



DIVERSITY ACTION ALLIANCE

* Required Information

Diversity Action Alliance Reporting Tool

The Diversity Action Alliance (DAA) is rooted in ACTION (Adopt best practices—Champion the cause—Track Progress). The purpose of the third component, "Track Progress" is to benchmark and track diversity numbers to improve recruitment and retention within organizations. Those who sign the commitment agree to "share key representation metrics with the DAA for benchmarking and for anonymized reporting of the aggregate progress within the communication profession."

Please note that if a company is not collecting the data requested by the DAA that the company will begin collection when the pledge is signed. Every January, we will ask signatories to provide this information. We do realize that some companies are more advanced than others on this journey, and their department may not be where they want it to be, but these benchmarks are important for accountability and progress. This form uses the race/ethnicity categories based on the Employer Information Report EEO-1 survey of the Equal Employment Opportunity Commission. For a list of categories, please click [here](#).

Currently, we are only collecting U.S. data.

Security and Confidentiality

To ensure security and confidentiality, data will only be presented as aggregated scores, rather than individual summaries. Data will be used to set benchmarks and track progress toward goals in the industry. Individual companies will not be identified publicly by name or description in any way.

The collected data will be kept on a secured platform for data privacy and security that is ISO 27001 certified, GDPR, and HIPAA Compliant. Details about the security of the platform can be found [here](#). All results will be kept confidential.

If you have any questions, please contact Dr. Tina McCorkindale, President and CEO of the Institute for Public Relations, at tina@instituteforpr.org.

Thank you!

* 1. Name of company:

Number and Breakdown of U.S. Employees as of January 1, 2020

INSTRUCTIONS

- In the below section, please enter the number of employees in the U.S. based on each job category and each race/ethnicity as of January 1, 2020. Each employee should only be counted in one category; please note categories #4 through #8 are considered "Not Hispanic or Latino."
- The numbers should be based on the overall agency, department, or communication function. For example, if you are a department at a university or a communication department within a company, these numbers are based on the department, and not the whole organization. Agencies and other like organizations should be based on the whole organization.
- If you did not collect data based on race/ethnicity during this time period, please enter "01234" in that specific cell. Please note that as part of the commitment of the DAA, that you agree to track and provide those numbers to be reported on January 1, 2021.
- If you did not have any employees that fit the category, please enter "0".
- Please note you cannot leave any boxes blank.
- Please note the sum of columns #3 to #9 should match the total number of employees in column #2.
- For a definition of each of the job and race/ethnicity categories, please visit the IPR website [here](#).

Race/Ethnicity of U.S. Employees (as of January 1)

2. Number of total employees

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

3. Hispanic or Latino

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

4. White

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

5. Black or African-American

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

Race/Ethnicity of U.S. Employees (as of January 1) (CONTINUED)

6. Native Hawaiian or Pacific Islander

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

7. Asian

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

8. American Indian or Alaska Native

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

9. Two or more races

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

10. Comments (Optional)

Advancement or Promotion Numbers in the U.S. (January 2019 – December 2019)

INSTRUCTIONS

- In the below section, please enter the number of employees who were promoted (note that promotion can occur within each category so "entry-level" can be promoted to another "entry-level" position) from January 2019 to December 2019 based on each job category and each race/ethnicity. Each employee should only be counted in one category; please note categories #12 through #17 are considered "Not Hispanic or Latino."
- The numbers should be based on the overall agency, department, or communication function. For example, if you are a department at a university or a communication department within a company, these numbers are based on the department, and not the whole organization. Agencies are based on the whole organization.
- If you did not collect data based on race/ethnicity during this time period, please enter "01234" in that specific cell. Please note that as part of the commitment of the DAA, that you agree to track and provide those numbers to be reported on January 1, 2021.
- If you did not have any employees that fit the category, please enter "0".
- Please note you cannot leave any boxes blank.
- Please note the sum of columns #3 to #9 should match the total number of employees advanced/promoted in column #2.
- For a definition of each of the job and race/ethnicity categories, please visit the IPR website [here](#).

11. Number of total employees promoted

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

12. Hispanic or Latino

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

13. White

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

14. Black or African-American

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

Race/Ethnicity of Advanced/Promoted U.S. Employees (CONTINUED)

15. Native Hawaiian or Pacific Islander

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

16. Asian

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

17. American Indian or Alaska Native

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

18. Two or more races

*(a) Top communicator in your organization (e.g., CCO, Executive Director, Executive Vice President)

*(b) Executive and senior-level professionals (non C-suite)

*(c) Mid-level professionals and middle managers

*(d) Entry-level professionals and non-managers

*(e) Administrative support professionals

19. Comments (Optional)

Demographic Questions

Demographic questions are used for statistical purposes. Organizations will not be identified in any way by name or description.

*** 20. Which industry best represents your organization? (Select one option)**

- Consumer Packaged Goods
- Education
- Energy and Utilities
- Entertainment/Media
- Financial services/Insurance
- Government
- Manufacturing
- Pharma/Health/Biotech
- PR/Communication Agency
- Professional/Consulting
- Real Estate and Construction
- Retail
- Services
- Software, Internet, Electronics
- Technology
- Transportation
- Travel, Hospitality, Recreation and Leisure
- Other (Please specify) _____

*** 21. Does your company have a Chief Diversity Officer (CDO)? (Select one option)**

- Yes
- No
- Other (Please specify) _____

*** 22. How would you describe your organization? (Select one option)**

- Association/Nonprofit/NGO
- College/University - Academic Department
- College/University - Communication Function
- Corporation
- Government Organization
- Independent Practitioner
- Military Organization
- PR/Communication Agency
- Products/Services to PR Industry
- Professional Services
- Other (Please specify) _____

*** 23. How many employees work in your overall organization? (Select one option)**

- Under 50
- 51 - 100
- 101 - 250
- 251 - 500
- 501 - 2,500
- 2,501 - 10,000
- 10,001 - 50,000
- 50,001 - 100,000
- 100,001 - 250,000
- 250,001 - 500,000
- More than 500,000

*** 24. What is the annual revenue of your organization? (Select one option)**

- Less than \$9 million
- \$9 million - \$19.9 million
- \$20 million to \$49.9 million
- \$50 million - \$99.9 million
- \$100 million - \$499.9 million
- \$500 million - \$999.9 million
- \$1 billion - \$24.9 billion
- > \$25 billion

*** 25. How would you describe your organization's geographic scope? (Select one option)**

- U.S. local or regional
- U.S. National
- Multinational (home country plus up to four countries)
- Global (home country plus more than four countries)
- Home country only (non U.S.)

26. In what city and country is your headquarters located?

27. Please enter your contact information:

*(a) Name:

*(b) Position:

*(c) Email:

*(d) Company:

28. Additional contact for reporting data:

*(a) Name:

*(b) Position:

*(c) Email:

*(d) Company:

29. Additional comments (optional)

If you have any additional data or information you would like to share or that would be helpful for this initiative or if you have any questions, please contact Tina McCorkindale, Ph.D., at tina@instituteforpr.org. Thank you!!