

Communicating DEI Visibility

a guide for employers

We know many company values center on justice, diversity, equity, inclusion, and belonging. We also understand that investments companies make toward more equitable and just business practices aren't always visible to prospective talent. Values are key drivers in career decisions students make, particularly when it comes to choosing a company to begin or advance their career. Therefore, it's critical for employers to communicate how their organization is contributing to large-scale, sustainable systemic change. This knowledge allows students to assess how their values align with the corporate values of companies, a crucial step in their decision-making process.

This guide provides a starting point for employers to gather knowledge about specific investments their organization is making that support sustainable DEI efforts. It will also prepare employers for deeper questions students are asking to move beyond, "What is your company's culture?", prompting deeper, intentional discussions, allowing students to make more informed decisions.

6 Indicators of Sustainable DEI Practices

- ▶ The company engages in inclusive recruiting practices to cultivate a diverse workforce.
- ▶ The company demonstrates continuity in their commitment to DEI through their brand and culture.
- ▶ The company has established Employee Resource Groups (ERGs) that are valued and contribute to influencing corporate strategy.
- ▶ The company's DEI initiatives are connected to a broader business-driven, results-oriented strategy that fosters tangible organizational change.
- ▶ The company leverages their platform to visibly acknowledge and condemn social and racial inequities with an actionable commitment to create positive systemic change.
- ▶ The company publicly supports communities of marginalized identities through corporate social responsibility and philanthropic efforts.

Read *Corporate DEI Visibility* for more information about the 6 Indicators.

Questions the indicators may answer for students...

Are there others who share my identities and how is a sense of belonging fostered within the company culture?

Does this organization recognize the ways in which I have been marginalized based on my identity?

What is this organization doing to address inequities?

Will this company value my skills and talents, or am I just helping them meet their diversity goals?
Does this company truly understand the needs of my community and care about me?
Will I be seen, and my voice heard in this company?
How will this company invest in my growth, success, and provide a path toward leadership?
Will my identities be recognized and supported?

Will I be able to be my most authentic self at work?

Questions you might receive from students...

- QUESTION: What are the company's goals to recruit and retain more diverse talent at every level of the organization? → FOLLOW UP: How is the company tracking, measuring, and evaluating the progress of these goals?
- How does your company affirm and celebrate identities to foster an authentic sense of community and belonging? → In what ways does your company acknowledge the ways in which employee identities have been marginalized?
- What Employee Resource Groups or Networks are established at your organization and how does the company integrate their ideas and perspectives into the broader corporate strategy? → How is intersectionality acknowledged and honored amongst your ERGs and Networks?
- What is your company doing to publicly condemn and address existing inequities within the organization and in our society in general? → How is your organization leveraging its power, resources, and visibility to positively influence change at a systemic level?
- In what ways is your company supporting marginalized communities through philanthropic efforts? → How does your organization collaborate with marginalized communities to develop products and services that meet the specific needs, challenges, and desires of those communities?

The 6 Indicators & My Organization

	WHAT DO I ALREADY KNOW?	WHAT GAPS IN MY KNOWLEDGE NEED TO BE FILLED?
Inclusive recruiting practices at my organization.		
Continuity in my organization's commitment to DEI through the brand and culture.		
ERGs and identity-based networks at my organization.		
How my organization's DEI initiatives connect to the broader business strategy.		
Ways my organization acknowledges and condemns social and racial inequities.		
How my organization supports marginalized communities through CSR and philanthropy.		

Other Thoughts & Reflections?