



## IMPROVING WORKPLACE DIVERSITY AND INCLUSION PRACTICES

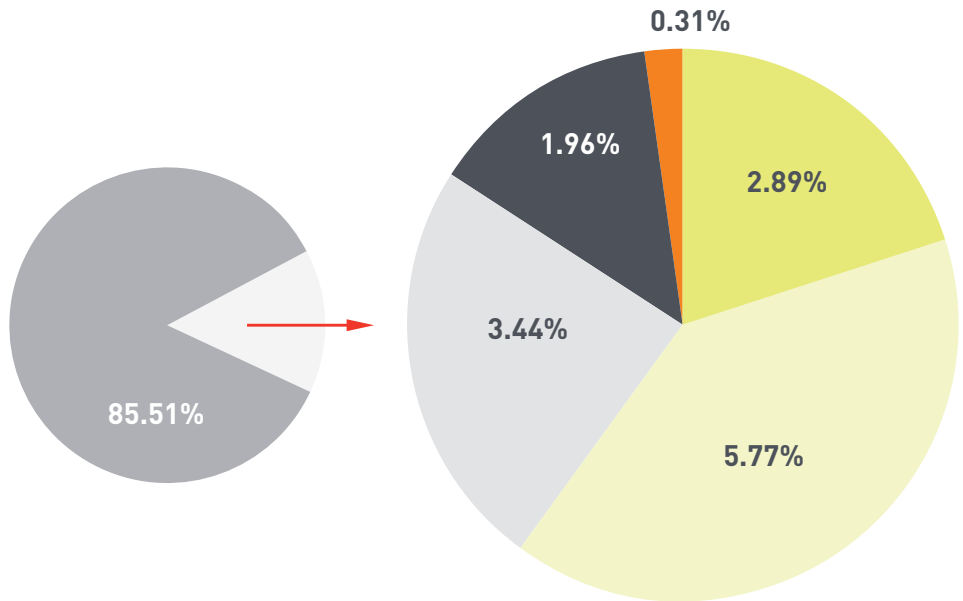
In 2014-2015, Madison Region Economic Partnership (MadREP) unveiled the Madison Region's Workplace Diversity & Inclusion Survey, an annual performance report designed to measure, recognize, improve, and promote workplace diversity and inclusion practices. The survey gives companies a vehicle to self-assess their strengths and opportunities while establishing a snapshot of the region's workforce demographics. It also tracks initiatives and best practices to expand as we aim to transform the Madison Region into a model for economic inclusion.

The survey was sent to nearly 1,200 businesses and received a 10% response rate between November 2014 and March 2015. More than 90% of respondents based their answers on locations within the Madison Region, with businesses in all eight of the region's counties represented. Nearly 60% of respondents were for-profit companies, 23% were nonprofit, and 17% were from government or education, with a very broad range of industries represented in survey responses.

Nearly 94% of respondents have been in operation for 11 or more years. While companies of all sizes responded, the most common size was 100-249 employees. Combined, the survey represents more than 56,000 Madison Region employees.

### Madison Region: Population by Race (2013)

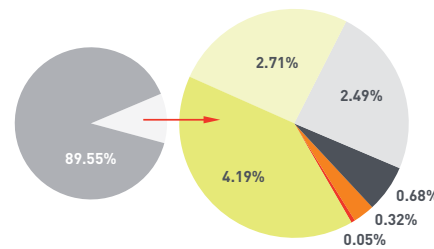
Source: U.S. Census, American Community Survey 3-Year Estimates  
 Note: The population estimate reported for the category Native Hawaiian or other Pacific Islander is not statistically significant.



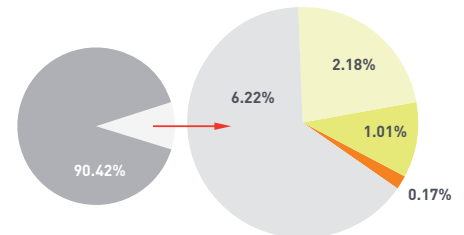
- White Alone\*
  - Black or African-American\*
  - American Indian or Alaska Native\*
  - Asian\*
  - Two or more races\*
  - Native Hawaiian or other Pacific Islander\*
  - Hispanic or Latino
- \* non-Hispanic or Latino

## SURVEY FINDINGS

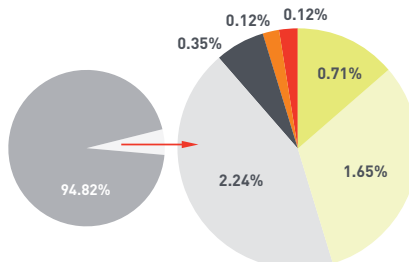
### Workforce: Population by Race



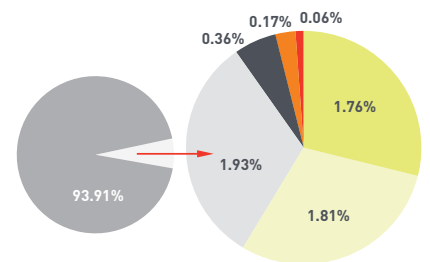
### Board of Directors: Population by Race



### Top-Level Leadership: Population by Race



### Supervisory Positions: Population by Race



Note: These survey results are not intended as a complete representation of all Madison Region employers, nor do they capture results of all the questions presented in the survey. All responses are reported in the aggregate and are anonymous.



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## SURVEY FINDINGS

### Workforce Composition by Gender

	Male	Female
Total Workforce	43.78%	56.22%
Top-level Leadership	64.35%	35.65%
Other Supervisory	58.60%	41.40%
Board of Directors	68.74%	31.26%

### Workforce Composition by Age

	14-17	18-24	25-44	45-64	65+
Total Workforce	0.05%	4.09%	43.02%	49.20%	3.65%
Top-level Leadership	0.00%	0.18%	23.02%	71.35%	5.45%
Other Supervisory	0.00%	0.38%	40.89%	56.61%	2.12%
Board of Directors	0.00%	0.18%	16.64%	61.06%	22.12%

### Respondents support underrepresented communities in the following ways:

- Foundation or budget item for charitable donations **69%**
- Company-sponsored volunteer days and/or volunteer time off for employees **51%**
- Match charitable contributions made by employees **26%**
- Other initiatives that support underrepresented communities **43%**

## A FIRST STEP TOWARD IMPROVING OUR PRACTICES

Though the survey results reveal significant opportunities for improvement, the results establish a benchmark and act as a critical first step toward improving our workplace diversity and inclusion practices over time. Nearly 42% of respondents report already having workforce demographic goals, while another 10% report having plans to begin tracking workforce demographics by race and ethnicity in the coming year. With continued focus and effort around these initiatives, the Madison Region will be positioned to become a model for economic inclusion.

MadREP has contracted with The Davis Group—a coalition of diversity and inclusion professionals—to provide assistance to companies wishing to improve their diversity and inclusion practices based on findings of the survey. The Davis Group offers services including executive coaching, diversity audits, corporate strategic planning, recruitment and retention consulting, and cultural competency training.



# 56%

**OF RESPONDENTS DO NOT HAVE A WRITTEN DIVERSITY STATEMENT**  
(separate and distinct from an EEP statement used for hiring purposes)

# 85%

**OF RESPONDENTS DO NOT HAVE A SUPPLIER DIVERSITY PROGRAM**

# 75%

**OF RESPONDENTS OFFER DOMESTIC PARTNER BENEFITS**

# 21%

**OF RESPONDENTS OFFER EMPLOYEES THE OPTION TO FORMALLY SELF-IDENTIFY SEXUAL ORIENTATION**

# 63%

**OF RESPONDENTS OFFER EMPLOYEES THE OPTION TO FORMALLY SELF-IDENTIFY DISABILITIES**



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