

How DiversityComm Evaluates Inclusion & Leadership Efforts

Each year, DiversityComm Media conducts select evaluations of the nation's Employers, Supplier Diversity Programs, Industry Leaders, Government Agencies & Schools. The evaluations also integrate findings by our magazines to independently identify the Best of the Best in relation to outreach and accessibility to the minority, veteran, female, people with disabilities and LGBTQ+ population.

These non-biased studies are a valuable resource for our publication's readers, jobseekers, business owners, students, senior management and consumers. The goal of these annual evaluations is not only to bring the latest information and guidance to our readers, but also encourage active outreach and inclusion policies among corporations and government agencies. The studies are further designed to assist corporate and government leaders in evaluating their ranking by comparing and contrasting the success achieved within their industries and their measurement of inclusion to that of their peers.

An invitation to participate in the annual Best of the Best survey is available online at diversitycomm.net/best-of-the-best. Invitations are also sent out annually via email directly to human resource directors, talent and acquisition managers, supplier diversity directors, deputy council, pr/advertising agencies and corporate affairs personnel within or on behalf of each organization.

Companies are given approximately three months to complete the survey and there are roughly 15-30 questions. Questions are specific for each category: Top Inclusive Employers; Top Black Employers; Top Hispanic Employers; Top Women Employers; Top Disability-Friendly Companies; Top LGBTQ+ Employers; Top SD Programs for WBEs; Top SD Programs for MBEs; Top Government & Law Enforcement Agencies; and Top ERGs. Due to the inspiring and informative responses, this year's survey will include a release authorization to publish selected responses. Many of the programs being offered to women and minorities are worthy of recognition and may be helpful in guiding others to implement or expand on their own initiatives.

Each year, the survey results are remarkable and growing in strides. By sharing these unique responses, we hope to not only increase quality candidates, but encourage other companies to follow the lead and ultimately create a more inclusive workforce. Completion of our annual survey is highly recommended, but not required, as part of the evaluation process.

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DCI Research Division's Methodology for Evaluating Inclusion & Leadership Efforts

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The DCI Research Division reviews surveys and compiles their own independent data. This data includes public records, such as 10-K annual reports, reader responses, market research, interviews, community and conference participation. Also considered are the unique efforts made by human resource and supplier managers to actively seek minority applicants and certified disadvantaged business owners. An analysis is performed that scores policies that support equal access, advancement and inclusion of all individuals, regardless of race, color, creed, religion, national origin, age, marital status, disability, public assistance status, veteran status or sexual orientation. Creating or joining a nonprofit inclusive group is one method of actively seeking minority candidates. Sponsorships and/or participation at such nonprofit conferences also demonstrates a commitment to inclusivity and EEO.

The DCI Research Division methodically reviews and records those who attend events and the extent of their participation and sponsorship. Because DiversityComm personnel physically attend conferences, we are able to see first-hand how corporations are participating and how eager they are to support global inclusivity. Conference participation provides the best visibility and exposure to these targeted groups. Some companies go beyond the call of duty and not only present career and business opportunities, but also hold workshops, sponsor luncheons, provide keynote speakers, offer career counseling, financial aid, valuable tools and more to advance minority communities. These are examples of companies who deserve recognition. As the magazine of choice for conference exposure and community outreach, DiversityComm is in a unique position to evaluate those who regularly participate and support inclusion as a whole. DiversityComm participates in and distributes its inclusivity-focused magazine to more than 300 conferences annually.

At the conclusion of the evaluations, the Best of the Best results are announced and published. Results are made public in our print magazine, digital editions, newsletters and press releases. The honorees are listed in alphabetical order and not ranked by number. If you would like your company or agency to receive a survey invitation via email for the next evaluation, please send your request to surveys@diversitycomm.net.