



**LEADING
THROUGH
COMPLEXITY**

CECP
Summit
2018

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Advancing Diversity & Inclusion
Through the Lens of Corporate
Social Engagement



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*How are companies using their CSE efforts
- philanthropy, in-kind, volunteerism, community partnerships –
to address the issues related to diversity and inclusion?*

What are the opportunities to develop greater impact and effectiveness?

OUR PROCESS:

- Interviews with D&I subject-matter experts (5)
- Interviews with Corporate Social Engagement practitioners (13)
- Online CECP Diversity & Inclusion research survey (52 companies)
- Analysis of CSR reports from Diversity Inc. Top 50 companies
- Review of 50+ existing D&I-related knowledge sources, resources, and reports related to corporate and foundation engagement



We Want to Hear from You!

Please use the conference app to answer the following polling question:

Does your company consider D&I within its corporate social engagement (CSE) efforts? (Yes/No)



We Want to Hear from You!

Please use the conference app to answer the following polling question:

How do you expect your company's commitment to D&I in CSE to change within the next 2-3 years?

Increase

Decrease

Stay the Same

Unsure



While most companies report D&I being a part of their current CSE efforts, and of increasing importance...

95% of companies
said they consider D&I
within their corporate
social engagement
(CSE) efforts

79% expect their
commitment to D&I in
CSE to increase within
the next 2-3 years



Current tactics and measurement raise questions as to the degree to which efforts are strategically applied.

Leading Tactics:

- Use D&I Metrics to Select Nonprofits (32)
- Connect ERG's to CSE (26)
- Monitor Company's CSE Team's Internal Diversity (21)
- Guidance to Nonprofit Internal Diversity (16)
- Monitor Nonprofit Internal Diversity (13)

Measures of Success:

- Demographics of those served by nonprofit beneficiaries (30)
- Spend (21)
- Demographics of new employee applicants (16)
- Changes in select socio-economic indicators (15)



This suggests an opportunity for companies to consider how their D&I efforts in CSE can be more strategic and effective in addressing both social and business objectives.

**Only 25% of
companies report their
internal and external
D&I efforts to be "very
aligned"**

**Lack of strategic
alignment
within the company
was listed as the top
challenge companies
are facing**



While a majority of companies said that they consider the concept of equity, few are measuring changes in socio-economic indicators.

**81% of companies
said they consider the
concept of equity
when addressing D&I
through CSE**

**15 of 41
respondents
reported tracking
changes in socio-
economic indicators**



Participating companies tended to define equity as equal access to opportunity. Do they have it right?





Accelerate Community Opportunity

Please use the app to select your top choice from topics for ongoing exploration:

- Measurement
- D&I Terminology
- Strategic Integration of Internal and External D&I
- Identifying and Assessing D&I Community Partners
- Responsibility of Corporate America in Addressing Equity



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THANK YOU