



2024 Q1 TREND REPORT



CONTENTS

- 3 Welcome
- 4 Trends | DEI
- 9 DEI Data Points
- 12 AARE Update
- 15 Company DEI | Best Practice
- 18 Heritage Month/Diversity Day Acknowledgement



WELCOME

DEI is not dead. In fact, it is more alive than ever. Despite the noise and distraction in the news regarding DEI, companies still are prioritizing DEI as a key business objective. That being said, the road ahead will not be easy. However, the collective impact of the business community will continue to help steer the course on the right path. This is not the first attack on DEI, and it will not be the last. DEI has stood the test of the time is because it makes moral and business sense. DEI is good for business internally (for employees) and externally (for the community).

The evolution of DEI will continue to be top of mind for DEI Leaders doing this work. Although work will not disappear, it may look different. I can certainly see more emphasis on Talent Management, Employee Resource Group/Business Resource Group Evolution as well as Inclusive Leadership and Belonging. These are not the only areas of emphasis regarding the evolution of DEI as each organization will need to determine what this looks like for them specifically. One thing for certain, if an organization is truly looking to make impact to strive/thrive, DEI needs to be a core component of that strategy and embedded in the organization's DNA.

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

MICHAEL BAPTISTE
VP, DEI

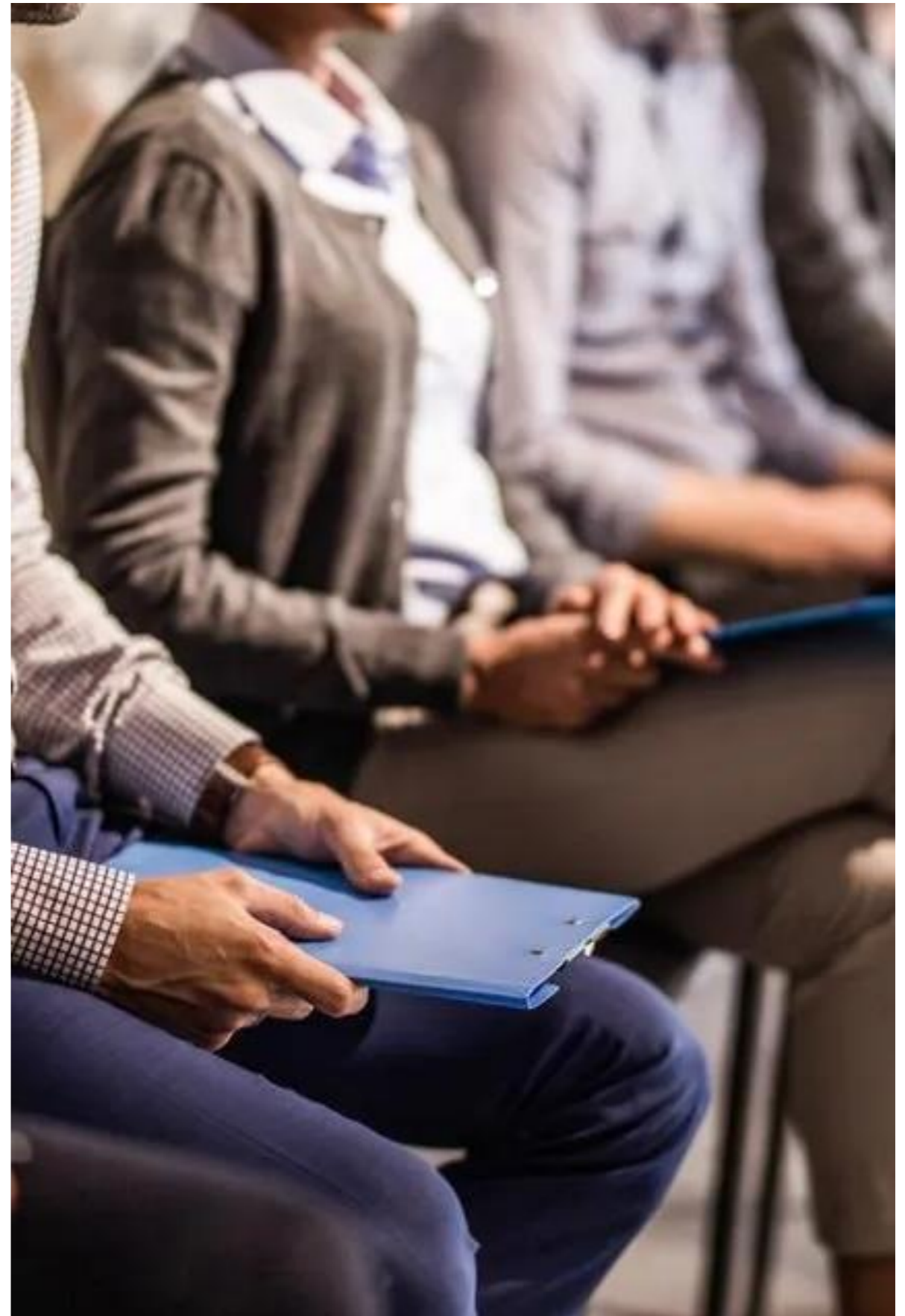


TRENDS

5 WAYS DEI HAS BEEN INEFFECTIVE AND HOW WE MAKE IT BETTER

If you listen to critics, the field of diversity, equity, and inclusion, known by its initialism DEI, is racist, anti-white, and should stand for “discrimination, exclusion and indoctrination.” Anti-DEI sentiments have gained more traction since the ending of affirmative action, with Elon Musk fanning the flames recently when he tweeted that “DEI must DIE.” Despite the many straw man arguments employed by the loudest anti-DEI voices, there are several valid critiques of the field.

Read [this](#) opinion article to explore these critiques and strategies to improve the field.



CRITICS OF D.E.I. FORGET THAT IT WORKS

Support for corporate and academic diversity, equity and inclusion efforts appear to be shrinking, although most people want the same thing: competitive organizations where everyone who shows up to work has a fair shot at success. Inclusion, as we define it, creates the conditions in which everyone can thrive and where our differences as varied, multidimensional people are not only tolerated but also valued. A willingness to pursue the benefits of DEI — the full participation and fair treatment of all team members — renders organizational wholes greater than the sum of their parts.

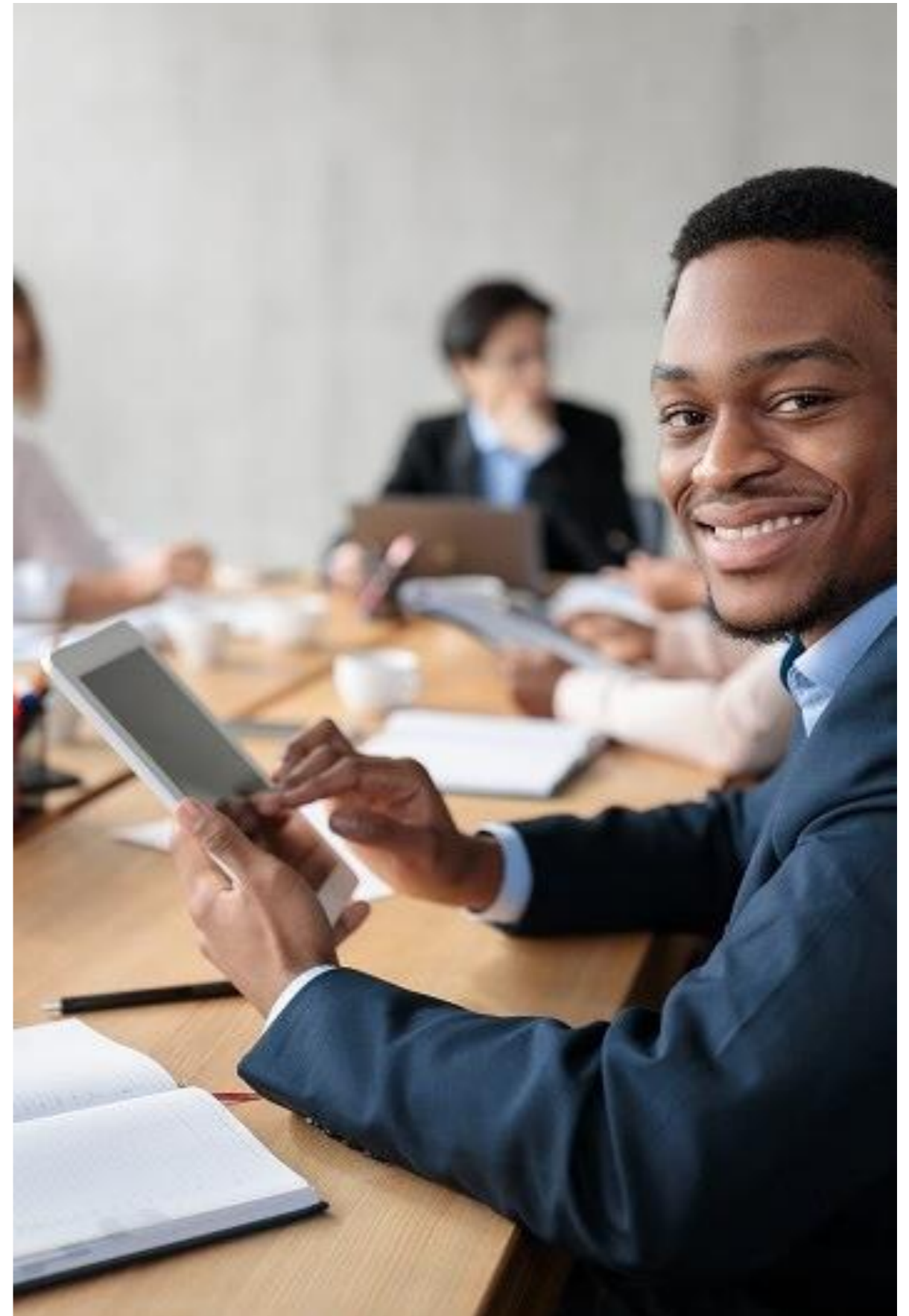
Read [this](#) opinion essay to examine the critics of DEI.



DRIVING INCLUSION: CHRO AND CDO AS ALLIES

In a world of constant volatility and where diversity, equity, and inclusion (DEI) initiatives face ongoing challenges, the imperative for strategic collaboration among key leaders has never been more vital in fostering a thriving workplace culture. We, as DEI leaders, are living in fear. DEI has been labeled as “woke politics,” Affirmative Action has been overturned, and there’s economic instability. The need for a new partnership has never been more critical, and I’ve witnessed firsthand the transformative power that arises when the Chief Human Resources Officer (CHRO) and the Chief Diversity Officer (CDO) come together to drive inclusion. The alliance of these two pivotal roles is not just beneficial but imperative in today’s rapidly evolving corporate landscape.

Read [this](#) opinion article on how we can create allies.



MANAGING DEI AS A BUSINESS: INCLUSIVE LEADERSHIP, DEI ASSESSMENT, AND IMPACT AT SCALE

The latest Edelman Trust Barometer report finds that business remains the only trusted institution in an increasingly polarized world. This emerging trend presents an unparalleled opportunity for DEI and Talent leaders—who are at the forefront of fostering trust in the workplace—to redefine their roles as business leaders. To realize this objective, they are joining forces with business executives to showcase the power of DEI to tackle critical business needs and showcase the business benefits of a well-aligned social impact strategy. Now more than ever, making yourself indispensable to inclusive leadership involves creating innovative solutions to business concerns.

Read [this](#) opinion article to learn how to manage DEI as a business.





DATA
POINTS

2 in 3 women don't feel they're being paid fairly, Glassdoor says

Key Insights

- **Around two-thirds of women professionals** surveyed by Glassdoor said **they do not believe they are being paid fairly for their work, up from 60% of women surveyed in 2023.**
- **The top industries** represented among **women reporting unfair pay include accounting (73%), tech (61%) and consulting (58%).** Accounting jumped from third place in 2023 to first in 2024.
- Additionally, **43% of employees said there aren't enough women in leadership at their organizations,** with heightened differences in perception between generations.
- **Almost 60% of Generation Z employees say there aren't enough women in leadership, compared to 25% of baby boomers.**



Source <https://www.hrdiver.com/news/2-in-3-women-not-paid-fairly-glassdoor/710006/>

2 in 3 women don't feel they're being paid fairly, Glassdoor says (continued)

Key Insights

- A similar share of women told Checkr they believe they are paid less than their male counterparts for the same work, according to a late February report from the company. **Only 16% of women surveyed said they believe gender bias doesn't affect their compensation.**
 - The uncontrolled pay gap — that is, the difference in pay between men and women not checked by other factors — may be in part driven by the “unequal or inequitable distribution of employment and opportunities between men and women,” according to Payscale’s 2024 Gender Pay Gap Report.
 - For example, women tend to experience a “motherhood penalty” to their pay, while fathers tend to make more money than their male counterparts without children, Payscale noted.



Source <https://www.hrdiver.com/news/2-in-3-women-not-paid-fairly-glassdoor/710006/>



**AARE
UPDATE**

WORKFORCE DEVELOPMENT – INVESTING IN WORKFORCE DEVELOPMENT

Problem Statement: A disparity gap in unemployment rates and median household income exists between the Black and white populations in metro Atlanta.

In 2021 in metro Atlanta, the median household income for Black families was \$60,966, compared to \$92,470 for white families. Additionally, there are stark racial disparities in unemployment rates (shown in Table 18 below) at the national, state and regional levels.

Table 18 | Black and White Unemployment Rates from 2021 U.S. Census^{40,41,42}

Location	Black unemployment rate	White unemployment rate
United States	10.6%	5.1%
Georgia	8.1%	4.2%
Metro Atlanta	7.9%	4.0%

KPI includes:



- Support the Black workforce in metro Atlanta by decreasing the unemployment rate gap between Black and white populations

Source https://assets-global.website-files.com/5ff3be8cd939f2b6d4ec49d/65d517747facba460270a81e_AARE-AssessmentReport.2.20.24.pdf

Key Focus Area #4: Workforce Development

Strengths

- 86% of respondents reported that they are dedicated to paying a livable wage for their location in metro Atlanta.
- 84% of respondents reported providing several benefits (paid parental leave, unemployment, retirement, and FSA) to full-time employees.
- 72% of respondents reported increasing access to employment through specific organizational procedures (flexible work environment, skills-based hiring, and removing employment screening barriers) within the last year.
- Organizations also reported that they have invested in workforce development for their current talent through mentorship, career pathway development, cross-training, and other initiatives.

Opportunities

- Organizations have room to improve policies related to benefits for part-time employees to support their families.
- Organizations have more opportunities available to increase access to employment through efforts like providing commuter, childcare, and housing assistance benefits.
- Nearly half of organizations (42%) reported that they had not taken any actions to advocate at the local, state, or federal levels for greater public investment in these types of efforts.
- Organizations have opportunities to improve their investment in future talent through efforts such as partnering with education providers, implementing apprenticeships, and sharing hiring and retention data.

Source https://assets-global.website-files.com/5ff3be8cd939f2b6d4ec49d/65d517747facba460270a81e_AARE-AssessmentReport.2.20.24.pdf



COMPANY DEI
BEST PRACTICE



[Spelman College gets \\$100 million donation, largest ever to an HBCU](#)



[Atlanta Hawks Announce Details For Upcoming Women's Empowerment Night](#)



[Home run for DEI: Atlanta Braves' chief culture officer on making 'game day decisions'](#)



['Our America: In The Black' Documentary Explores Financial Literacy, Economic Empowerment](#)



**HERITAGE
MONTH/DIVERSITY DAY
ACKNOWLEDGEMENT**

Past Heritage Month/Diversity Day Acknowledgement

January

- Martin Luther King Jr. Day
- International Day of Commemoration

February

- Black History Month
- Lunar New Year
- National Freedom Day
- World Day of Social Justice

March

- Women's History Month/International Women's Day
- Equal Pay Day
- International Day for the Elimination Racial Discrimination
- National Development Disabilities Awareness Day

Upcoming Heritage Months/Diversity Days

April

- Celebrate Diversity Month
- Autism Awareness Month
- Deaf History Month
- National Arab American Heritage Month

May

- Asian American - Pacific Islander Heritage Month
- Jewish American Heritage Month
- Mental Health Awareness
- National Military Appreciation Month

June

- PRIDE Month
- Caribbean American Heritage Month
- Immigrant Heritage Month
- Juneteenth

METRO
ATLANTA
CHAMBER

