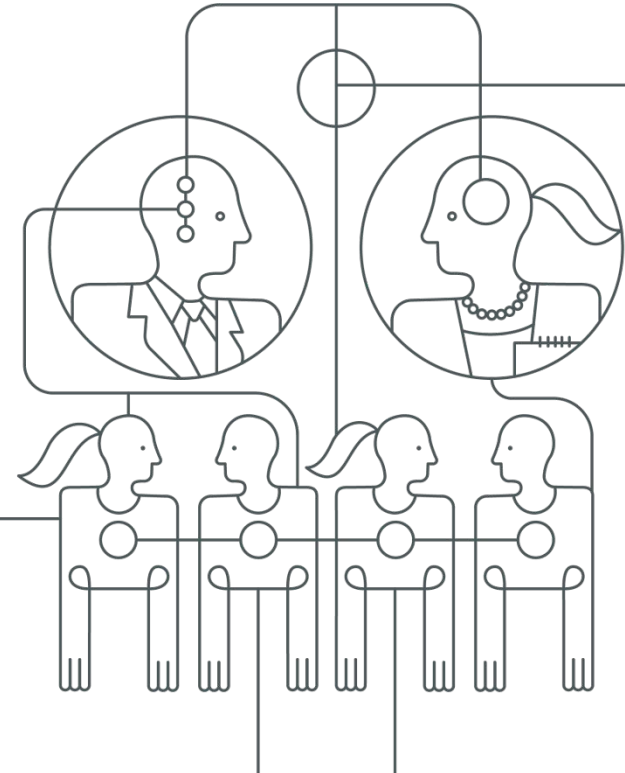


# Diversity, Equity, And Inclusion: Not Just An Internal Company Initiative



Jesse Bridges, EVERFI

Kevin Anderson, EVERFI

John Borders, EVERFI

# What We'll Cover Today

1

**Introduction**

2

**A Company's Responsibility Beyond Profitability**

3

**Current State of Diversity, Equity, and Inclusion**

4

**Why DEI is important internally, and externally**

5

**Scaling your DEI initiatives from inside your company into your external community**

# Featured Speakers



**Jesse Bridges**

SVP of Diversity, Equity and  
Inclusion (DEI), EVERFI



**Kevin Anderson**

SVP of National  
Partnerships, EVERFI

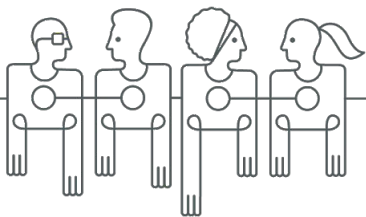
**Moderator:**



**John Borders IV**

Senior Director, Customer  
Success, EVERFI

# About EVERFI



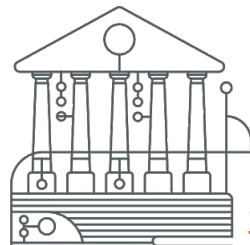
**30+ Million  
Learners**

Around the World



**850+** | Financial  
Institutions

**1,500+** | Corporations,  
Municipalities &  
Sports Leagues



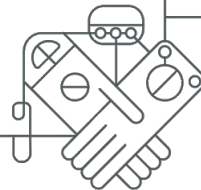
**20,000+**

K-12 Schools

**1,325+**  
Higher Education Institutions

**3,600+**

Partners



**605** | Employees

**100+** | Former Teachers/Administrators



“Major employers are **investing in their workers and communities** because they know it is the **only way to be successful** over the long term. These modernized principles reflect the business community’s unwavering commitment to continue to push for an economy that serves all Americans.”

**Jamie Dimon**

Chairman and CEO of JPMorgan Chase & Co. and  
Chairman of Business Roundtable

# America's CEOs Seek a New Purpose for the Corporation

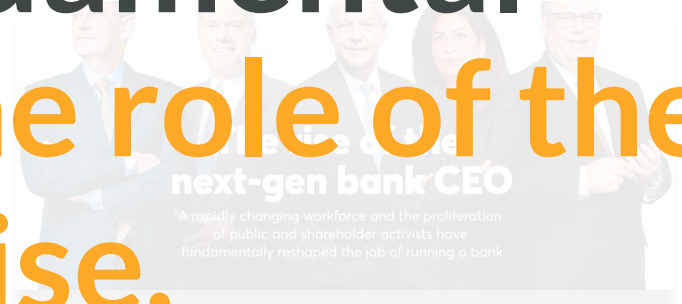
For more than two decades, the Business Roundtable has explicitly put shareholders first. In an atmosphere of widening economic inequality, however, the group has recently shifted its focus.

# Beyond the bottom line: should business put purpose before profit?



For 50 years, companies have been told to put shareholders first. Now even their largest investors are challenging that consensus.

# There is a fundamental realignment of the role of the enterprise.



What will define the next-gen bank CEO  
A rapidly changing workforce and the proliferation of public and shareholder activists have fundamentally reshaped the job of running a bank

AMERICAN BANKER



# America's CEOs Seek a New Purpose for the Corporation

For more than two decades, the influential Business Roundtable has explicitly put shareholders first. In an atmosphere of widening economic inequality and deepening distrust of business, the powerful group has redefined its mission.

By Alan Murray  
August 19, 2019

FORTUNE



# Beyond the bottom line: should business put purpose before profit?



For 50 years, companies have been told to put shareholders first. Now even their largest investors are challenging that consensus



Employee Retention | Creating a Purpose-Driven Organization

## Creating a Purpose-Driven Organization

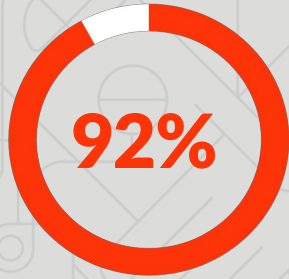
by Robert E. Quinn and Anjan V. Thakor

FROM THE JULY-AUGUST 2018 ISSUE

Harvard  
Business  
Review

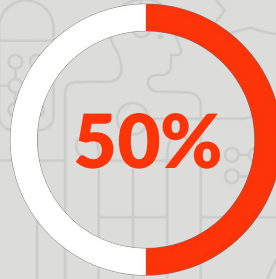


# Employer Brand Affects Recruitment and Retention



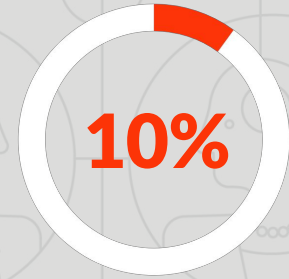
of people would consider changing jobs if it meant going to a company with an excellent reputation

Source: Corporate Responsibility Magazine



of candidates say they wouldn't work for a company with a bad reputation – even for a pay increase

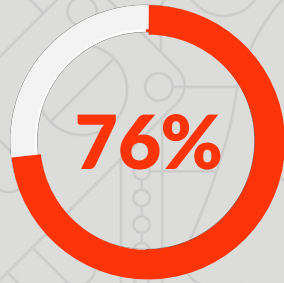
Source: LinkedIn



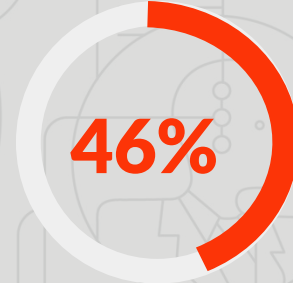
Negative reputation costs companies at least **10% more per hire**

Source: LinkedIn

# Employer Social Impact Affects Reputation and Revenue



consumers say engagement in the broader community is important to brand reputation.



consumers say companies have an obligation to take action to improve societal problems.

# Community Engagement Unlocks The Potential To Drive Meaningful Social Impact

Organizations thinking about pursuing involvement in becoming a more social enterprise involvement should be thinking about engaging their three communities:



Driven by what is being demanded by employees and/or students to provide a safe, equitable environment for all.



Determined by the role the company must play to drive impact in the community it relies on to support the business to showcase alignment to values and norms coveted by buyers.



Driven by the leadership's passion and legacy-building vision goals and objectives.



# Current State of DEI in 2019

- Many companies are **aware** that diversity, equity, and inclusion initiatives are important
- Diversity is only **one** part of the equation – Equity and Inclusion
- **Cultural Belonging**

# What is Diversity, Equity, and Inclusion

## Diversity

refers to the traits and characteristics that make people unique

## Equity

constantly and consistently recognizing and redistributing power

## Inclusion

refers to the behaviors and social norms that ensure people feel welcome

# Workplace DEI Strategy Framework

## PROGRAMMING

Prevention training, programs, and communication strategies that maximize engagement and drive impact

## POLICY

The values and expectations of the organization, and the system of accountability to uphold and enforce them

## CRITICAL PROCESSES

Using goal setting, strategic planning, and data analysis to inform and evaluate prevention work

## INSTITUTIONALIZATION

System-wide buy-in, visible commitment, and investment in effective prevention initiatives

# Examples of Diversity, Equity, and Inclusion Initiatives:



## Training

- Managerial support on mitigating bias



## Courageous Conversations

- Talking about race



## Employee Resource Groups

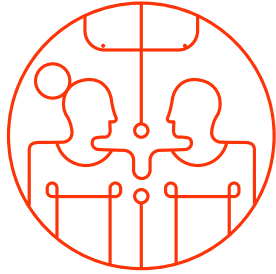
- More on this in the following slides



# Supporting Employee Resource Groups

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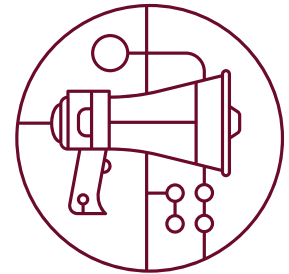
# How Companies And Employees Can Leverage Employee Resource Groups:



**Connection to Identity**

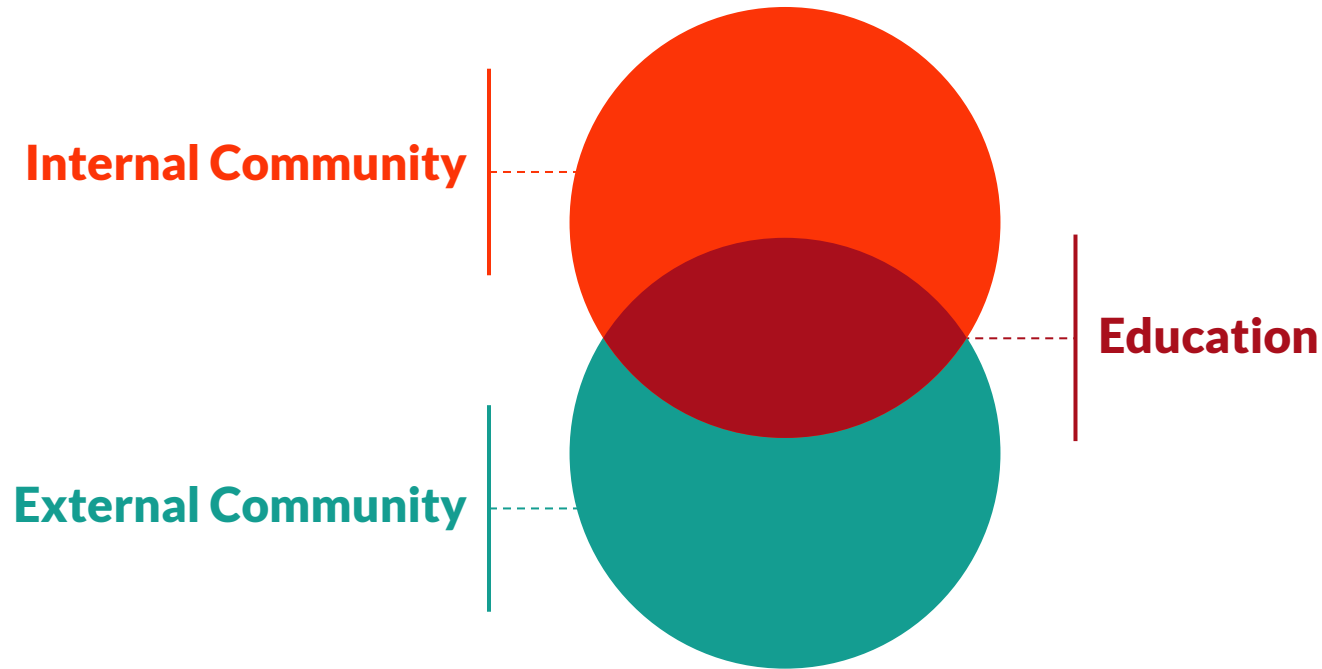


**Education and Allyship**



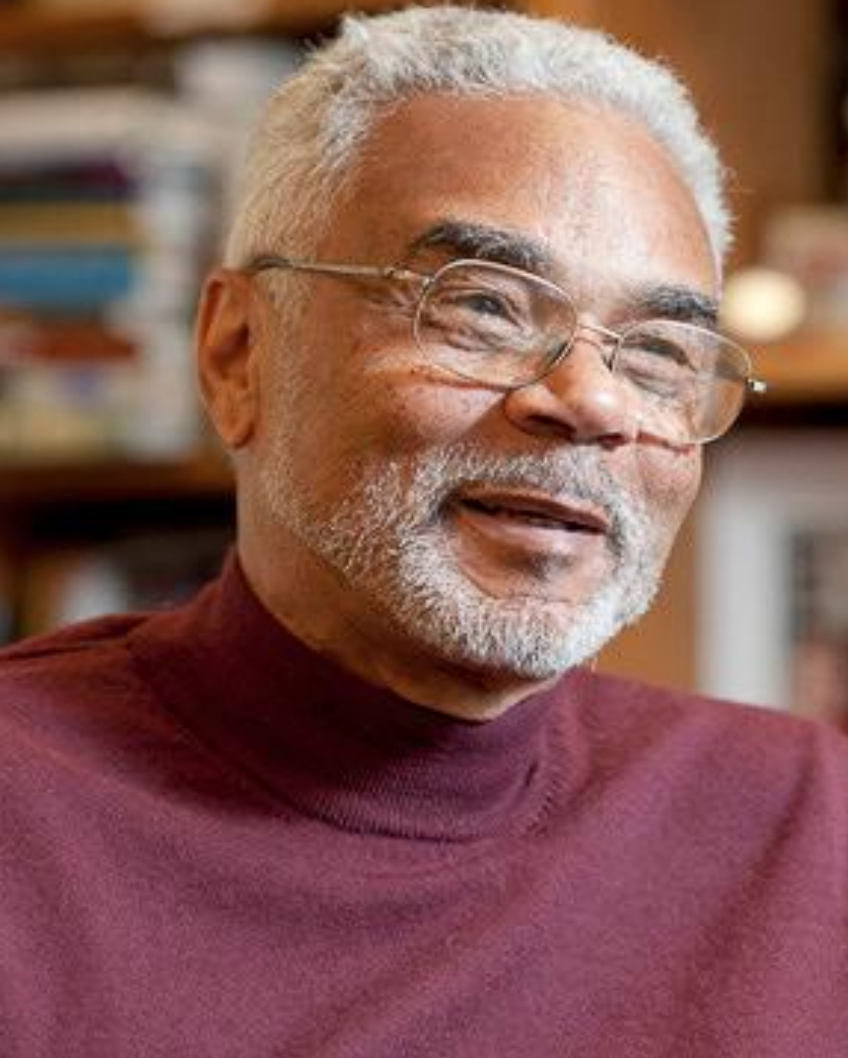
**Collective Voice Externally**

# Sharing Your Employee Resource Groups Externally



# How to Make an Impact Now and in the Future

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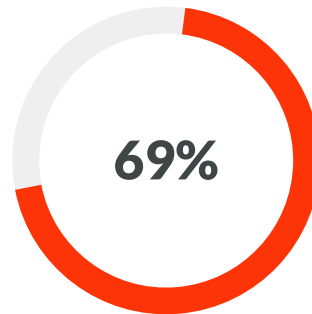
We must empower a new generation to embrace this history and use it as an impetus for their own personal motivation and success.”

**Dr. Clayborne Carson, Director of the MLK Jr. Research Institute and 306 Special Advisor**

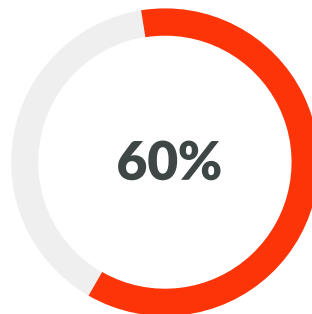
# Conscientious Citizenship and Valuing African American History

## Findings:

The students who valued African American history show traits that make up what we refer to as a “conscientious citizen.” Among students who say learning about African American history is important —>



say it is important to contribute to solving problems in their community.



are also more likely to say they intend to vote

# Inside 306:

- Engage with interactive maps
- Analyze primary texts
- Interview historical figures
- Learn about modern trailblazers

306: AFRICAN-AMERICAN HISTORY

ASK **FREDERICK DOUGLASS**

When he heard what Mr. Auld said, Douglass experienced mixed emotions. Select the phrase that describes how Douglass felt both positive and negative emotions.

Select the phrase that introduces and summarizes the reasons Mr. Auld did not want his wife to teach Douglass to read.

Select the phrase that identifies Douglass's first teacher.

Select the phrase in which Douglass's master describes why he believed it was a bad thing for slaves to learn to read.

Select the phrase that contrasts Mr. Auld's views with Douglass's goals.

Frederick Douglass wrote that he might never have become a free man had he stayed on the plantation. But when his owner died, he was sent to Baltimore to work for the owner's son, Thomas Auld, as a house servant. There, he said he learned two lessons that changed his life.

- ▶ "Very soon after I went to live with Mr. and Mrs. Auld, she very kindly **commenced** to teach me the A, B, C. After I had learned this, she assisted me in learning to spell words of three or four letters. Just at this point of my progress, Mr. Auld found out what was going on, and at once **forbade** Mrs. Auld to instruct me further, telling her, among other things, that it was **unlawful**, as well as unsafe, to teach a slave to read.
- ▶ To use his own words, further, he said, "Learning would **spoil** the best [slave] in the world... He would at once become **unmanageable**, and of no value to his master. As to himself, it could do him no good, but a great deal of harm. It would make him **discontented** and unhappy." These words sank deep into my heart, stirred up **sentiments** within that lay **dormant**, and called into **existence** an entirely new train of thought... From that moment, I understood the pathway from slavery to freedom. It was just what I wanted, and I got it at a time when I the least expected it.
- ▶ **While** I was saddened by the thought of losing the aid of my kind mistress, I was **gladdened** by the **irrevocable** instruction which, by the **misery** accident, I had gained from my master. Though conscious of the difficulty of learning without a teacher, I set out with high hope, and a fixed purpose, at whatever cost of trouble, to learn how to read.
- ▶ The very decided master with which he spoke, and **strives** to impress his wife with the evil **consequences** of giving me instruction, served to convince me that he was deeply sensible of the truth he was uttering. It gave me the best **assurance** that I might rely with the **utmost** confidence on the results which, he said, would flow from teaching me to read.

306: AFRICAN-AMERICAN HISTORY

ASK **TUSKEGEE INSTITUTE**

You eventually attended a boarding school, the Hampton Institute. You did not have money. How did you get accepted?

Q After you graduated, you taught school in West Virginia. Then you were asked to start the school in Tuskegee. First you traveled around that part of Alabama, seeing how people lived. What did you see?

1 What was the school like when it started?

2 At the Tuskegee Institute, students not only attended classes, they built the school buildings and the farmhouses. Why?

Now you have a chance to talk to Booker T. Washington yourself! Choose from the questions on the left, and you'll see Washington's answers on the right.

306: AFRICAN-AMERICAN HISTORY

4. CIVIL RIGHTS PERIOD AND BEYOND

**MAE JEMISON**

# EVERFI's 306 Course







## Highlights

- 15 modules, 5-10 minutes each
- Typically placed in Social Studies or ELA classes
- Short vignettes focused on a specific person, event, or theme
- Capstone project constructing an essay around a key theme from the course

## Topic Areas

- Trans-Atlantic Slave Trade
- Underground Railroad
- Phyllis Wheatley
- Frederick Douglass
- Hiram Revels
- Tuskegee Institute
- W.E.B. De Bois
- The Harlem Renaissance
- Brown vs. Board of Education
- Montgomery Bus Boycott
- The Freedom Rides
- March on Washington

# Program Reach

**53,608**

Students

**840**

Schools

**115,340**

Hours of Learning

# Key Takeaways

- 1** Many companies at a baseline are aware of the importance of diversity. **However, that is only one part of the equation – equity and inclusion must be there too.** Starting to put in place DEI plans as a whole has company-wide ramifications beyond recruitment.
- 2** **Shareholders and outsiders consumers do not just look at a company's value through profitability or its products and services.** In 2019, a company's social impact and “footprint of good” determines how valuable it is to society.
- 3** **Employee Resource Groups** can have an impact internally by creating communities and a sense of belonging, but also these individuals can be brand champions as well in external communities surrounding a company. One way to do this is through education.
- 4** Education provides a channel, through the workplace and especially in skills to understand and appreciate differences. **This education about cultures, ex: African American History, can help realize the potential and abilities of a community.**

# Q & A

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# The EVERFI Difference



## Engaging Design

Gain lifelong skills applicable in everyday interactions that can drive business outcomes and shape workplace culture



## Robust Technology

Best-in-class, online workplace training with engaging content and interactive modules



## Data Impact Driven

Platform dashboards display actionable information about the perception, behaviors and attitudes of your employees



## Customizable Content

Incorporate your company logo, images, welcome letter and policies



**Thank you!**

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EVERFI

EDUCATION FOR THE REAL WORLD