

#DIGDEEP

FREQUENTLY ASKED QUESTIONS

1. What are the requirements to remain or become an active signatory of the DAA?

To become a signatory, you must #DigDeep into our key recommitment pillars: Inclusion, Investment, Insight.



Insight

As a signatory, you agree to help the DAA to “track progress” by submitting your race and ethnicity data to benchmark and track diversity metrics within organizations supporting our mission to have the communication industry reflect the U.S. population. Those who sign the commitment agree to “share key representation metrics” with the DAA to anonymously benchmark reporting of the aggregate progress within the communication profession.



Investment

As a signatory, you agree to invest in advancing DE&I in our industry. Our new signatory commitment includes a paid-tiered signatory commitment model that can be found on our **[#DigDeep webpage](#)**.



Inclusion

As a signatory, you agree to share the DEI initiatives your organization has implemented. The DAA exists to provide resources and support to Public Relations leaders and organizations in exceeding workplace diversity goals. We invite all of our signatories to share what programs, initiatives, and resources are being utilized within your communications teams.

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2. What happens to current signatories as of July 1, 2023?

All current DAA Signatory commitments will expire June 30, 2023, at 11:59 pm.

Any current DAA Signatory (organizational or individual) will need to recommit to the DAA during the open enrollment period of July 1, 2023–December 31, 2023.

Any DAA benefits after July 1, 2023, will only be extended to signatories who have recommitted.

Future DAA Events for 2023:

September 20, 2023: DAA Summit and Networking Event Hosted by Mondelez.
Chicago, IL

Date TBA: DAA Annual DE&I in Communications Summit: #DigDeep

3. Why does it cost now to be a signatory of the Diversity Action Alliance?

We understand that our signatories may have concerns or questions about the new signatory dues. Ultimately, the decision to introduce a nominal fee helps contribute to the organization's long-term sustainability and growth. The increase in operational costs, the expansion of our team, the need to improve or expand services, and the desire to maintain the quality of the signatory experience and impact our industry have all contributed to this new membership model.

Our industry's leading organizations require membership fees to help cover essential expenses, support ongoing and new initiatives, and enable the organization to continue providing valuable services to its members. Our signatories will still receive great value for their membership with new services and resources geared toward the critical focus of improved diversity, equity, and inclusion in our profession.

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4. What are the benefits of paying a nominal fee to maintain a signatory ship with the DAA?

The benefits of becoming a signatory with the DAA and how to make the most of being a signatory can be found on our new [#DigDeep webpage](#).

5. Do all signatories have to pay to be a member of the DAA?

All **Organizational Signatories** (or individuals signing on behalf of an agency communications team/department) must pay to be a signatory of the DAA. We offer two different paid-tiered commitment models to accommodate varying budgetary needs of our varied communications teams.

Individual Signatories and Small Businesses with Revenue of \$1MM or less are not required to pay to sign the commitment. Individual signatories will receive access to our Resource Library and all DAA communications. However, to take advantage of the more premium signatory experience outlined in the Membership Brochure, individual signatories can upgrade their membership to premiere membership for \$500 as an individual premier signatory.

Individual Premier Signatories will receive early access to the Benchmark report, the Solutions Finder, Knowledge Network, and the Annual DAA DE&I Summit.

6. When is the new membership enrollment period?

The new membership enrollment period begins **July 1, 2023**.

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7. What happens to individual signatories with the new recommitment structure?

Individual signatories are still required to renew their commitment to remain active with the DAA. Although there is no membership renewal fee, we still ask that all of our individual members renew their commitment during the new membership enrollment period to ensure no lapse in DAA communications.

As mentioned, Individual signatories will receive access to our Resource Library, and all DAA communications once recommitted. However, to take advantage of the more premium signatory experience outlined in the Signatory Member Brochure, individual signatories can upgrade their membership to premier membership for \$500 as an individual premier signatory.

Individual premier signatories will receive early access to the Benchmark report, the Solutions Finder, Knowledge Network, and the Annual DAA DE&I Summit.

8. Do we have to enroll every year?

Yes, our signatory commitments will be yearly. We do this to ensure that each communications team remains committed to #DigDeep in Inclusion, Investment, and Insight as teams and goals change continuously. You may select the option to renew your commitment during your initial enrollment automatically.

9. Signatory Renewal Date?

We are opening enrollment this year from **July 1- December 31, 2023**.

Annual enrollment will then begin in January of each year, starting in 2024.

Signatories who recommit in **July 2023** will receive 20% savings on 2024 dues.

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10. Who do we contact at the DAA when we require support?

Good question! You can always reach out to anyone on our team; we will surely get you to the right person!

- For **general DAA questions**, you can reach out to our Communications Associates, Naima DeBrest and Marissa Pittman, at hello@diversityactionalliance.org
- For questions about **DAA Events and Communications**, please contact: Jennifer Ho, DE&I Communications and Event Manager, at Jenny@diversityactionalliance.org
- For questions related to **Research & Resources, Programs, and Partnerships**, please contact Andrea Williams, Director of Strategic Projects, Andrea@diversityactionalliance.org

11. What happens if I don't submit my data this year? Can we rejoin next year?

We hope that all of our signatories will commit to providing their race and ethnicity data, as tracking the progress of our industry is essential in assessing how to make an impact. Submitting your data is a requirement for becoming a signatory.

If you cannot submit your data but wish to remain an active, committed partner, please get in touch with our team to discuss your barriers.

12. Are organizations that were exempt from submitting their data before still exempt?

Yes, any organization that is a sole proprietorship or does not have any U.S. employees will continue to be exempt from submitting their data.

13. Won't you lose signatories?

We may. We will only lose those signatories who were not committed to our mission. We hope to gain more signatories who will be committed to #DigDeep.