



HUMAN  
RIGHTS  
CAMPAIGN  
FOUNDATION

# *THE LOOK FORWARD*



*2023 CEI Educational Series*

# Outreach and Engagement with the Broader LGBTQ+ Community



# Welcome to The Look Forward

## Welcome to today's installment of The Look Forward Webinar Series

- 2023 Educational Series every other Monday
- 50 Minutes (Including Q&A)

## Purpose of this Webinar:

- The Workplace Equality team is bringing you HRC Foundation's new **webinar series** – timely topics to help guide your efforts in your own organizations.
- Engage with diversity & inclusion thought-leaders
- Stay up to date with information relevant to LGBTQ+ workplace equality



# Who's this for?

- HR professionals
- D&I professionals
- LGBTQ+ Employee Resource and Affinity Group members
- Executive Sponsors of LGBTQ+ employee groups
- Other stakeholders in workplace inclusion



## How to engage...

**This is a recorded Presentation followed by Q&A**

- Microphones are automatically muted
- Type in your questions via the Q&A function

**Recording and all slides will be shared with attendees**



# FAQs before we get started

- *All slides and resources will be shared with attendees*
- This session is being recorded
- There will be ***NO CEI survey during the 2022*** calendar year
- The ***2023 CEI survey will be open in Spring 2023***
  - Employers will have 3 months to complete the survey
- All changes need to be in place by the submission deadline in 2023



# Today's Agenda

- Breakdown Criterion 4a - Five Distinct Efforts of Outreach or Engagement to Broader LGBTQ+ Community
  - 5 categories
  - Supplier Diversity program with demonstrated efforts to include certified LGBTQ+ suppliers(must be evident in public-facing materials)





# Today's Agenda

## PLEASE NOTE:

Today's presentation will be about **Community Engagement and Outreach**

## For a more general overview of the criteria changes:

- Watch our 2023 CEI Informational Webinar
- Check out the 2023 CEI Criteria Toolkit or
- Review the CEI criteria webpage
- *All of these resources are included in the follow-up email*



# Outreach and Engagement with the Broader LGBTQ+ Community



# What is Criterion 4a?

## Five Distinct Efforts of Outreach or Engagement to Broader LGBTQ+ Community (15)

Businesses must demonstrate ongoing LGBTQ+ specific engagement that extends across the firm, including at least five of the following:

- LGBTQ+ employee recruitment efforts with demonstrated reach of LGBTQ+ applicants (required documentation may include a short summary of the event or an estimation of the number of candidates reached)
- Supplier diversity program with demonstrated effort to include certified LGBTQ+ suppliers
- Marketing or advertising to LGBTQ+ consumers (e.g.: advertising with LGBTQ+ content, advertising in LGBTQ+ media or sponsoring LGBTQ+ organizations and events)
- Philanthropic support of at least one LGBTQ+ organization or event (e.g.: financial, in kind or pro bono support)
- Demonstrated public support for LGBTQ+ equality under the law through local, state or federal legislation or initiatives

- **Do I need one effort from each of the categories listed?**
  - No, your 5 efforts can come from a mix of categories or even just one of the categories. Ex. 3 marketing efforts, 1 recruiting effort and 1 philanthropic donation.
- **What about timing of initiatives?**
  - From the close of the 2022 CEI Survey(August 2021) to close of the 2023 CEI(Summer 2023).
  - From survey close to survey close.
  - If you included the effort on the last survey, do not include it again.
  - Please give 5 unique efforts for this past period.

# THE LOOK FORWARD Recruiting

- Posting jobs on LGBTQ+ specific job sites/boards
- Attending LGBTQ+ recruiting events (in-person and virtual!)

 **OUT FOR UNDERGRAD**



Campus Pride National Job & Career Fair Program



**REGISTER NOW**

Highlight your LGBTQ-friendly workplace      Recruit LGBTQ youth directly from college

THE  
LGBTQ+  
BAR



lesbians  
WHOTech

QUEER | INCLUSIVE | BADASS



  
REACHING OUT



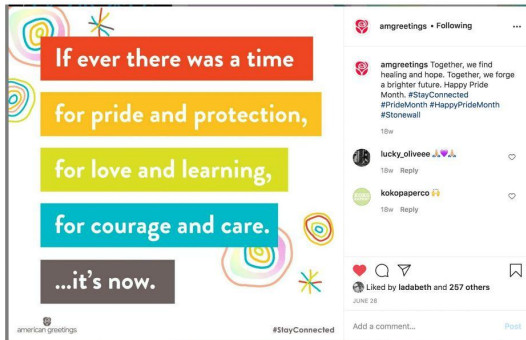
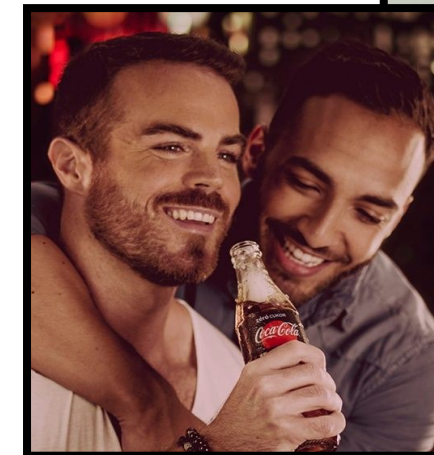
 HUMAN  
RIGHTS  
CAMPAIGN  
FOUNDATION™



# THE LOOK FORWARD

## Marketing & Advertising

- Advertising w/ LGBTQ+ inclusive content
- Advertising in LGBTQ+ media
- Sponsoring LGBTQ+ organization and events



# **THE LOOK FORWARD** **Philanthropic Support**



## **Financial contributions**

- Donating money to an LGBTQ+ organization or cause
- Buying a table at an LGBTQ+ gala or event

## **In-kind contributions**

- Pro-bono work
- Volunteering
- Other in-kind gifts of goods or services





# THE LOOK FORWARD Legislative Support

## Federal

- Ex. Business Coalition for the Equality Act
- Ex. Business Statement Opposing Anti-LGBTQ+ State Legislation

## State

- Ex. Signing on to a letter supporting/opposing LGBTQ+ related legislation

## Local

- Ex. Publicly supporting/opposing LGBTQ+ related ordinances

## Judicial

- Ex. Joining an Amicus brief



Along with **100+** companies nationwide, we support trans youth and equality everywhere.

**Discrimination is bad for business.**





# THE LOOK FORWARD LGBTQ+ Specific Goods/Services



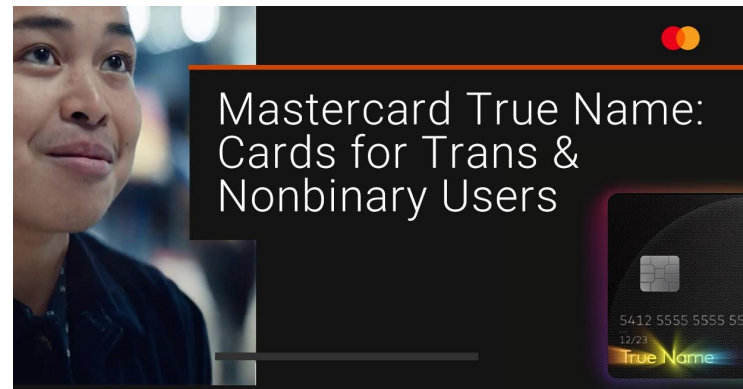
## Best practices:

- Consider how this products give back to the community
- Many publications produce Pride merch round ups in June.

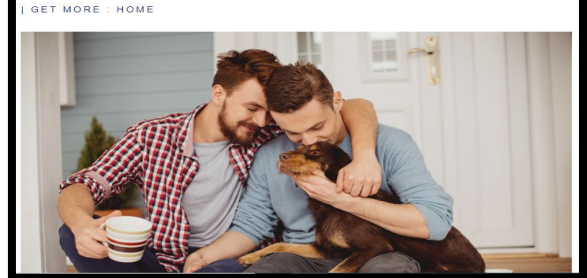
**Need to be specific to the LGBTQ+ Community.**

## Not Eligible for Credit:

- General goods or services
- Pride or LGBTQ+ items that are only available to employees



## Financial guide to purchasing a home





# Supplier Diversity w/ LGBTQ+ Owned Businesses



Parity principle -- **IF/THEN**

- **IF** your DO NOT have a supplier diversity program, **THEN** you do not have to create one
- **IF** you have a supplier diversity program, **THEN** it must include LGBTQ+ owned businesses
  - *A supplier diversity program that does not include LGBTQ+ owned businesses will result in a loss of 5 points (10/15)*



**Next Session Details:**

**Monday, August 29th  
@ 3pm EST**

**LGBTQ+ Benefits Guide and Inclusive  
Benefits Refresher**

# *Questions?*

*Please use the Q&A function to ask your questions!*

[cei@hrc.org](mailto:cei@hrc.org)

***THANK YOU!***



HUMAN  
RIGHTS  
CAMPAIGN  
FOUNDATION<sup>TM</sup>