

EMPLOYERS SURVEY ON DIVERSITY

Measuring Diversity and Inclusion Progress
for Commission Members





The Commission on Economic Inclusion, a program of the Greater Cleveland Partnership, works to significantly improve the meaningful involvement of minority businesses and individuals in the economic engines that drive Northeast Ohio.

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EMPLOYERS SURVEY ON DIVERSITY™

The data is analyzed using four groupings:

- For-profit including publicly and privately held for-profit entities.
- Nonprofit including government, charitable and educational organizations, including hospitals.
- Aggregate including information from each of the organizations that responded to each question this year.
- "Year-to-year" including organizations that complete the survey for both the current year and previous year.

Sample Scorecard



OVERVIEW

The Commission's Employers Survey on Diversity™ is a confidential tool designed to help companies assess their commitment to diversity and inclusion. It is a valuable resource for both organizational and community change. The survey allows companies to identify strengths and weaknesses that will be addressed in their diversity plans. It identifies regional trends and changes affecting the workforce. The Commission uses the survey to drive systemic change, encourage members to adopt best practices, and guide the work of Commission initiatives.

The Commission's approach is fundamentally simple. We:

- **Assess** periodically the status of diversity and inclusion efforts within the Northeast Ohio employer community.
- **Establish** benchmarks for improvement based on local survey results and national data.
- **Encourage** member organizations to develop or enhance practices that foster inclusion.
- **Facilitate** identification of resources.
- **Measure** and report on progress regularly.
- **Assist** minority businesses in developing and securing business deals with Commission member organizations.

Annually, the Commission staff prepares a comprehensive survey analysis of the data involved. The reported percentages are based on the number of organizations that respond to each of the questions in the survey. The individual responses are kept confidential. Only Commission employees conducting the analysis have access to the information contained in individual surveys. The aggregate results are distributed to participant organizations and media outlets, and posted on the Commission's Web pages.

Since 2001, the Commission survey has monitored four metrics:

- Board diversity
- Senior management diversity
- Workforce diversity
- Supplier diversity



The comprehensive survey analysis report contains:

- Comparative information from other regions
- An overview of survey findings including the presence of related policies and practices
- Survey item-by-item responses (frequency analysis and averaging of percentages)
- Conclusions and next steps

A copy of the most recent survey report can be accessed on our Web site at www.commission-inclusion.com.

VALUE PROPOSITION

The Commission's Employers Survey on Diversity™ provides significant value to Northeast Ohio and the region's employers.

To the region:

- The survey is an historical and current reference report available to the community-at-large. The Commission began analyzing and reporting data in 2001 and continues to report results and performance annually.
- The Commission's Employers Survey on Diversity™ provides important information that can be used by prospective members and the media to gain insights into the overall diversity management and inclusion practices of Commission-member organizations.
- The survey includes important information concerning systemic barriers and successes related to diversity and inclusion.
- Since the participants represent over 100 of the largest employers in the region, the survey content is a valuable resource of contextual information for the region.

To employers:

- A confidential scorecard is provided to allow comparison of an organization's results to its industry-sector performance and to national benchmarks.
- The survey serves as a guideline for improvement for Commission members, who can use it to measure their progress. An organization that answers "yes" to all survey items on policies and practices is well on its way to achieving its diversity and inclusion goals.
- Organizational progress can be measured on a year-to-year basis within that organization.
- Progress can be measured by comparing the organization to: (1) similar organizations that completed the survey; (2) all organizations completing the survey; and (3) national benchmark data included in the aggregate report and confidential scorecard.
- The survey report is produced in a user-friendly, electronic format and is accessible online.



Making progress at both levels:

The Commission uses the survey data to drive improvement at both regional and organizational levels by setting regional goals on four key diversity metrics: board, senior management, workforce, supplier diversity.

We also track and report change over time and provide tools for Commission members to apply within their own organizations. They include expert presentations at annual CEO briefings and peer-to-peer sharing through the Diversity Professionals Group. Other external resources include:

Diversity Executive
www.diversity-executive.com

Diversity Inc.com
www.diversityinc.com

CAPS Research
www.capsresearch.org/research

WHAT OUR MEMBERS SAY...

Commission tools support core values

“At Forest City, we do more than develop, own and manage real estate. We create exceptional places where people live, work and enjoy life together. We believe that embracing the benefits that come from managing diversity and inclusion is critical to our success as an organization.

“We have taken proactive measures to embed diversity and inclusion into the fabric of our business. Our strategy is in alignment with our need to increase efforts with leadership involvement, talent management, inclusive culture and supplier diversity. We believe each one of these focus areas will allow us to ‘walk the talk’ on our core value of diversity and inclusion.

“The Commission on Economic Inclusion has played a significant role in supporting

our journey by providing many resources.

“Most useful to us are the annual employers survey results and the personalized scorecard that allow us to measure our progress from year to year, as well as benchmark our efforts against other member organizations. As we continue to make progress, the Commission will continue to play an important support role of this core value.”

Charmaine Brown
Director, Diversity & Inclusion
Forest City Enterprises

FORESTCITY



AMERICAN GREETINGS

Survey helps to measure progress

“Our participation in the Commission’s Employers Survey on Diversity™ is something we value greatly. We view diversity and inclusion as crucial elements for any successful workplace, and, through the survey, we are able to better determine the progress we are making toward our goals in both areas.

“Being one of the Cleveland companies dedicated to improving the region’s outlook on these important issues is a great source of pride, and we are grateful for the efforts of the Commission on Economic Inclusion in bringing this to fruition.”

Pat Ross Ferry
Employee Relations Manager
American Greetings Corporation

WHAT OUR MEMBERS SAY...

Survey analysis drives internal change

“Actively embracing and valuing the diversity of all individuals associated with Summa Health System is fundamental to our mission, allowing us to create an inclusive environment where patients receive excellent care, and both individual and corporate success are maximized. We are committed to recognizing and utilizing individual talents and skills and honoring diversity in our workplace through recognition, education and awareness.

“The Commission on Economic Inclusion has provided invaluable resources that have assisted us in the development of our diversity and inclusion strategic plan. Participation in the annual survey and analyzing its results was a key factor leading to the development of the position of vice president, Community Benefit and Diversity. The survey results continue to serve as a benchmark against which we monitor our progress. The results are standards against which goals and program development in the areas of talent management, supplier diversity, education and leadership accountability are established.”

Roxia Boykin
Vice President
Community Relations & Diversity
Summa Health System



Participation reflects organizational commitment

“Participation in the Employers Survey on Diversity™ is one of the ways we demonstrate our commitment to diversity and inclusion. We take every opportunity we can, from our orientation of new employees to various diversity education and training workshops, to make our staff, faculty, and students aware that diversity is a core value.

“By sharing the four categories by which Commission member organizations are evaluated, we increase engagement and extend our efforts in promoting diversity through inclusive

thinking, mindful learning and transformative dialogue throughout the university. Inclusive excellence is the key to remaining competitive, not only in our field of higher education, but also in creating the kind of workplace environment where individuals can thrive and develop their full potential in the Greater Cleveland business community as contributors and change agents.”

Dr. Marilyn Sanders Mobley
Vice President, Inclusion,
Diversity & Equal Opportunity
Case Western Reserve University



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COMMISSION ON ECONOMIC INCLUSION

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