — Veteran's Day
- ▶ Nov 13 - 19 — Transgender Awareness Week
- ▶ Nov 25 — Thanksgiving Day

December

- ▶ Dec 11 — World AIDS Day
- ▶ Dec 18 - 26 — Hannukah
- ▶ Dec 25 — Christmas Day
- ▶ Dec 26 - Jan 1 — Kwanzaa

METRO
ATLANTA
CHAMBER

