

# 2019 NAMIC AND WICT AIM-PAR INDUSTRY DIVERSITY SURVEY

INFORMATIONAL  
WEBINAR

February 14, 2019

# TODAY'S SPEAKERS



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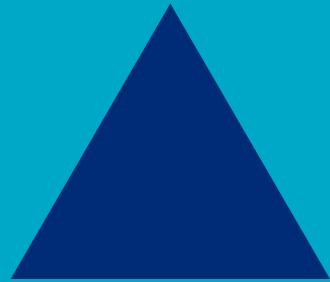
# AGENDA

- Webinar objectives
- What information the survey will capture
- What participants will receive
- Overview of the survey process
- Q&A

# WEBINAR OBJECTIVES

- Provide an overview of what to expect from the data submission process
- Discuss what your organization will receive for participating in the survey
- Give you a chance to get your questions answered

INFORMATION THE  
SURVEY WILL CAPTURE



# WHAT INFORMATION THE SURVEY WILL CAPTURE

## THE SURVEY HAS FOUR SECTIONS

- Section 1: Organizational demographics (very similar to 2017)
- Section 2: Workforce demographics
- Section 3: Diversity & inclusion practices and commitment to diversity & inclusion
- Section 4: Selected employee benefits

# WHAT INFORMATION THE SURVEY WILL CAPTURE

## SECTION 2: WORKFORCE DEMOGRAPHICS

- Q1. Number of US domestic full-time employees
- Q2. Number of US domestic part-time employees
- Q3-Q4. Full-time headcount by gender and race/ethnicity overall and for top three EEO-1 job categories
- Q5. Full-time headcount by gender and race/ethnicity for employees in key cable and communications jobs (e.g. advertising sales, digital media)
- Q6-Q7. Talent flows (e.g., hires, promotions, voluntary terminations, total terminations) by gender, race/ethnicity, and for young professionals for five pre-defined career levels (**voluntary terminations new in 2019**)
- Q8. Addresses of your organization's five largest U.S. locations and the number of full-time employees in each

# WHAT INFORMATION THE SURVEY WILL CAPTURE

## SECTION 2: WORKFORCE DEMOGRAPHICS (CONTINUED)

Q3-Q4.

Gender	Race/Ethnicity	Overall	EEO-1 Job Classification		
			Executive/ Senior Level Officials and Managers	First/Mid-Level Officials and Managers	Professionals
Female	American Indian or Alaska Native				
	Asian				
	Black or African American				
	Hispanic/Latino				
	Native Hawaiian or Other Pacific Islander				
	Two or more races				
	White				
Male	American Indian or Alaska Native				
	Asian				
	Black or African American				
	Hispanic/Latino				
	Native Hawaiian or Other Pacific Islander				
	Two or more races				
	White				



# WHAT INFORMATION THE SURVEY WILL CAPTURE

## SECTION 2: WORKFORCE DEMOGRAPHICS (CONTINUED)

Q5.

Gender	Race/Ethnicity	Job Type							
		Adv sales	B2B Sales Spprt	Tech Non-Mgmt	Tech Mgmt	Digital media	Contnt Dev	CC/Cus Spprt	CC/Cus Spprt Mgmt
Female	American Indian or Alaska Native								
	Asian								
	Black or African American								
	Hispanic/Latino								
	Native Hawaiian or Other Pacific Islander								
	Two or more races								
	White								
Male	American Indian or Alaska Native								
	Asian								
	Black or African American								
	Hispanic/Latino								
	Native Hawaiian or Other Pacific Islander								
	Two or more races								
	White								

# WHAT INFORMATION THE SURVEY WILL CAPTURE

## SECTION 2: WORKFORCE DEMOGRAPHICS (CONTINUED)

Q6. Overall and for Young Professionals

Demographic group	Career level	# EEs as of 12/31/2017	# EEs as of 12/31/2018	# HIRES during 2018	# VOLUNTARY TERMS during 2018	# TOTAL TERMS during 2018
Female	Exec/Sr. managers					
	Managers					
	Professionals					
	Staff					
	Blue collar					
Male	Exec/Sr. managers					
	Managers					
	Professionals					
	Staff					
	Blue collar					
People of color	Exec/Sr. managers					
	Managers					
	Professionals					
	Staff					
	Blue collar					
White	Exec/Sr. managers					
	Managers					
	Professionals					
	Staff					
	Blue collar					

# WHAT INFORMATION THE SURVEY WILL CAPTURE

## SECTION 2: WORKFORCE DEMOGRAPHICS (CONTINUED)

Q7. Overall and for Young Professionals

<b>Level Promotion</b>	<b>FEMALE</b>	<b>MALE</b>	<b>PEOPLE OF COLOR</b>	<b>WHITE</b>
Moved from Manager to Exec/Sr. manager				
Moved from Professional to Manager				
Moved from Staff to Professional				
Moved from Blue collar to Staff				

# WHAT INFORMATION THE SURVEY WILL CAPTURE

## SECTION 3: D&I PRACTICES AND COMMITMENT TO D&I

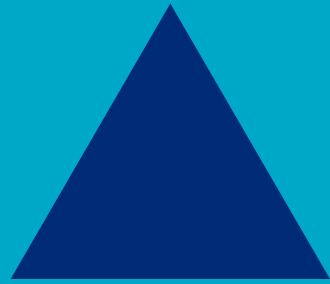
- Q1–Q7. D&I leaders and internal groups
- Q8. D&I policies and practices
- Q9. External resources to develop women and people of color
- Q10–Q14. Pay equity
- Q15. D&I training
- Q16–Q19. Measuring effectiveness of D&I practices
- Q20–Q26. Dimensions of diversity
  - **NEW:** What dimensions of diversity are tracked by your organization at an employee-level (e.g., gender identity and/or expression, languages spoken, sexual orientation)?

# WHAT INFORMATION THE SURVEY WILL CAPTURE

## SECTION 4: SELECTED EMPLOYEE BENEFITS

- Q1-2. What benefits are currently offered or are planned to be offered; top 3 areas of priority
- Q3-Q4. What flexible work arrangements are offered; top 3 areas of priority
- Q5. How does company leverage employee benefits to support diversity
- Q6. Additional information about your best practices
- Q7. What information from the survey is of greatest interest to your organization

# WHAT PARTICIPANTS WILL RECEIVE



## WHAT PARTICIPANTS WILL RECEIVE

- Survey benchmarks
- National and location-adjusted representation benchmarks
- Internal Labor Market (ILM) maps
- Diversity projections

# WHAT PARTICIPANTS WILL RECEIVE

## SURVEY BENCHMARKS

- Comparison of a participant's responses to:
  - Aggregate responses of all companies that participate in survey
  - Operators only
  - Programmers only
  - Vendors/others only
- Scorecard will include survey benchmarks for each of the survey's topic areas:
  - Organizational demographics
  - Workforce demographics
  - D&I policies and practices and commitment to D&I
  - Selected employee benefits



# WHAT PARTICIPANTS WILL RECEIVE

## NATIONAL AND LOCATION-ADJUSTED REPRESENTATION BENCHMARKS

- National representation benchmarks for key occupational groups will be provided for related industries
- Using the work location information you provide in the survey, you will also receive location-adjusted representation benchmarks
  - The location-adjusted benchmarks will be based on a weighted average of your organization's five largest locations and are designed to better reflect the demographics of the key labor markets in which your organization operates

# WHAT PARTICIPANTS WILL RECEIVE

## INTERNAL LABOR MARKET (ILM) MAPS

- Every company has an internal labor market—either by design or default
  - People are selected in, they advance, perform, stay, or leave, in response to an organization’s unique mix of workforce management practices
  - Internal labor market dynamics constantly shape an organization’s workforce
- An Internal Labor Market (ILM) map is a simple, yet powerful, analytic device an organization can use to visualize its internal labor market. A typical map depicts:
  - Headcount at each career level
  - Entries into career levels from the outside (via hiring) versus from below (via promotion) as well as exits from the organization at each career level

# WHAT PARTICIPANTS WILL RECEIVE

## INTERNAL LABOR MARKET (ILM) MAPS (CONTINUED)

- Your organization will receive four ILM maps
  - a map showing the flow of women/men throughout your organization
  - a map showing the flow of people of color/whites throughout your organization
  - a map showing the flow of young professionals throughout your organization by gender (women/men)
  - a map showing the flow of young professionals throughout your organization by race/ethnicity (people of color/whites)

# WHAT PARTICIPANTS WILL RECEIVE

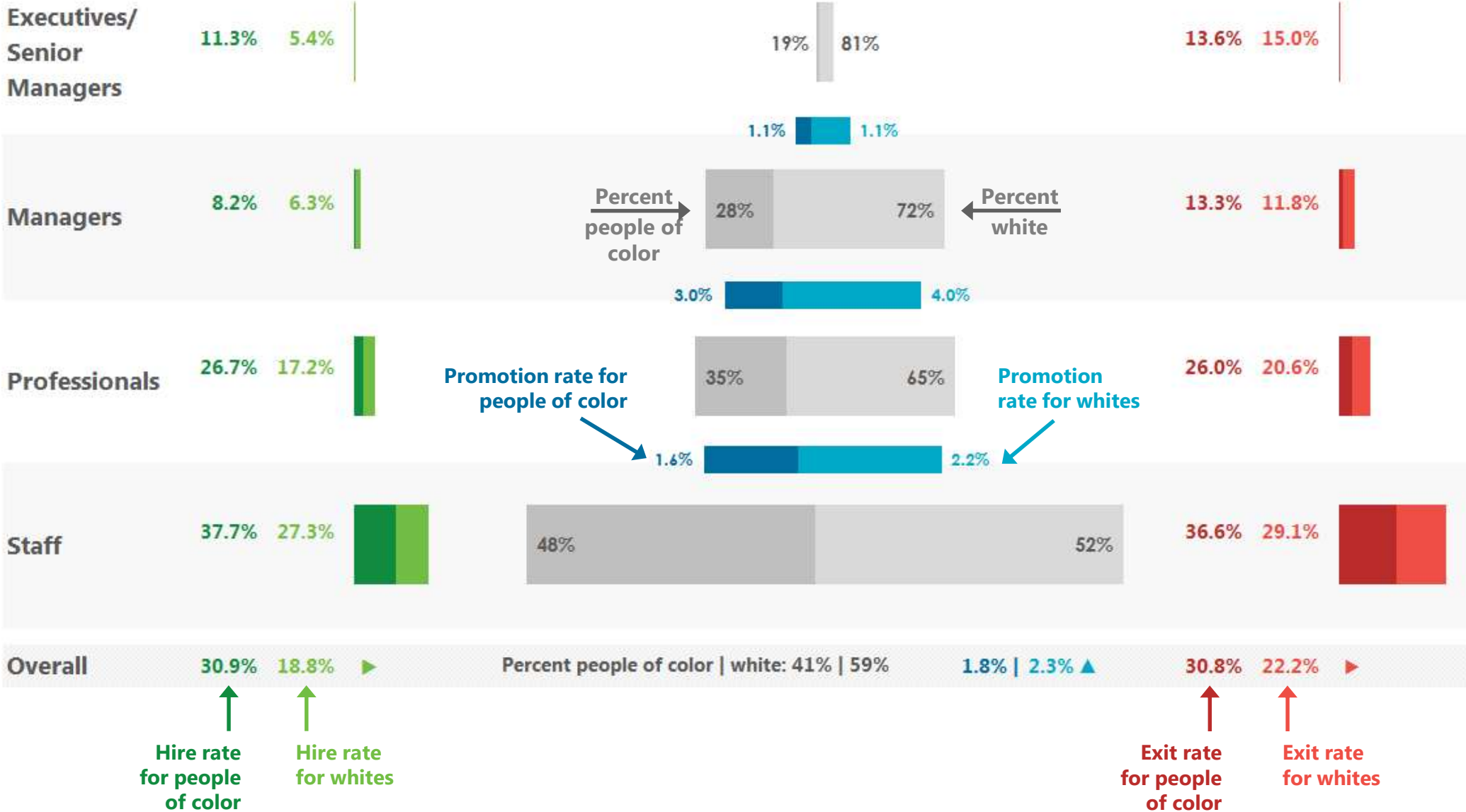
## INDUSTRY ILM MAP BY GENDER (2017 AIM/PAR SURVEY)



Excludes blue collar workers.

# WHAT PARTICIPANTS WILL RECEIVE

## INDUSTRY ILM MAP BY RACE/ETHNICITY (2017 AIM/PAR SURVEY)



Excludes blue collar workers.

# WHAT PARTICIPANTS WILL RECEIVE

## DIVERSITY PROJECTIONS

- Your internal labor market dynamics will be used to prepare 10-year projections of the representation of women and people of color at senior levels in your organization under the following five scenarios:
  - **Baseline:** Assumes recent workforce dynamics—i.e., hire rates, promotion rates, and exit rates by career level—continue over the next five years
  - **Adjusted hiring:** Close gaps in hiring rates for females and people of color if rates are below that of their statistical counterpart (i.e., males, whites)
  - **Adjusted promotion:** Close gaps in promotion rates for females and people of color if rates are below that of their statistical counterpart
  - **Adjusted turnover:** Close gaps in turnover rates for females and people of color if rates are above that of their statistical counterpart
  - **All adjustments:** All of the adjustments above

# WHAT PARTICIPANTS WILL RECEIVE

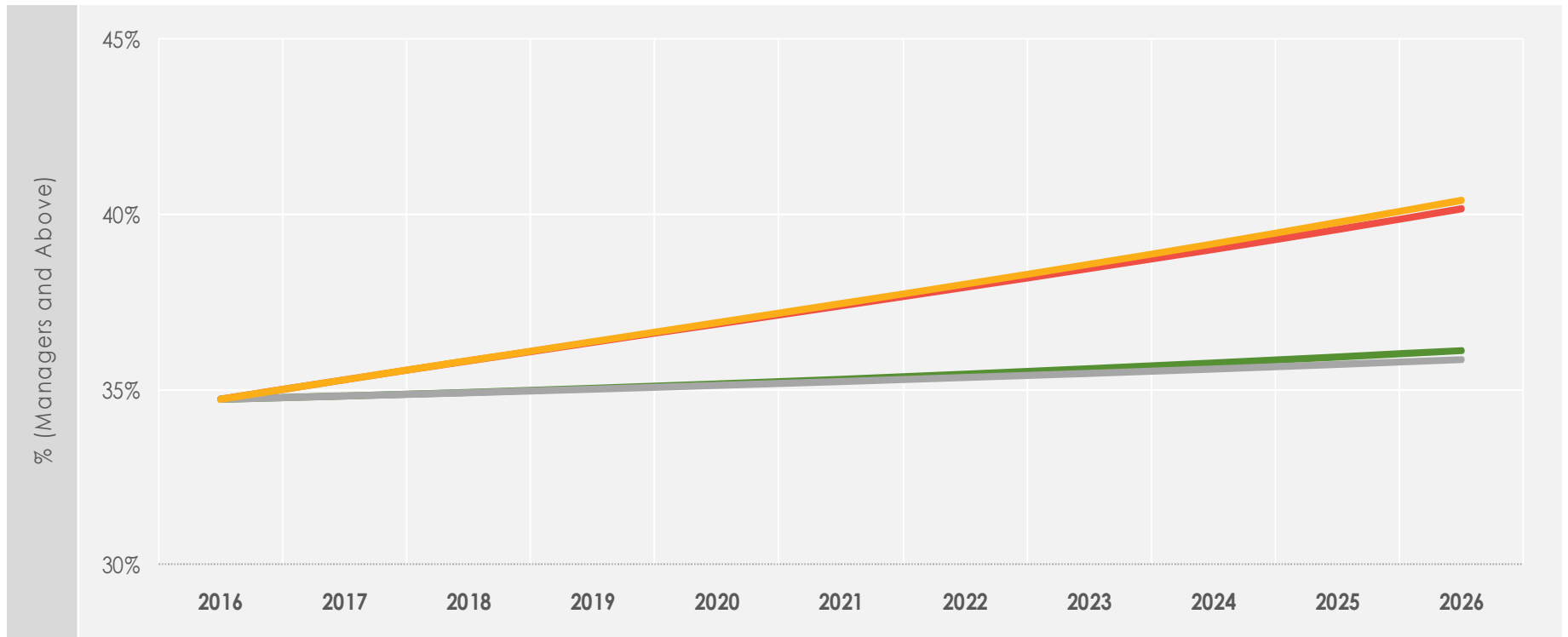
## PROJECTED INDUSTRY REPRESENTATION OF WOMEN AT SENIOR LEVELS (2017 AIM/PAR SURVEY)

### Workforce Projections: % Women – Managers and Above, 2016 to 2026

**Legend**

- Baseline scenario (i.e., no changes to flows)
- With adjusted hiring
- With adjusted promotions
- With adjusted turnover
- With simultaneous adjustments to all flows

*Note: Not all scenario lines may be visible as a result of overlapping projection estimates.*



The blue “With adjusted promotion” line is underneath the gray “Baseline scenario” line.

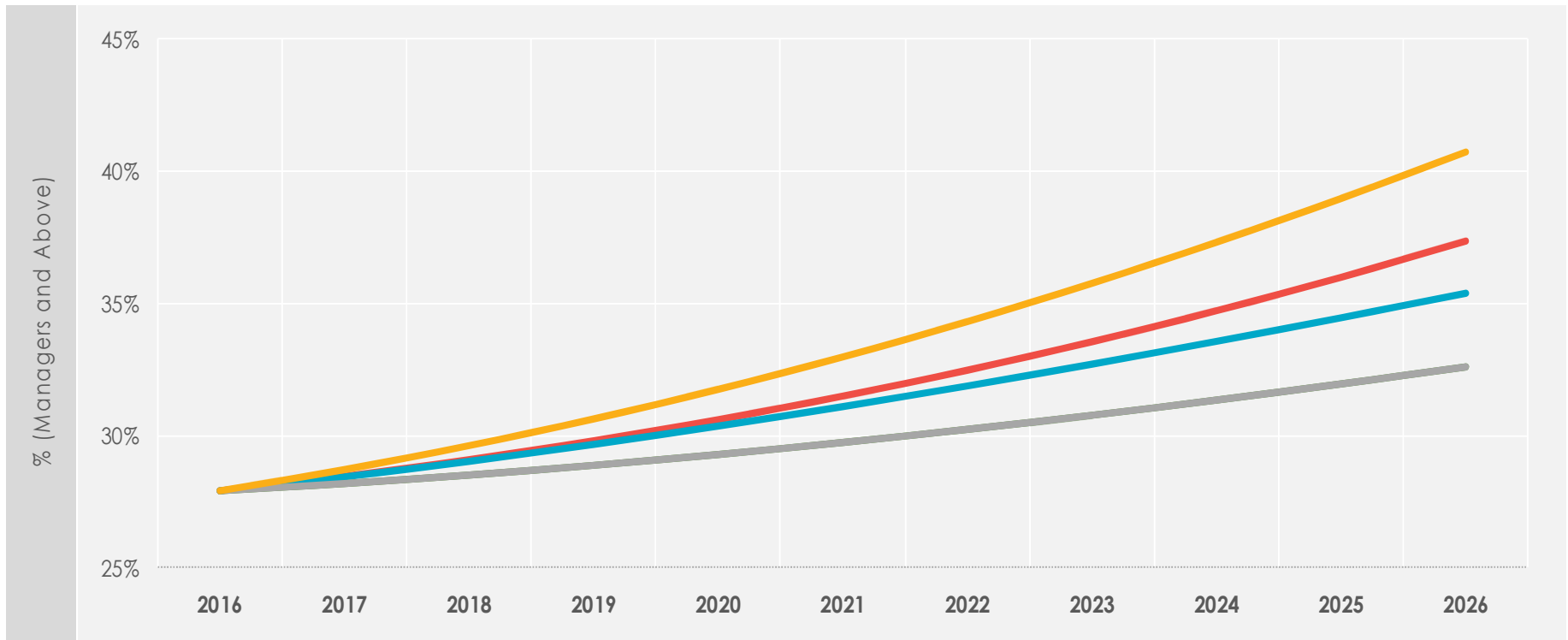
**Key lever to increase representation of women: Retention**

# WHAT PARTICIPANTS WILL RECEIVE

## PROJECTED INDUSTRY REPRESENTATION OF PEOPLE OF COLOR AT SENIOR LEVELS (2017 AIM/PAR SURVEY)

### Workforce Projections: % Non-White – Managers and Above, 2016 to 2026

Legend	■ Baseline scenario (i.e., no changes to flows)	■ With adjusted turnover	<i>Note: Not all scenario lines may be visible as a result of overlapping projection estimates.</i>
	■ With adjusted hiring	■ With simultaneous adjustments to all flows	
	■ With adjusted promotions		

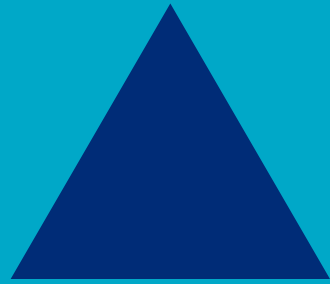


The green "With adjusted hiring" line is underneath the gray "Baseline scenario" line.

**Key levers to increase representation of people of color: Retention & Promotion**



# OVERVIEW OF THE SURVEY PROCESS



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- Survey launch: Wednesday, February 6<sup>th</sup> (emails with survey information were sent out on February 6)
- Survey due date: Friday, March 15<sup>th</sup>
- Scorecard distribution: Shortly before Diversity Week
- Survey findings: Town Hall Meeting scheduled for September 17<sup>th</sup>, 2019 in New York City as part of Diversity Week

# QUESTIONS



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# MAKE TOMORROW, TODAY



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