

Leveraging Self ID Campaigns to Increase Percentages of People with Disabilities, Veterans & LGBTQ



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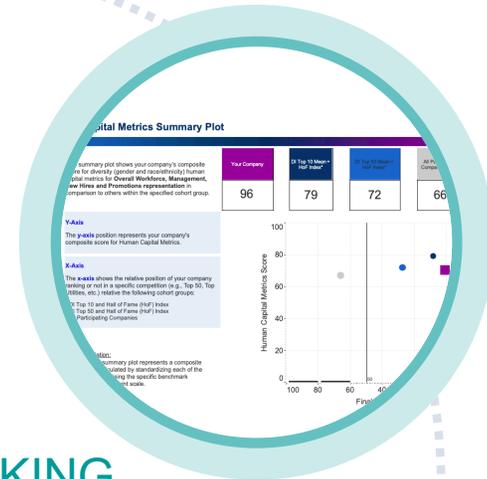
You may submit your questions via the web:

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This presentation and recap will be available for download in 72 business hours. If you have questions, email us at customerservice@diversityinc.com.

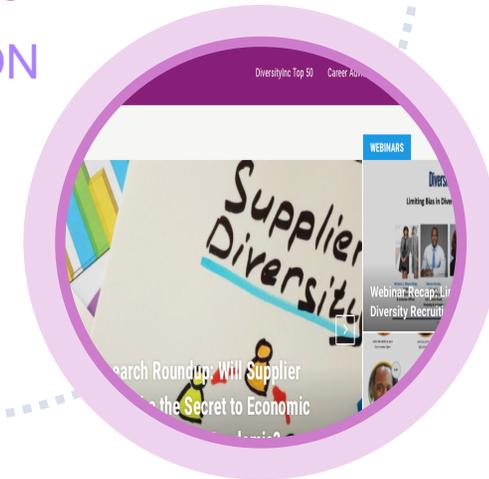
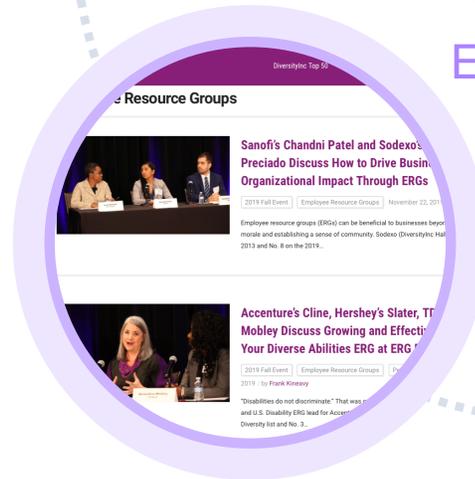
What We Do

- Top company rankings
- Employer branding
- Training, best practices, research
- Media, ESG, diversity, inclusion and belonging
- Connecting the right talent to the right employer: job board and executive search



MEDIA
BENCHMARKING

BRANDING
EDUCATION



DiversityInc Top 50 Hall of Fame

2019



No. 1 2019

2018



No. 1 2018

2017



No. 1 2017

2016



No. 1 2016

2015/2014



No. 1 2015-2014

2013



No. 1 2013

2012



No. 1 2012

2020 Top 50 Companies for Diversity

1. Marriott International
2. Hilton
3. Eli Lilly and Company
4. ADP
5. Accenture
6. Mastercard
7. Comcast NBCUniversal
8. Abbott
9. TIAA
10. Toyota Motor North America
11. Wells Fargo
12. KPMG
13. Target
14. BASF
15. Northrup Grumman
16. Procter & Gamble
17. Cox Communications
18. TD Bank
19. AbbVie
20. Nielsen
21. The Hershey Company
22. Dow
23. Aramark
24. CVS Health
25. Humana
26. Southern Company
27. The Boeing Company
28. Sanofi U.S.
29. Exelon Corporation
30. General Motors
31. Allstate Insurance Company
32. Walmart Inc.
33. Medtronic
34. The Kellogg Company
35. KeyBank
36. Colgate-Palmolive
37. Randstad
38. AIG
39. Ecolab Inc.
40. U.S. Bank
41. JCPenney
42. Cigna
43. HP Inc.
44. McCormick & Company
45. Moody's Corporation
46. United Airlines Holdings
47. AztraZeneca
48. HSBC
49. Centene Corporation
50. Capital One Financial Corporation

Top Noteworthy Companies - Alphabetically

- Ally Financial
- American Family Insurance
- American Water
- Amerisource Bergen
- Asurion
- BBVA
- Becton Dickinson
- Best Buy
- Cardinal Health
- Citizens Financial Group
- Flagstar Bank
- Guidehouse
- Herman Miller
- Hillrom
- Honda North America
- International Flavors & Fragrances
- Johnson Controls
- Kohl's
- Linde
- MUFG Union Bank, N.A.
- Nutrien
- Owens Corning
- PepsiCo
- Rockwell Automation, Inc.
- Royal Caribbean Cruises Ltd.
- State Street Corporation
- Tata Consultancy Services
- Ulta Beauty
- Ultimate Software
- Unisys Corporation
- Walgreens
- Wyndham Hotels and Resorts

Diversity Inc.

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Beth Gottfried

GROUP MANAGER,
HUMAN RESOURCES,
TOYOTA NORTH AMERICA

TOYOTA



“When we start from the core Toyota pillar of Respect For People, the correct path is always easier to find.”

Ted Ogawa,
CEO Toyota North America

TOYOTA

DIVERSITY & INCLUSION MATTERS

Guided by the Toyota pillars of the Toyota Way, Continuous Improvement and Respect for People, we're fostering a diverse, open and inclusive workplace where everyone feels they can contribute and thrive. Diverse backgrounds, experiences and perspectives are not only the right thing for our people, they are a business imperative.



TOYOTA

INVESTING IN OUR COMMUNITIES

A few ways we're partnering with external organizations to influence an inclusive workplace for all

- Partner with Rainbow Push Coalition
- Investment in the Marine Corps Scholarship Foundation
- Provide funding to the Hispanic Scholarship Fund (HSF) among other Latino-Focused Nonprofits
- Toyota spends more than \$3 billion with diverse suppliers annually
- Worldwide partner of the Olympic and Paralympic Games
- Established the Toyota Mobility Foundation in 2014
- Support LGBTQ+ Community through funding and collaboration with nonprofit partners



TOYOTA

INDUSTRY RECOGNITION

- #10 on DiversityInc's Top 50 list and recognized as a Top Company for veterans, LGBT, diverse leadership and talent acquisition for women of color
- A perfect score on the Human Rights Campaign Corporate Equality Index for 13 consecutive years
- National Minority Supplier Development Council's (NMSDC) Corporation of the Year in Development in 2018
- Forbes Magazine's 2019 America's Best Employers for Women
- Minority Engineer Magazine's Top 50 Employer for 2019





D+I EDUCATION AT TOYOTA

Our committed to ensuring a culture grounded in diversity and inclusion takes root in every part of the organization.

- Unconscious Bias Education
- Diversity Awareness Education
- Executive D+I Education
- D+I Champions

TOYOTA

TEAM MEMBER SELF-IDENTIFICATION INITIATIVE

Supports Toyota's diverse
workforce initiatives

Positions Toyota as
a champion of D&I

Helps attract and retain
diverse, next-generation
talent

TOYOTA



WHAT'S CHANGING?

Expanded self-identification questions for new hires and employees to be more inclusive, including:

-
- Differently-abled
 - LGBTQ+ or Ally
 - Non-binary gender
 - Military (team member or spouse)
 - Multi-racial

HOW ARE WE CAPTURING DATA?

- Job applicant disclosure during application process
- HRIS system, team members self-identify
- Employee Morale Survey



TOYOTA

HOW WILL THE DATA BE USED?

The data will allow us to implement strategies to build a culture that supports all employees, and measures our progress towards diversity and inclusion.

Allocate additional funding and resources for BPGs, Toyota's Employee Resource Groups

Measure employee demographics and address areas that need improvement through recruitment efforts

Sponsor non-profits and external organizations, and determining demographic of target audience

External recognition program submissions, like D+I Top Companies for Diversity, to benchmark against industry best practices

TOYOTA

ENCOURAGING SELF-IDENTIFICATION

- Launching self-identification feature to all team members in the US, Puerto Rico, Mexico and Canada
- Self identification will be completely optional and treated with the highest degree of confidentiality
- Partner with Employee/Business Partnering Groups to encourage respondents to self-identify



TOYOTA

BPG ENGAGEMENT



AFRICAN AMERICAN
COLLABORATIVE



ToyotAbility



Young
Professionals



WOMEN
INFLUENCING AND
IMPACTING TOYOTA

TOYOTA **Veterans**
Association



TODOS
TOYOTA ORGANIZATION FOR
THE DEVELOPMENT OF LATINOS



TOYOTA ASIAN AMERICAN SOCIETY IN ALLIANCE



TOYOPETS

TOYOTA

WHAT WE'VE LEARNED

Through our efforts we've already seen improvements in our Military population:

20% increase in Disclosure

70% increase in representation

We are now able to capture data on employees who identify as differently-abled or LGBTQ+, resulting in better understanding the representation of our hired pool

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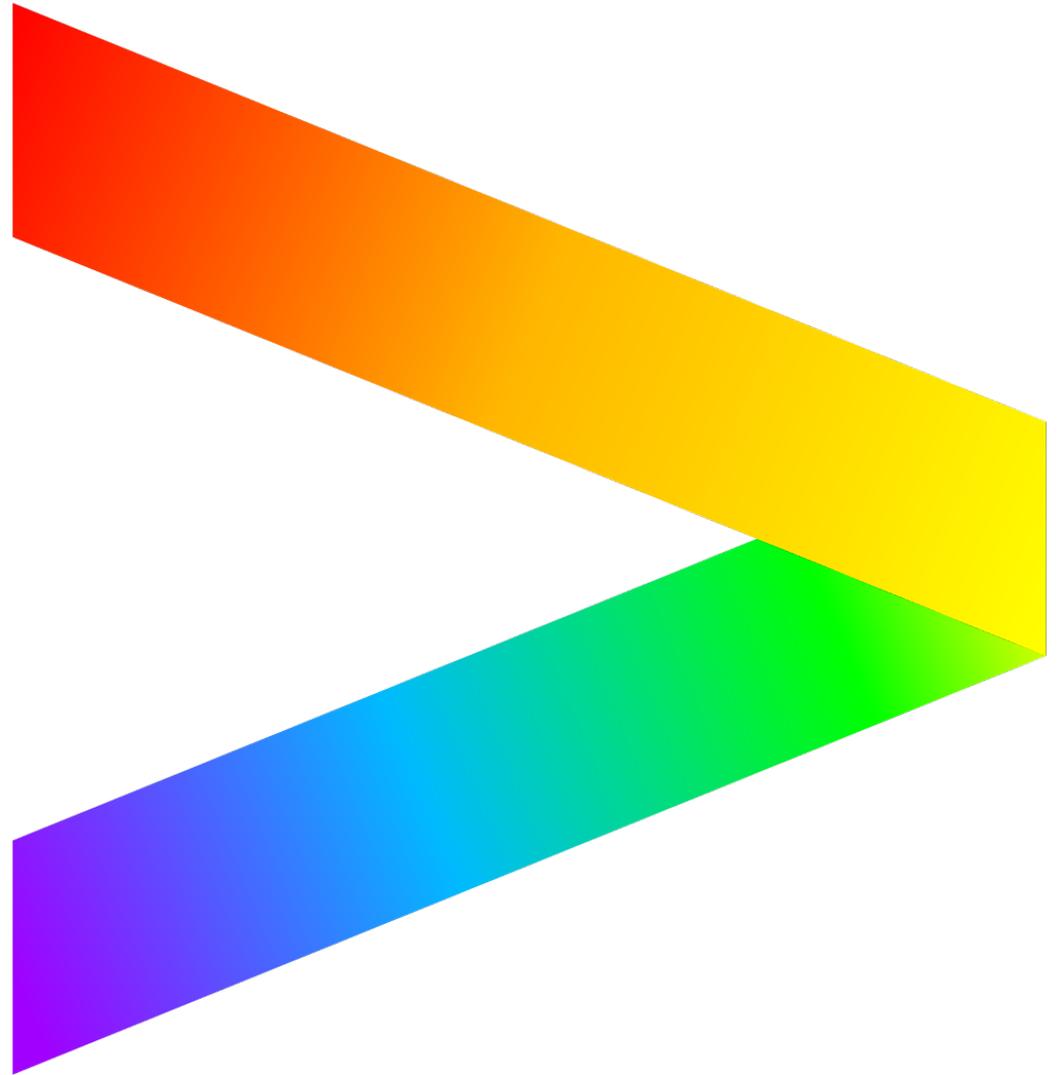
**Our evolution into a
mobility company, is
powered by our people and
driven by D+I.**

—

TOYOTA



LGBTQ SELF-ID



**PRESENTED BY LATISHA ROBERSON
STRATEGIC PARTNERSHIPS LEAD**

ABOUT ACCENTURE

- **Accenture is a leading global professional services company, providing a broad range of services in strategy and consulting, interactive, technology and operations, with digital capabilities across all of these services.**
- **We combine unmatched experience and specialized capabilities across more than 40 industries – powered by the world’s largest network of Advanced Technology and Intelligent Operations centers.**
- **With 513,000 people serving clients in more than 120 countries, Accenture brings continuous innovation to help clients improve their performance and create lasting value across their enterprises.**

GLOBAL SELF-IDENTIFICATION PROGRAM FOR LGBTQ

Accenture offers employees in some countries with the opportunity to voluntarily identify their sexual orientation, gender identity and gender expression.

It's an extension of our efforts to understand the full diversity of our workforce and to continuously improve the experiences for all of us.

We launched in **March 2017** in the US first, and have since expanded to more than **80%** of our workforce across **19 countries**

Why We Do It

- Understand and monitor our progress with the LGBTQ Community.
- We believe the addition of LGBTQ Self-Identification—which is fully supported by our Pride Network Leaders—will further help us attract, grow and support our diverse workforce.

****Currently, we offer the opportunity to self-identify across several dimensions of diversity including ethnicity, disability and military experience (in the US)***

What We Do With It

- Better understand our workforce.
- Inform our policies.
- Ensure we develop meaningful and relevant programs to support the engagement, career advancement and retention of our people.
- Ensure Pride ERG coverage across locations.

SELF- IDENTIFICATION SURVEY QUESTIONS

SELF-IDENTIFICATION SURVEY QUESTIONS

Do you identify with the LGBTQ community?

- Yes, I am LGBTQ
- No, but I am an LGBTQ ally
- No, I am not a part of the community
- Prefer not to say

What is your gender identity?

- Female/Woman
- Male/Man
- Non-Binary
- Other
- Prefer not to say

Do you identify as:

- Cisgender
- Gender Non-Conforming
- Transgender
- Other
- Prefer not to say

To whom have you disclosed your gender identity to at work?

- No one (don't want to disclose)
- No one (others correctly assume my identity)
- One person
- Some people
- Most people
- Everyone
- Prefer not to say

What is your sexual orientation?

- Bisexual
- Gay
- Heterosexual/straight
- Lesbian
- Other
- Prefer not to say

To whom have you disclosed your sexual orientation to at work?

- No one (don't want to disclose)
- No one (others correctly assume my identity)
- One person
- Some people
- Most people
- Everyone
- Prefer not to say

Are you willing to be contacted about potential learning and development opportunities? *(For US and Canada only)*

- Yes
- No

DATA PRIVACY

DATA PRIVACY

We recognize disclosing sexual orientation, gender expression or gender identity can be an extremely personal decision.

We assure our people that we have worked closely with our technical, legal and data privacy teams to create a secure mechanism for maintaining this confidential information.

Information provided will be reviewed ONLY at an aggregate and anonymous level.

How often do you do survey LGBTQ Self-ID?.

- Self-identification is always available through a self-service profile.
- We launch a Self-ID campaigns at least once a year.
- We plan to roll this out to additional countries where we are legally able to do so while maintaining strict data privacy policies

****Providing this information is voluntary and if they choose not to report, there is no adverse consequence.***

****Employee can provide written consent to be contacted in the future for potential learning and development opportunities***

Response Rates

- Due to the sensitivity of the disclosure, response rates for LGBTQ Self-ID are lower than responses to areas such as military or persons with disabilities. It takes more focused communication and education to help people feel more comfortable disclosing this data.

WORKFORCE DISCLOSURES

PUBLIC WORKFORCE DISCLOSURES

In 2016, we were the first professional services company to publish comprehensive U.S. workforce data. Since then, we have annually released demographics of our U.S. workforce by gender, ethnicity, persons with disabilities and veterans



Total U.S. employees:

57,065

Gender Non-Binary:

As of April 2020, approximately 35 Accenture people have self-identified as gender non-binary. Note: This is not reflected in the data above.

LGBTQ:

As of April 2020, approximately 1,165 (2%) Accenture people have self-identified as LGBTQ. This includes lesbian, gay, bisexual, transgender, queer, and gender non-conforming among other identities.

Persons with Disabilities:

Approximately 2,554 (4.5%) Accenture people have self-identified as persons with disabilities.

Veterans:

Approximately 1,921 (3.4%) Accenture people have self-identified as a class of protected veteran. The total number of protected veterans, veterans, current national guard and reservists, and military spouses is 3,624 (6.4%).

<https://www.accenture.com/us-en/about/inclusion-diversity/us-workforce>

KEY INSIGHTS

LESSONS LEARNED

Ensuring Safety in Global Workforce

- Needed to identify a way to keep information safe and outside of official HR record in the event an employee needed to transfer or have a long-term assignment in a country where identification is illegal.
- We resolved this with counsel from global legal teams and data privacy teams.

Binary Gender Assignments

- Some governments still require a binary gender assignment for all employees (male or female).
- We would like to demonstrate inclusiveness of non-binary gender in our pre-hire paper work but want to avoid using visual ID of individuals who do not identify on the binary in official legal paperwork.
- We are working to solve for this to improve the recruiting and onboarding processes.

What's Next

- Continue our roll out to as many countries where we are legally able to do so.
- Course correct for lessons learned along the way & increase the number of employees who are aware of self-id as well as encourage more to complete the survey.
- We've developed a '**Self-ID Roadmap**' which targets expanded use of the data set across Recruiting, Talent Management, Analytics, Employee Resource Group (ERG) Programming, and Corporate/Govt Reporting.

THANK YOU

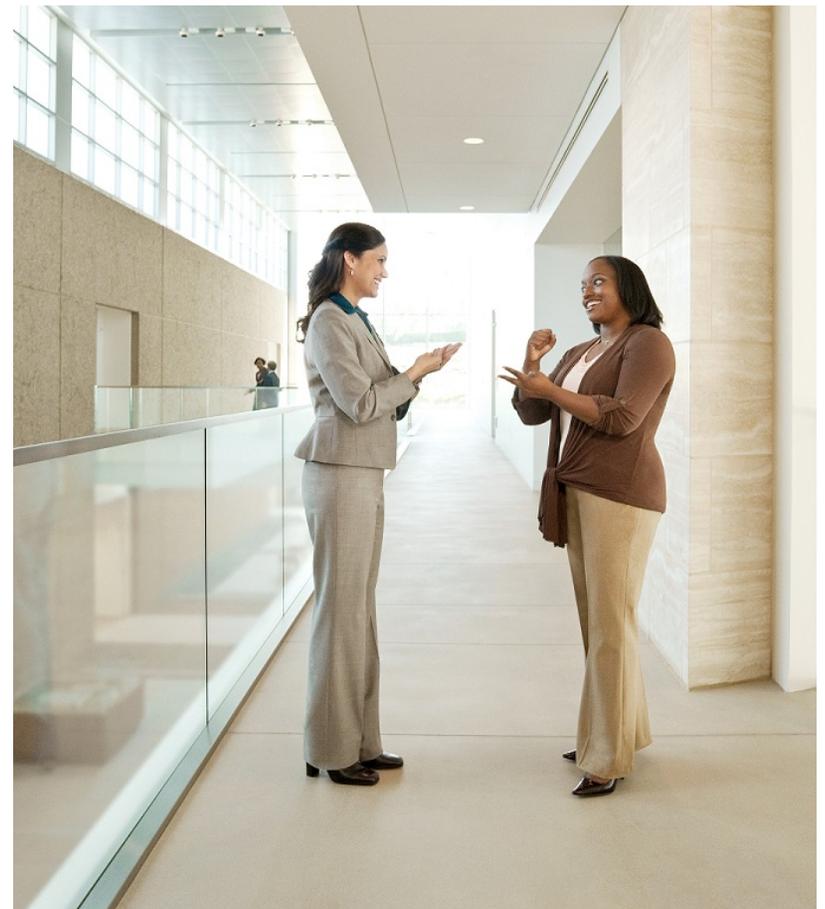


Leveraging Self-ID Campaigns to increase percentages of People with Disabilities

July, 2020

Kathy Martinez

Senior Vice President, Head of Disability and Accessibility Strategy



Relevant military experience is considered for veterans and transitioning service men and women.

Wells Fargo is an Affirmative Action and Equal Opportunity Employer, Military/Female/Disabled/Veteran/Gender Identity/Sexual Orientation.

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Kathy Martinez, Head of Disability and Accessibility Strategy



Kathy Martinez is a senior vice president and head of Disability and Accessibility Strategy at Wells Fargo.

In this role, she oversees the development and execution of enterprise business and marketing strategies supporting people with disabilities and their families.

Kathy is focused on delivering an experience that recognizes disability as a natural part of the human condition and helping people with disabilities fully engage with the bank to succeed financially.

Working with business leaders across Wells Fargo and across the industry, Martinez defines internal and external strategies related to online and physical accessibility, hiring and promotion of team members with disabilities, national non-profit partnership programs, and disability-owned suppliers.

Wells Fargo
is committed to
financially empowering
and employing people
with disabilities.

- As of March 2020, nearly 11,000 employees have self-identified a disability; and 7,300 belong to the Diverse Abilities Team Member Network (DATMN), an employee resource group at Wells Fargo.
- The company is currently at 4.5% of the Office of Federal Contract Compliance Program (OFCCP) aspirational goal.
- Wells Fargo launched the company's Enterprise Accessibility Program Office (EAPO) in 2017. The EAPO's ultimate goal is for all individuals — employees, future employees, and customers — to access and utilize Wells Fargo physical and digital properties with ease, and for the company to go beyond accessibility requirements.

Self-Identification

Employees

- Improve relationships with your manager when you disclose your disability which may start a conversation about accommodations, productivity tools, or support needed to be more successful at work
- Access Wells Fargo Disability Resource Center (WFDRC), which offers ability to participate in [mentorship](#), [military apprenticeship](#), and [professional development programs](#)
- Humanize your disability by sharing your story to continue the dialogue, learning, education and awareness within the organization about disabilities and veterans

Wells Fargo

- Helps the company evaluate the equity of policies and procedures such as compensation, benefits and training
- Offers the ability to develop or expand internal disability inclusion strategies and best practices that lead to a better culture, increased employee engagement and aid in retention efforts
- Pushes the boundaries of having conversations regarding challenges that underrepresented groups face and work to control and mitigate any systemic biases and risks

How to increase self-identification

- Leadership sponsorship and acknowledgment of connection to disability
- Employee resource groups (DATMN events, speaking events and newsletters)
- Positive storytelling (PwDs and allies)
- Campaign integration and sponsorship of disability community engagements
- Applicant tracking system
- Encourage self-identification internally during National Disability Employment Awareness Month and throughout the year, as well as during annual benefits enrollment.

Wells Fargo's Commitment

<https://youtu.be/ilg499Y4HAM>



Resources

- Visit wellsfargojobs.com/diversity/ and wellsfargojobs.com/accessibility for details and to join our Talent Community for timely updates and job alerts associated with your profile
- For university programs information please visit wellsfargojobs.com/university-programs
- The Beyond College Webinar Series covers topics relevant to professional development, personal finance, and internship & full-time opportunities
- For People with Disabilities Scholarships, visit www.scholarsapply.org/pwdscholarship



Thank you

QUESTIONS?

DiversityInc Best Practices Webinars



DiversityInc Top 50

Career Advice ▾

Best Practices ▾

Events

Webinars

Meeting in a Box

Aug. 12, 2020 | LGBT Cultural Competence

Aug. 20, 2020 | Leading University Relations Programs in the New Normal

Aug. 26, 2020 | Driving Business and Organizational Impact Through ERG Programs and Initiatives

DiversityInc is now an SHRM Recertification Provider!
SHRM members can earn PDCs for participating in DiversityInc webinars.



Sign Up Now

DiversityIncBestPractices.com



Meeting in a Box



lazylama/Shutterstock.co.

How to utilize:

- **People leaders** spotlight various cultures and heritage month celebrations during team meetings and Town Halls.
- **Diversity Councils and ERGs** share the content and use it to educate employees.
- **Business teams** leverage MIBs for best practices – ex. Supplier Diversity Meeting in a Box.
- **Communications teams** provide monthly diversity & inclusion content to their organizations.
- **HR teams and Talent teams** educate employees on different dimensions of diversity ex. People with Disabilities and Veterans.



2020
OCTOBER 15TH
8:30 AM
Virtual Event

Successful Supplier Diversity Programs



Register Now!

DiversityInc.com/events



November 4, 2020
Cipriani Wall Street

2 SEPARATE EVENTS
1 CONVENIENT LOCATION

8am – 3pm

*Women of Color
& Their Allies
Event*

5pm – 10pm

*DiversityInc Top 50
Companies for Diversity
Reception and Dinner*



Register Now!

DiversityInc.com/events

Thank You for Attending

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- If you have questions/comments, please email us at customerservice@diversityinc.com.
- Visit DiversityIncBestPractices.com to view past webinars and career advice, as well as relevant, up-to-date content on diversity and inclusion management.