Diversity Action Alliance Reporting Tool

This is the fifth year of data collection for the Diversity Action Alliance. This dashboard is for data as of January 1, 2024 and promotions from January to December 2023.

Every January, we will ask signatories to provide this information. Currently, we are only collecting U.S. data. 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.

If you are an academic department at a college or university, please visit here to fill out a different form. For a list of FAQs, sample data collection surveys, etc., please visit the DAA Reporting Tool webpage.

We ask that you please complete your data by June 30, 2024.

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 at the Institute for Public Relations, at anetra@instituteforpr.org.

Thank you!

✳ 1. Name of company:

_____

Number and Breakdown of U.S. Employees as of January 1, 2024

INSTRUCTIONS - PLEASE READ ME CAREFULLY!!!!!

- 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, 2024. 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 communication office 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.
- 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.

Race/Ethnicity of U.S. Employees (as of January 1, 2024)

2. Number of total employees

✳(a) Top communicator/leader in your function/organization (e.g., CCO, agency CEO, Executive Director, Executive Vice President) - should be only one person

_____

*(b) Executive and senior-level professionals

_____

*(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/leader in your function/organization (e.g., CCO, agency CEO, Executive Director, Executive Vice President) - should be only one person

_____

*(b) Executive and senior-level professionals

_____

*(c) Mid-level professionals and middle managers

_____

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

_____

*(e) Administrative support professionals

_____

4. White

*(a) Top communicator/leader in your function/organization (e.g., CCO, agency CEO, Executive Director, Executive Vice President) - should be only one person

_____

*(b) Executive and senior-level professionals

_____

*(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/leader in your function/organization (e.g., CCO, agency CEO, Executive Director, Executive Vice President) - should be only one person

_____

*(b) Executive and senior-level professionals

_____

*(c) Mid-level professionals and middle managers

_____

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

_____

*(e) Administrative support professionals

_____

6. Native Hawaiian or Pacific Islander

*(a) Top communicator/leader in your function/organization (e.g., CCO, agency leader, Executive Director, Executive Vice President) should be only one person

_____

*(b) Executive and senior-level professionals

_____

*(c) Mid-level professionals and middle managers

_____

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

_____

*(e) Administrative support professionals

_____

7. Asian

*(a) Top communicator/leader in your function/organization (e.g., CCO, agency leader, Executive Director, Executive Vice President) should be only one person

_____

*(b) Executive and senior-level professionals

_____

*(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/leader in your function/organization (e.g., CCO, agency leader, Executive Director, Executive Vice President) should be only one person

_____

*(b) Executive and senior-level professionals

_____

*(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/leader in your function/organization (e.g., CCO, agency leader, Executive Director, Executive Vice President) should be only one person

_____

*(b) Executive and senior-level professionals

_____

*(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 2023 – December 2023)

INSTRUCTIONS - Please read me carefully!

- 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 2023 to December 2023 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.
- 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.

Race/Ethnicity of Advanced/Promoted U.S. Employees in 2023

11. Number of total employees promoted

*(a) Top communicator/leader in your function/organization (e.g., CCO, agency CEO, Executive Director, Executive Vice President) - should be only one person

_____

*(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/leader in your function/organization (e.g., CCO, agency CEO, Executive Director, Executive Vice President) - should be only one person

_____

*(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/leader in your function/organization (e.g., CCO, agency CEO, Executive Director, Executive Vice President) - should be only one person

_____

*(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/leader in your function/organization (e.g., CCO, agency CEO, Executive Director, Executive Vice President) - should be only one person

_____

*(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/leader in your function/organization (e.g., CCO, agency CEO, Executive Director, Executive Vice President) - should be only one

_____

*(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/leader in your function/organization (e.g., CCO, agency CEO, Executive Director, Executive Vice President) - should be only one

_____

*(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/leader in your function/organization (e.g., CCO, agency CEO, Executive Director, Executive Vice President) - should be only one

_____

*(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/leader in your function/organization (e.g., CCO, agency CEO, Executive Director, Executive Vice President) - should be only one

_____

*(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. Who is the individual responsible for leading diversity, equity, and inclusion in your organization?

- ☐ No one leads diversity efforts within my organization
- ☐ President or CEO
- ☐ An executive whose primary job is focused on DE&I (e.g., Chief Diversity Officer, VP of Diversity and Inclusion)
- ☐ Chief Communications Officer or a communications executive (e.g., EVPs, SVPs, VPs)
- ☐ Chief Human Resource Officer or an HR executive (e.g, EVPs, SVPs, VPs)
- ☐ Chief Marketing Officer or marketing executive (e.g, EVPs, SVPs, VPs)
- ☐ A mid-level communications employee (e.g., managers, directors)
- ☐ A mid-level employee whose primary job is focused on DE&I (e.g., Diversity and Inclusion Manager, Director of Diversity & Inclusion)
- ☐ A mid-level HR employee (e.g., managers, directors)
- ☐ A mid-level marketing employee (e.g., managers, directors)
- ☐ A DE&I committee or council comprising multiple individuals within the organization
- ☐ An employee who is a chair or program/committee lead but has other primary responsibilities unrelated to DE&I
- ☐ An outside consultant, consultancy, or firm
- ☐ 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:

_____

(e) Phone

_____

28. Additional contact for reporting data:

*(a) Name:

_____

*(b) Position:

_____

*(c) Email:

_____

*(d) Company:

_____

(e) Phone

_____

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