



# 2023 Q3 TREND REPORT



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# WELCOME

We are approaching the end of the year, and what a year it has been thus far. So much is happening in the world (both good and challenging) that reminds us to value each day, knowing that tomorrow is not promised. At the same time, DEI remains a hot topic in certain areas of the political sector as many try to limit the scope and impact of DEI in our society. Despite these political attacks, I am still encouraged to know that we as DEI leaders are doing the right thing to execute meaningful work. We must continue to stay the course undeterred by these challenges.

I am also encouraged by our business leaders' enduring resolve to advance racial equity. At the 2023 ATL Action for Racial Equity Summit, we heard how our committed companies continue to prioritize DEI and racial equity as business imperatives. They remain steadfast in their commitment to ensuring their employees feel they like belong – that they feel respected, valued, heard, and included. I am reminded that DEI is not dead.

We all know that this work is not easy, and although we are passionate about what we do in our individual spheres of influence, we need to keep collaborating to see sustainable progress. So THANK YOU for your partnership and all that you do to make your workplace (and the world) a better place. #WeAreInThisTogether

A handwritten signature in black ink that reads "Michael Baptiste". The signature is fluid and cursive.

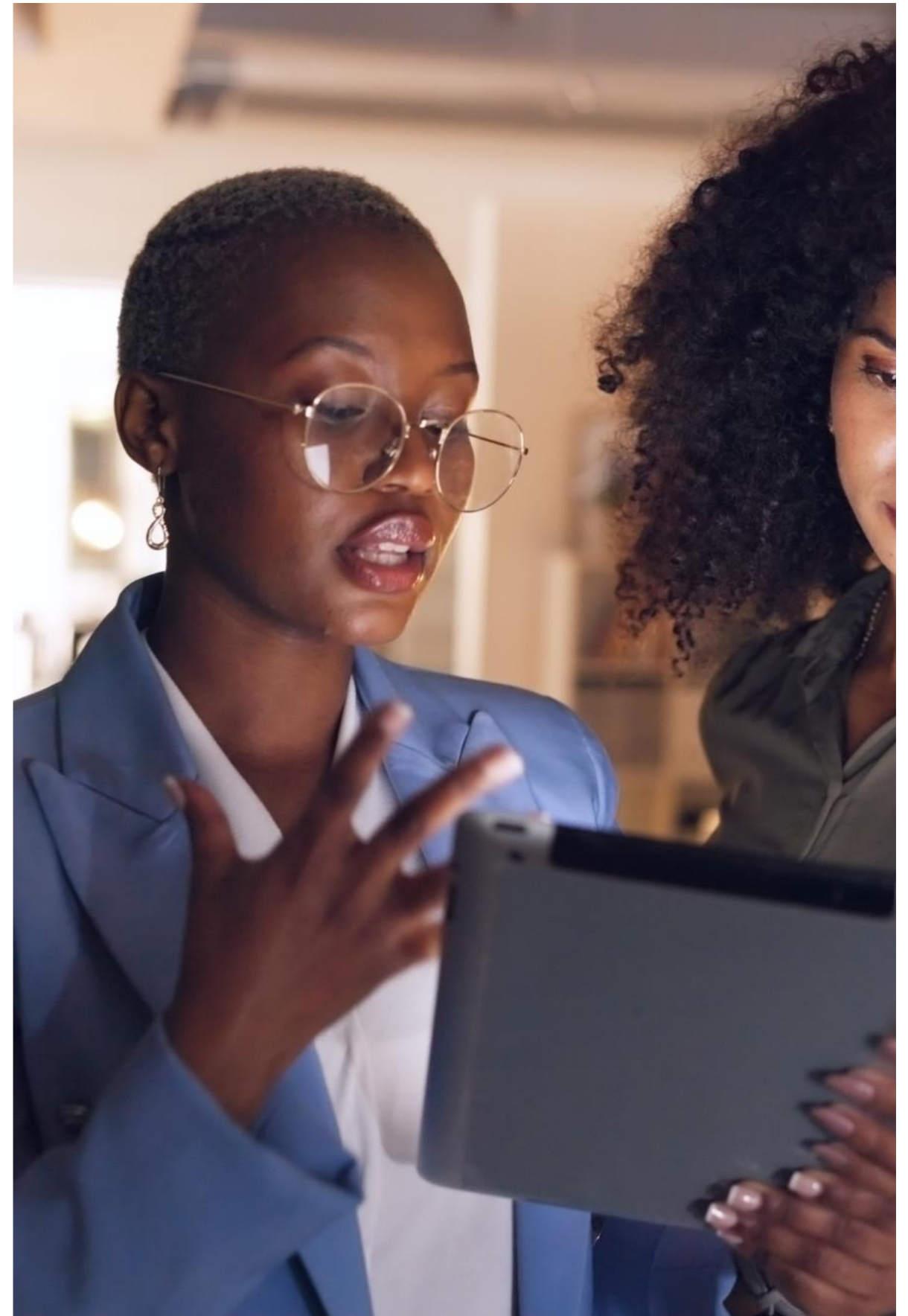
MICHAEL BAPTISTE  
VP, DEI



TRENDS

## THE FIVE QUESTIONS DEI LEADERS ARE ASKING RIGHT NOW

<https://seramount.com/articles/the-five-questions-dei-leaders-are-asking-most-right-now/> - As a DEI leader, I'm often asked about the state of DEI today: What's next?, What does this new law mean?, How do we shore up our DEI programs in this economy?, and more. If you pay attention to the news, it would appear that we are pulling back on DEI initiatives and commitments after making pledges and proclamations following George Floyd's murder. While this may be the case for some of the late joiners, the core remains strong and committed.



## WHAT'S THE DIFFERENCE BETWEEN DEI AND ALLYSHIP?

<https://www.forbes.com/sites/juliekratz/2023/09/28/whats-the-difference-between-dei-and-allyship-learn-three-key-distinctions/?ss=diversity-inclusion&sh=5c245d9816d9> -

Diversity, equity, and inclusion (DEI) and allyship, terms often discussed in the same conversation, are very different in practice. DEI is about issues of representation, dismantling bias in systems and creating spaces where everyone feels they belong. Allyship is about partnering and supporting marginalized individuals and communities that are different from your own identity group.



## HOW INCLUSIVE SUCCESSION PLANNING ADVANCES MORE THAN JUST YOUR DEI GOALS

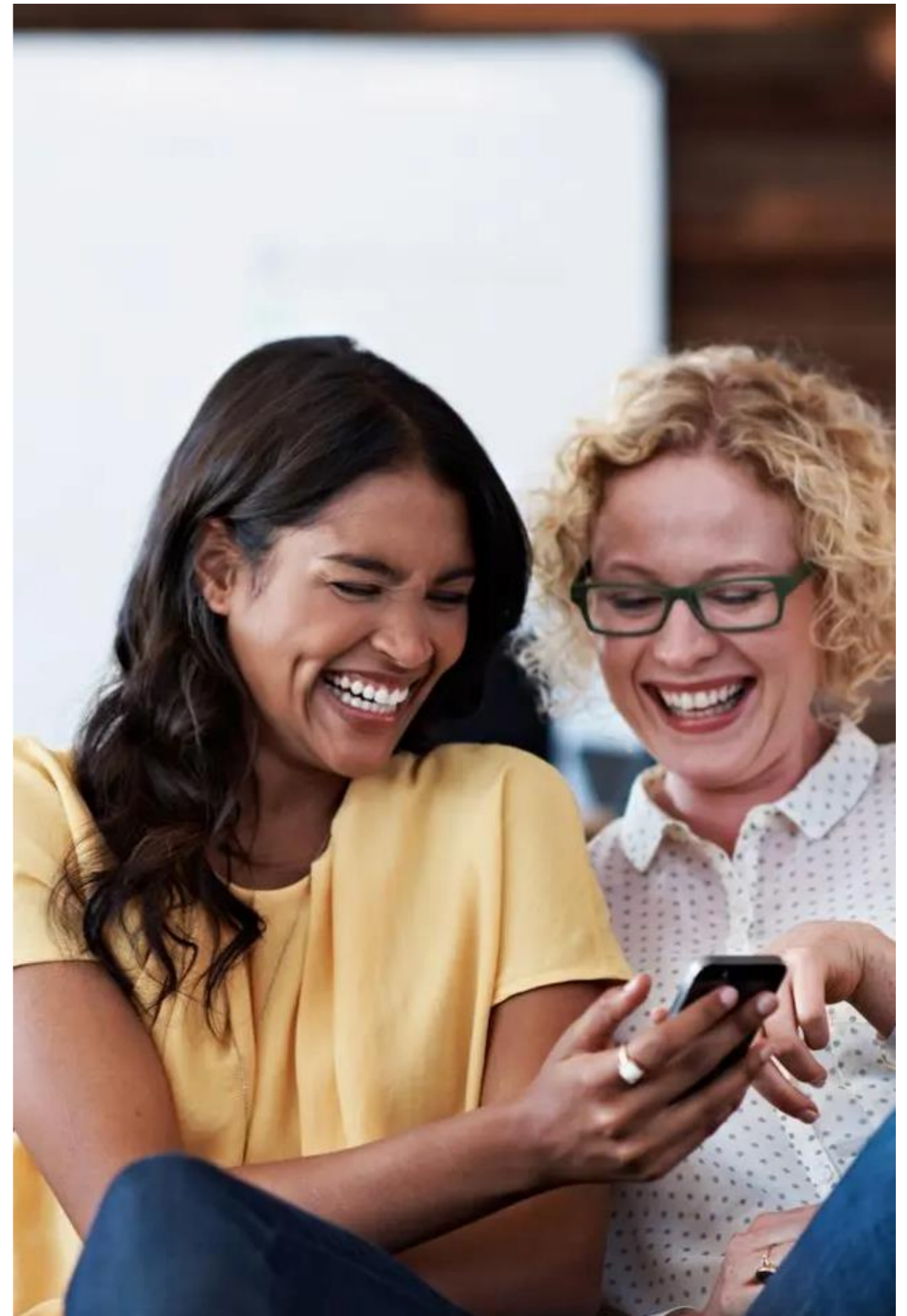
<https://seramount.com/articles/how-inclusive-succession-planning-advances-more-than-just-your-dei-goals/> - DEI and HR leaders should be attuned to several significant changes in the current talent landscape that are shaping how organizations attract, manage, retain, and advance their workforce. [Changing workforce demographics](#), heightened employee expectations, and misaligned stakeholder priorities all beg new questions for leaders to consider. Inclusive succession planning involves identifying and preparing a diverse pool of candidates for senior leadership positions to ensure a smooth transition of leadership. Organizations committed to [ensuring leadership is reflective of their workforce demographics](#) and the markets they serve should consider succession planning critically important for meeting those commitments.



# THE OVERLOOKED LINK BETWEEN BELONGING-WORKPLACE-WELLBEING

<https://www.forbes.com/sites/teresahopke/2023/09/29/the-overlooked-link-between-belonging--workplace-wellbeing/?ss=diversity-inclusion&sh=1988143355cf> -

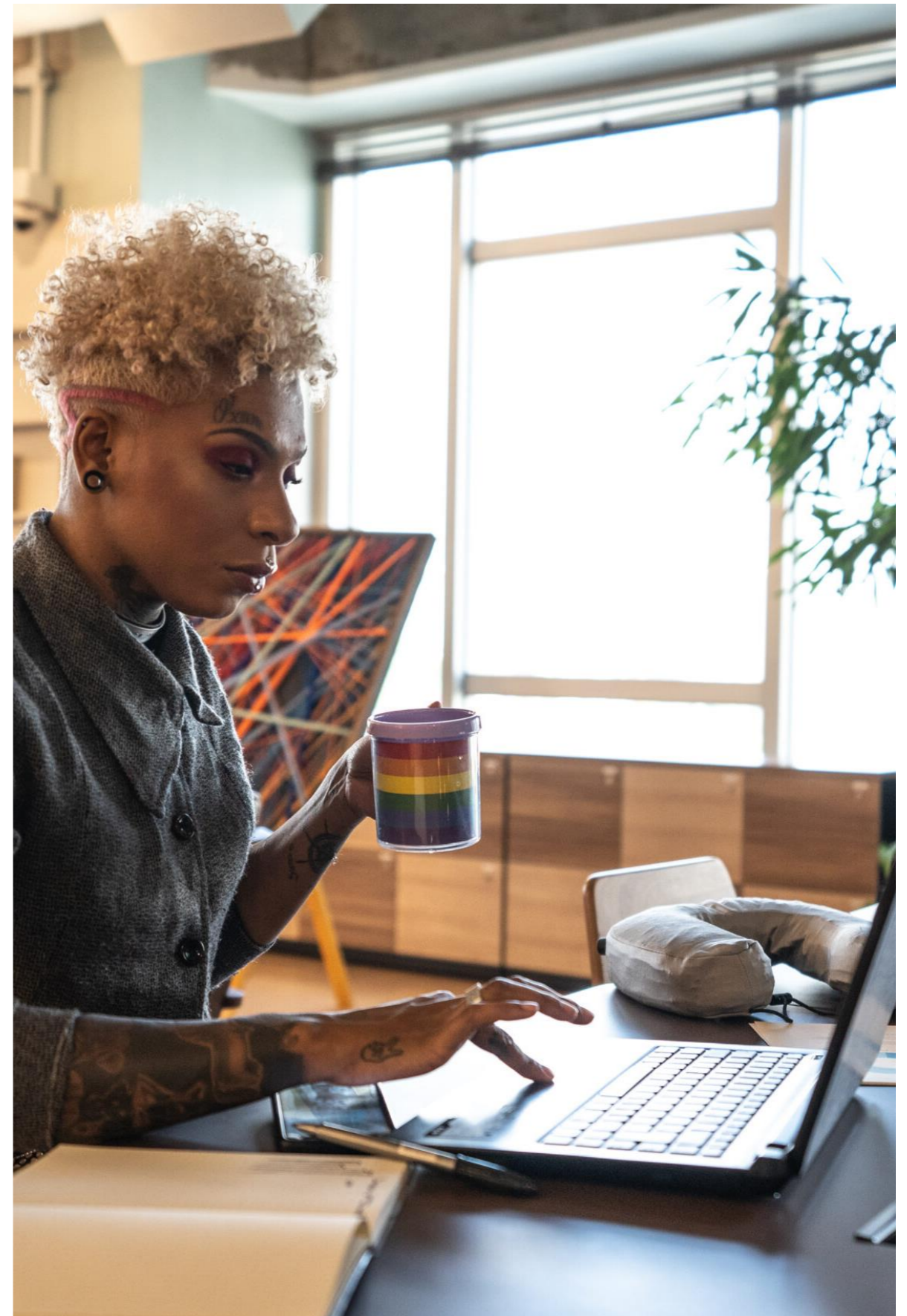
Workplace wellbeing has become a crucial concern for companies worldwide, especially as it has a direct impact on the bottom line. In the US, over the past two years, organizations have earmarked upwards of [\\$238](#) per employee for wellbeing programs. This investment is worthwhile, particularly in light of [research](#) that reveals when employees feel that their employer is concerned about their mental and emotional health.





# ARE BROAD SWEEPING HYBRID WORK MANDATES THE RIGHT APPROACH?

<https://seramount.com/articles/are-broad-sweeping-hybrid-work-mandates-the-right-approach-heres-what-research-says/> - The COVID-19 pandemic accelerated the trend toward remote work, as many organizations had to shift to remote work arrangements to comply with social distancing guidelines to keep employees safe. Now that the pandemic has ended, companies are trying to bring employees back to their offices through a hybrid model and facing quite a bit of [backlash](#). While remote work offers several benefits, such as increased flexibility and reduced commute times, it also has its drawbacks, such as reduced social interaction and difficulty with work-life balance. But this is *not* to say that returning to work in some form of hybrid model is the ideal catch-all solution.





DATA  
POINTS

# Three Diversity Statistics you need to know when hiring Gen Z

## Key Insights

- Gen Z believes diversity and inclusion is non-negotiable. In fact, they are likely to base their decision on where to work based on diversity and inclusion. Be prepared for them to ask you about diverse representation, diversity and inclusion goals and metrics, and the strategy to improve diversity and inclusion.
- Gen Z has an unwavering commitment to diversity. They are well known for valuing diversity and inclusivity. Did you know that...
  - **83% said that a company's commitment to diversity and inclusion is important when choosing an employer**
  - **74% have taken some form of action in the past year to support social and political causes**
  - **20% identify as LGBTQ (lesbian, gay, bisexual, transgender, queer) - <https://news.gallup.com/poll/470708/lgbt-identification-steady.aspx>**
  - **48% are from racially and ethnically diverse backgrounds (non-white)**



# Statistics to know to attract Gen Z

## Key Insights

- When hiring new employees, it's essential to consider diversity and inclusion to not only attract top Gen Z talent but retain them. Here are three diversity statistics leaders should have ready when talking with Gen Z:
  - **Gender Diversity:** Gender diversity refers to the representation of different genders in the workforce. According to McKinsey & Company, companies with a higher proportion of women in executive roles outperform those with fewer women. **The study found that businesses in the top quartile for gender diversity in executive teams were 25% more likely to have above-average profitability compared to those in the bottom quartile.**
  - **Racial and Ethnic Diversity:** Racial and ethnic diversity is another crucial aspect of building an inclusive workforce. **Companies with ethnically diverse executive teams were 33% more likely to outperform others in terms of profitability.**
  - **Diversity in Age:** Age diversity encompasses employees from different age groups within the organization. **Companies with age-diverse management teams reported higher innovation revenue—meaning they were more likely to generate revenue from new products and services launched in the past three years.**



Resource Link - <https://www.forbes.com/sites/juliekratz/2023/09/12/3-diversity-statistics-you-need-to-know-when-hiring-gen-z/?ss=diversity-inclusion&sh=1feef34b8f01>






# AARE UPDATE

## EDUCATION – EXPANDING ACCESS TO QUALITY EDUCATION

**Problem Statement:** Black students in metro Atlanta face limitations to affordable, high-quality learning experiences.

### KPIs Include:

- 
  - Improve educational outcomes for Black children by increasing enrollment of Black students ages 0-5 in high-quality early learning programs in metro Atlanta
- 
  - Increase career learning opportunities for Black students in metro Atlanta with a concentration on historically under-resourced schools and communities
- 
  - Increase educational attainment of Bachelor's or higher degrees

Source <https://www.atlraialequity.com/reporting>

## EDUCATION – EXPANDING ACCESS TO QUALITY EDUCATION



### Key Focus Area #3: Education

#### Strengths

- **21%** of survey respondents said that they attended conferences or workshops on early education or family benefits (in 2021, 16% of survey respondents reported attending these events).
- **37%** of for-profit publicly owned (n = 7) and **33%** of non-profit (n = 11) organizations hosted career opportunities for students from Title I or majority-Black K-12 schools in metro Atlanta.
- **57%** of survey respondents support various organizations in the region that assist students from under-resourced communities in preparing for/completing college and beyond.
- **59%** of survey respondents offer experiential opportunities for students in metro Atlanta who are at the beginning of their post-secondary education.
- **62%** of survey respondents engaged or encouraged employees to volunteer in mentorship opportunities that focus on Black youth.

#### Opportunities

- **53%** of survey respondents indicated that they do not survey their staff to understand barriers to high-quality, affordable child care or desire for expanded family benefits or flexibility.
- **53%** of survey respondents indicated that they did not host career opportunities for students from Title I or majority-Black K-12 schools in metro Atlanta.
- **19%** of survey respondents indicated that they sponsor or invest in funds that benefit Black students in post-secondary entrance and completion with a focus on students who are the first in their family to attend college in the last 12 months.

### Considerations:

Establish education and career learning programs to increase access to employment for Black talent, including paid internship and mentorship programs.

Source <https://www.atlraialequity.com/reporting>



**COMPANY DEI  
BEST PRACTICE**





[2 Atlanta companies rank high among best workplaces for women, Forbes says](#)



[Wells Fargo Launches Down Payment Grant Program to Help Bridge Homeownership Gap](#)



[\*\*Southern Company's Chris Womack Honors the 60th Anniversary of the March on Washington\*\*](#)



[\*\*Exploring and Celebrating Multicultural Families with Entertainment\*\*](#)



**How Delta and its partners continue to lead the way on the future of workforce wellness**



HERITAGE  
MONTH/DIVERSITY DAY  
ACKNOWLEDGEMENT

## Past Heritage Month/Diversity Day Acknowledgement

### July

- Nelson Mandela International Day
- Disabilities Independence Day
- International Day of Friendship
- Independence Day

### August

- Women's Equality Day
- International Remembrance of the Slave Trade and its Abolition

### September

- Hispanic Heritage Month
- Rosh Hashanah
- Labor Day
- Yom Kippur

## Upcoming Heritage Months/Diversity Days

### October

- National Disability Employment Awareness Month.
- LGBTQ+ History Month
- Global Diversity Awareness Month
- National Indigenous Peoples Day
- World Mental Health Day
- National Coming Out Day

### November

- National Native American Heritage Month
- National Family Caregivers Month

- Veterans Day
- Diwali
- Transgender Awareness Week
- Thanksgiving

### December

- World AIDS Day
- Hannukah
- International Human Rights Day
- Yule Winter Solstice
- Christmas Day
- Kwanzaa

**METRO**  
**ATLANTA**  
C H A M B E R

