DIVERSITY ACTION ALLIANCE

* Required Information

Diversity Action Alliance Reporting Tool

This survey is for academic departments only. If you are looking for the DAA Reporting Tool for other non-academic organizations, please click here.

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 Anetra Henry, Senior Director of Strategic Initiatives, Institute for Public Relations, at anetra@instituteforpr.org.

Thank you!

* **1.** Name of institution:

_____

Number and Breakdown of U.S. Employees in your department/college (depending on your unit) as of January 1, 2023

INSTRUCTIONS - Please read me carefully!

- In the below section, please enter the number of full-time employees in the U.S. based on each job category and race/ethnicity as of January 1, 2023. Please note that part-time employees (such as adjuncts), graduate students, graduate assistants, etc., should not be counted.
- Each employee should only be counted in one category--there is a category for "two or more races" if someone fits into more than one; please note categories #4 through #8 are considered "Not Hispanic or Latino."
- The numbers should be based on how you signed the pledge as an academic department. For example, if you signed as a department, then the numbers are based on the department. If you signed as a college, then the numbers should be based on your college.
- There should be only one "top communicator" in your organization.
- 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.
- Please review the job categories prior to entering the data. For a definition of each of the job and race/ethnicity categories, please visit the IPR website here.
- For a list of FAQs, sample data collection surveys, etc., please visit the DAA Reporting Tool webpage.

Race/Ethnicity of U.S. Employees (as of January 1, 2023)

2. Number of total employees

*(a) Assistant Professors

_____

*(b) Associate Professors

_____

*(c) Professors

_____

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

_____

(e) Non-faculty leaders (e.g., deans (if applicable), center/academic directors)

_____

*(f) Full-time instructors or lecturers

_____

(g) Administrative Support

_____

3. Hispanic or Latino

*(a) Assistant Professors

_____

*(b) Associate Professors

_____

*(c) Professors

_____

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

_____

(e) Non-faculty leaders (e.g., deans (if applicable), center/academic directors)

_____

*(f) Full-time instructors or lecturers

_____

(g) Administrative Support

_____

4. White

*(a) Assistant Professors

_____

*(b) Associate Professors

_____

*(c) Professors

_____

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

_____

(e) Non-faculty leaders (e.g., deans (if applicable), center/academic directors)

_____

*(f) Full-time instructors or lecturers

_____

(g) Administrative Support

_____

5. Black or African-American

*(a) Assistant Professors

_____

*(b) Associate Professors

_____

*(c) Professors

_____

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

_____

(e) Non-faculty leaders (e.g., deans (if applicable), center/academic directors)

_____

*(f) Full-time instructors or lecturers

(g) Administrative Support

_____

Race/Ethnicity of U.S. Employees (as of January 1, 2023) (CONTINUED)

6. Native Hawaiian or Pacific Islander

*(a) Assistant Professors

_____

*(b) Associate Professors

_____

*(c) Professors

_____

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

_____

*(e) Non-faculty leaders (e.g., deans, center/academic directors)

_____

(f) Full-time instructors or lecturers

_____

(g) Administrative support

_____

7. Asian

*(a) Assistant Professors

_____

*(b) Associate Professors

_____

*(c) Professors

_____

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

_____

*(e) Non-faculty leaders (e.g., deans, center/academic directors)

_____

(f) Full-time instructors or lecturers

_____

(g) Administrative support

_____

8. American Indian or Alaska Native

*(a) Assistant Professors

_____

*(b) Associate Professors

_____

*(c) Professors

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

*(e) Non-faculty leaders (e.g., deans, center/academic directors)

(f) Full-time instructors or lecturers

(g) Administrative support

9. Two or more races

*(a) Assistant Professors

*(b) Associate Professors

*(c) Professors

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

*(e) Non-faculty leaders (e.g., deans, center/academic directors)

(f) Full-time instructors or lecturers

(g) Administrative support

10. Comments (Optional)

Advancement or Promotion Numbers in the U.S. (January 2022 – December 2022)

INSTRUCTIONS

- In the below section, please enter the number of employees who were promoted (note that promotion can occur within each category so "a non-faculty leader" can be promoted to another "non-faculty leader" position) from January 2022 to December 2022 based on each job category and each race/ethnicity.
- Please note that part-time employees (such as adjuncts), graduate students, graduate assistants, etc., should not be counted.
- Each employee should only be counted in one category; please note categories #12 through #17 are considered "Not Hispanic or Latino."
- 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.
- Please review the job categories prior to entering the data. For a definition of each of the job and race/ethnicity categories, please visit the IPR website [here](#).
- For a list of FAQs, sample data collection surveys, etc., please visit the DAA Reporting Tool [webpage](#).

Race/Ethnicity of Advanced/Promoted U.S. Employees (January 2022 - December 2022)

11. Number of total employees promoted

*(a) Assistant Professors

_____

*(b) Associate Professors

_____

*(c) Professors

_____

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

_____

*(e) Non-faculty leaders (e.g., deans, center/academic directors)

_____

(f) Full-time instructors and lecturers

_____

(g) Administrative support

_____

12. Hispanic or Latino

*(a) Assistant Professors

_____

*(b) Associate Professors

_____

*(c) Professors

_____

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

_____

*(e) Non-faculty leaders (e.g., deans, center/academic directors)

_____

(f) Full-time instructors and lecturers

_____

(g) Administrative support

_____

13. White

*(a) Assistant Professors

_____

*(b) Associate Professors

*(c) Professors

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

*(e) Non-faculty leaders (e.g., deans, center/academic directors)

(f) Full-time instructors and lecturers

(g) Administrative support

14. Black or African-American

*(a) Assistant Professors

*(b) Associate Professors

*(c) Professors

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

*(e) Non-faculty leaders (e.g., deans, center/academic directors)

(f) Full-time instructors and lecturers

(g) Administrative support

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

15. Native Hawaiian or Pacific Islander

*(a) Assistant Professors

*(b) Associate Professors

*(c) Professors

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

*(e) Non-faculty leaders (e.g., deans, center/academic directors)

(f) Full-time instructors and lecturers

(g) Administrative support

16. Asian

*(a) Assistant Professors

*(b) Associate Professors

*(c) Professors

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

*(e) Non-faculty leaders (e.g., deans, center/academic directors)

(f) Full-time instructors and lecturers

(g) Administrative support

17. American Indian or Alaska Native

*(a) Assistant Professors

*(b) Associate Professors

*(c) Professors

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

*(e) Non-faculty leaders (e.g., deans, center/academic directors)

(f) Full-time instructors and lecturers

(g) Administrative support

18. Two or more races

*(a) Assistant Professors

*(b) Associate Professors

*(c) Professors

*(d) Endowed chairs, endowed professors, professionals-in-residence, etc.

*(e) Non-faculty leaders (e.g., deans, center/academic directors)

_____

(f) Full-time instructors and lecturers

_____

(g) Administrative support

_____

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. In what city, state is your college or university located?

_____

21. Your institution would best be described as: **(Select one option)**

- ◯ Public
- ◯ Private (non profit)
- ◯ Proprietary (for profit)
- ◯ Other (Please specify) _____

22. The highest degree granted by your institution: **(Select one option)**

- ◯ Technical (vocational) certificate
- ◯ Associate's degree
- ◯ Bachelor's
- ◯ Master's Degree
- ◯ Specialist
- ◯ Ph.D., Ed.D., or professional degrees, i.e. M.D., J.D., D.D.S. etc.
- ◯ Other (Please specify) _____

23. Institutional Size (number of students enrolled): **(Select one option)**

- ◯ Less than 2,500
- ◯ 2,500 – 4,999
- ◯ 5,000 – 9,999
- ◯ 10,000 – 19,999
- ◯ 20,000 – 29,999
- ◯ 30,000 – 39,999
- ◯ 40,000 - 50,000
- ◯ more than 50,000

24. Please enter your contact information:

*(a) Name:

_____

*(b) Position:

_____

*(c) Email:

_____

*(d) Company:

_____

(e) Phone:

_____

25. Additional contact for reporting data:

*(a) Name:

_____

*(b) Position:

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*(c) Email:

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*(d) Company:

(e) Phone

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26. 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 Anetra Henry at anetra@instituteforpr.org. Thank you!!