

What Should a Corporate Director Know About Diversity?

OVERVIEW

Does your company have a Diversity & Inclusion mission statement and philosophy? How well known is this philosophy among the employees?

Does this mission include a clear statement including generational diversity, sexual orientation/gender identity, and veterans and service-disabled veterans as part of the DIV Diversity & Inclusion focus of your company? What programs/systems support your mission & philosophy?

Does your CEO know about Diversity & Inclusion, including supplier diversity, language access/customer service, governance diversity and philanthropic diversity? Does he/she see its benefits and support it?

How does your commitment to Diversity & Inclusion connect to your business results? Have you seen a change in your results as Diversity & Inclusion has become embedded in your culture?

How much do your regulators know about your company's Diversity & Inclusion work? How do you communicate about it to them?

Have you been recognized as a leader for your Diversity & Inclusion focus? If so, from what sources?

Is there a report card on what the company is doing in Diversity & Inclusion?

STARTING AT THE TOP: THE C-SUITE AND CORPORATE BOARD

Is there a regular report to the Board of Directors on Diversity & Inclusion? Who gives this report?

Do you think your fellow Board members are able to speak knowledgeably about the Diversity & Inclusion mission and explain it to others?

How much do you think your fellow Board members know about the Diversity & Inclusion goals and accomplishments?

Does your corporate Board currently reflect the diversity you would like to see?

MAKING IT WORK: DIVERSITY & INCLUSION IN THE COMPANY

Do you have a Diversity & Inclusion Team led by a Diversity & Inclusion executive? Who leads this for your company? To whom does this executive report?

Do you have a dedicated supplier diversity program? If so, who administers it? At what level in the company is this person?

How do you work with your prime contractors to identify diverse suppliers? Veteran and service-disabled veteran owned businesses?

SHARING THE MESSAGE: WORKING WITH THE CUSTOMERS

Does your company have a diversity webpage? Is it easy to find out not only your goals but also the **names** of the diversity and supplier diversity leaders? Is the page ADA compliant? Is the whole company website ADA compliant?

How easy is it to reach your diversity and supplier diversity team through your website or social media?

What tools do you use?

LinkedIn

Twitter

Facebook

Instagram

Huh?

How are you communicating your Diversity & Inclusion commitment to your customers?

How would you rate the cultural and generational competence of your customer service/customer facing staff? Does the outward facing staff reflect the company's customers?

Do you conduct an annual employee culture survey? What Diversity & Inclusion questions are included? How do you rank and perform? What, if any, follow up is there to your survey?

RECRUITING, HIRING AND CAREER DEVELOPMENT

Recruiting

How does your company attract diverse candidates? Do your company's customers know about the chance to work with the company?

Does your company currently recruit at minority serving institutions (Historically Black College and Universities, Hispanic Serving Institutions, and others)? If not, why?

Does your company recruit in collaboration with associations like NSHMBA or NSBE? With organizations like AABE?

Does your company use the Rooney rule?

Does your company utilize blind recruitment/hiring at any point in the process?

Career Development

Does your company use a buddy system in the onboarding process?

How often does the company connect with new hires to see if they are settling in? Who does this?

Do you have a formal career development track for diverse employees? For veteran and service disabled veteran employees?

Do you have a formal mentoring program for your employees?

Do the employees know what's expected for consideration for promotion? Including to the management and executive ranks?

Does your company measure the diversity (in all aspects) of the high potential and leadership pipeline? What, if anything, is done to help make sure that opportunities do not narrow more for diverse candidates?

What is the diversity in middle management, executive and C-Suite? Is it what you would like to see?

PERFORMANCE GOALS/MEASURES

Is Diversity & Inclusion a part of your company performance goals? Internal and external? Does this include supplier diversity?

What are those performance goals/measures?

Do your company conduct an annual employee culture survey? What Diversity & Inclusion questions are included? How do they rank and perform? What, if any, follow up is there to the survey?

Is executive compensation tied to Diversity & Inclusion metrics? To what extent and in what way?

If yes, how far down into the management chain?

Are you measuring your company's demographics?

Do you include the following?

Inequities in pay (male/female/abilities/other)

Promotion rate amongst gender, race, abilities

What measures are you using to track Diversity & Inclusion?

Is this data shared with employees?