Outreach and Engagement with the Broader LGBTQ+ Community
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
• 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
FAQs

- **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.
Recruiting

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

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

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THANK YOU!

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