Extension
UNIVERSITY OF WISCONSIN–MADISON

Madison Region Economic Partnership Diversity & Inclusion Survey Report, 2016 – 2019

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Contents

Description of Responding Organizations


Figure 1: Area on Which Organizations' Responses Are Based, 2019
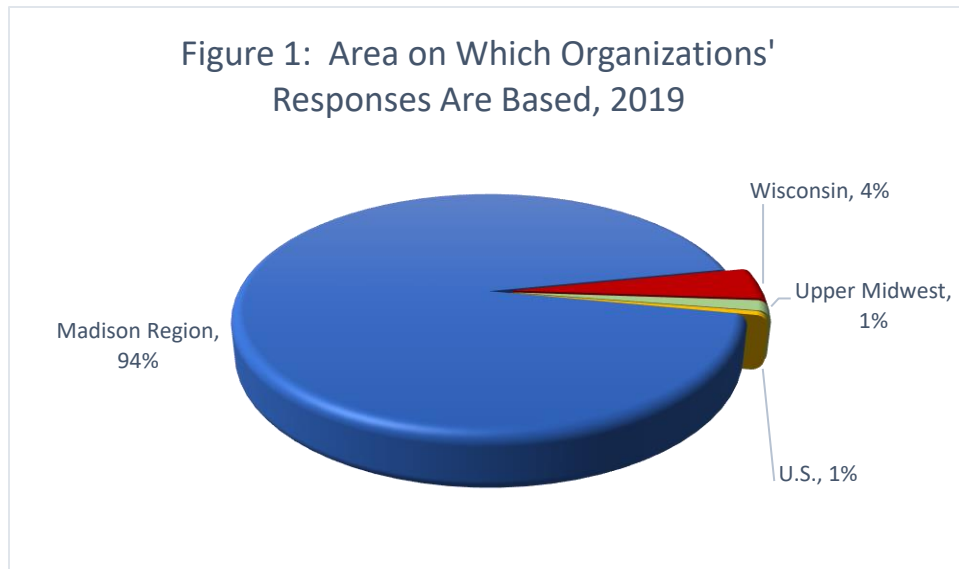
In 2019, the vast majority of responding organizations (94%) said that their responses pertain to the Madison region.

Figure 1a: Area on which Organizations' Answers Are Based, 2016 - 2019
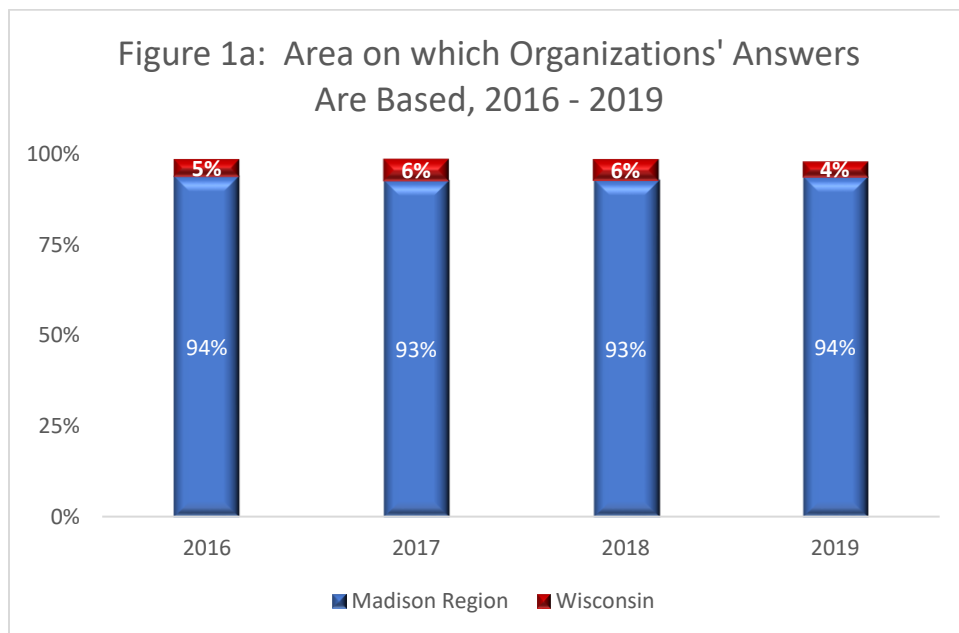
In each of the four years the SRC has been collecting these data, 93% – 94% of the respondents' answers represent their operations in the Madison Region Economic Partnership (MadREP) region and 5% - 6% their operations across Wisconsin (Figure 1a). The remaining 1% - 2% are for organizations operating in the Upper Midwest (WI, MN, IA, IL, and/or MI) or across the United States.

| Table 1: Counties in which Responding Organizations Have Locations, 2016 - 2019				
	2016	2017	2018	2019
Dane	58%	56%	56%	58%
Rock	11%	14%	15%	11%
Jefferson	8%	8%	12%	10%
Sauk	9%	10%	8%	9%
Dodge	10%	9%	8%	9%
Columbia	6%	7%	8%	8%
Green	7%	7%	6%	6%
Iowa	3%	6%	5%	5%
Count	302	457	357	341

Table 1 shows that more than half the respondents had operations in Dane County. On average, a bit more than 10% of the respondents had operations in Rock County, about 9% had operations in Jefferson, Sauk and Dodge Counties, 7% in Columbia and Green Counties and 5% in Iowa County. In all four years, the average number of counties in which respondents said they operated was 1.1 and at least 90% of respondents said they operate in only one county.

Figure 2: Number of Employees at Responding Organizations, 2019
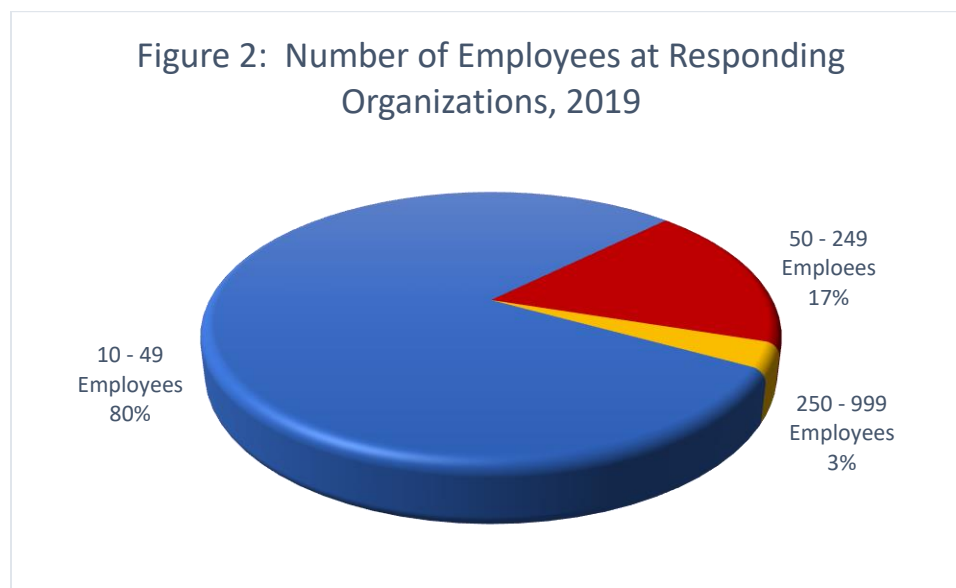
Four of every five responding organizations in 2019 had 10 – 49 employees, about one out of six employed between 50 and 249 people and the remaining 3% had 250 or more employees (Figure 2).

Figure 2a: Number of Employees at Responding Organizations, 2016 - 2019
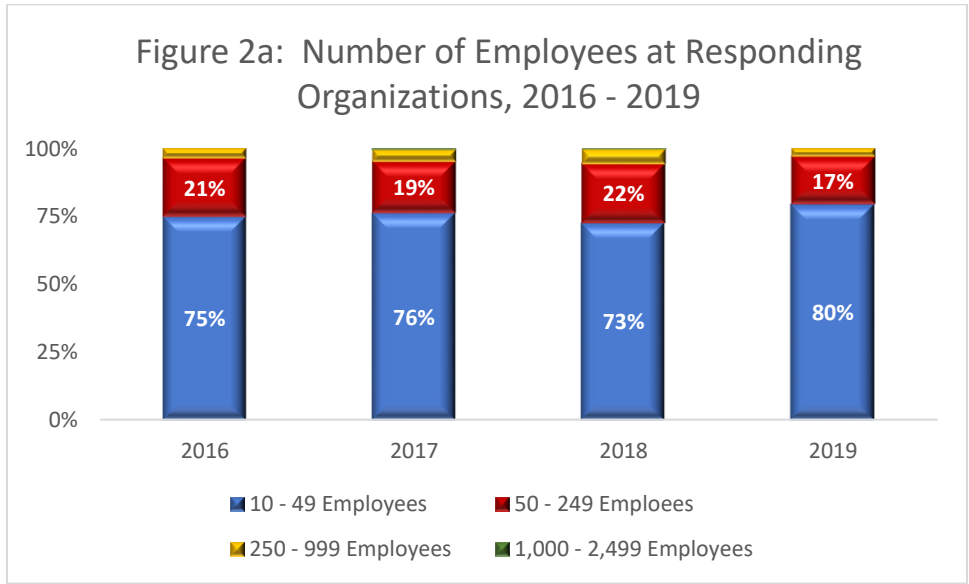
Roughly three-quarters of the organizations included in the 2016 – 2019 surveys had fewer than 50 employees (Figure 2a). The proportion of organizations with fewer than 50 employees was somewhat higher in 2019 than in earlier years. Three to five percent of respondents reported employing between 250 – 999 employees. In 2016 and 2019, there were no organizations with 1,000 or more employees; fewer than 1% of the respondents in 2017 and 2018 employed that many people.

Figure 3: Age of Responding Organizations, 2019
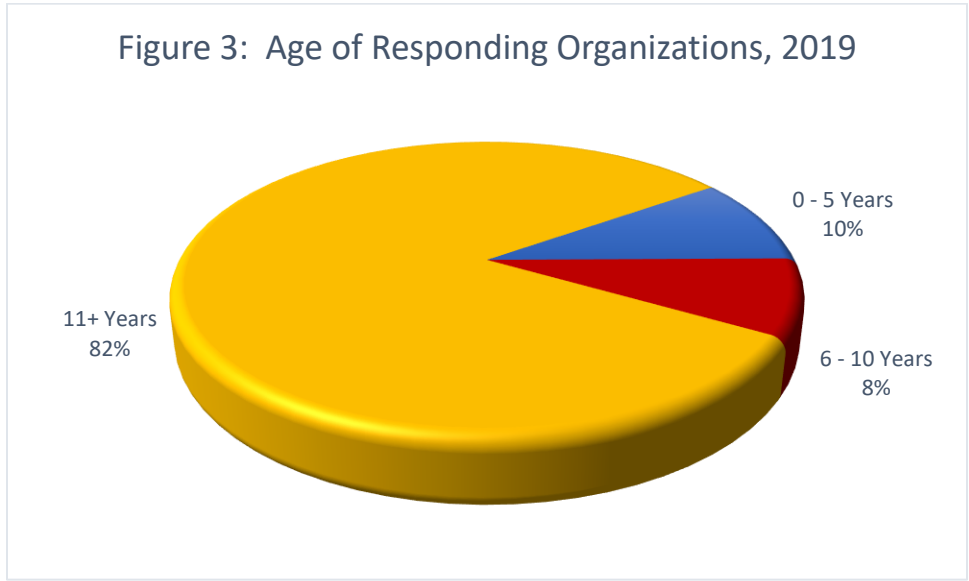
More than four-in-five responding organizations said they had existed for eleven years or more (Figure 3). One in ten respondents had been in existence for five years or less.

Figure 3a: Age of Responding Organizations, 2016 - 2019
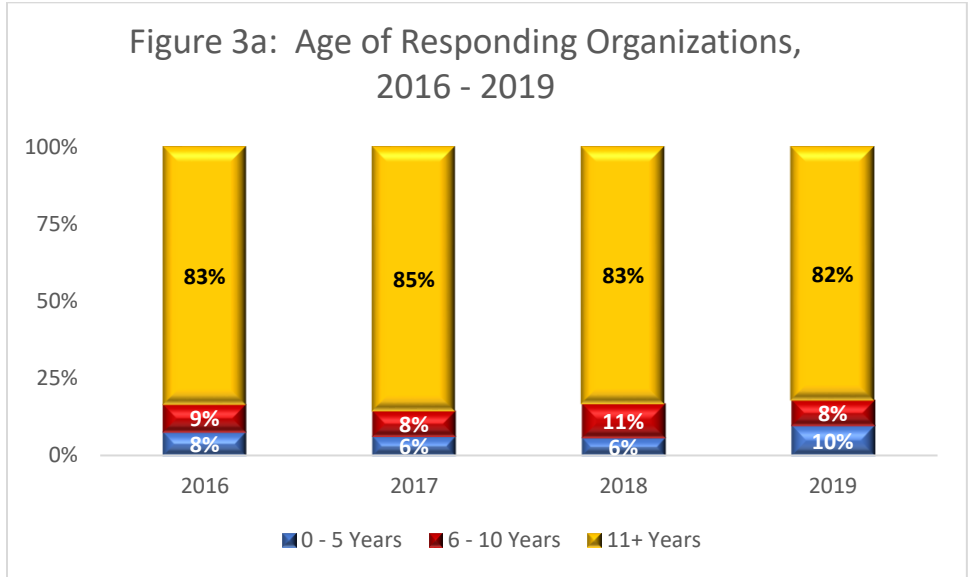
More than 80% of organizations that have responded to the 2016 – 2019 MadREP Diversity and Inclusion Surveys have been in existence for more than 10 years (Figure 3a). There was an increase in the proportion of newer businesses (in existence for five or fewer years) in 2019.

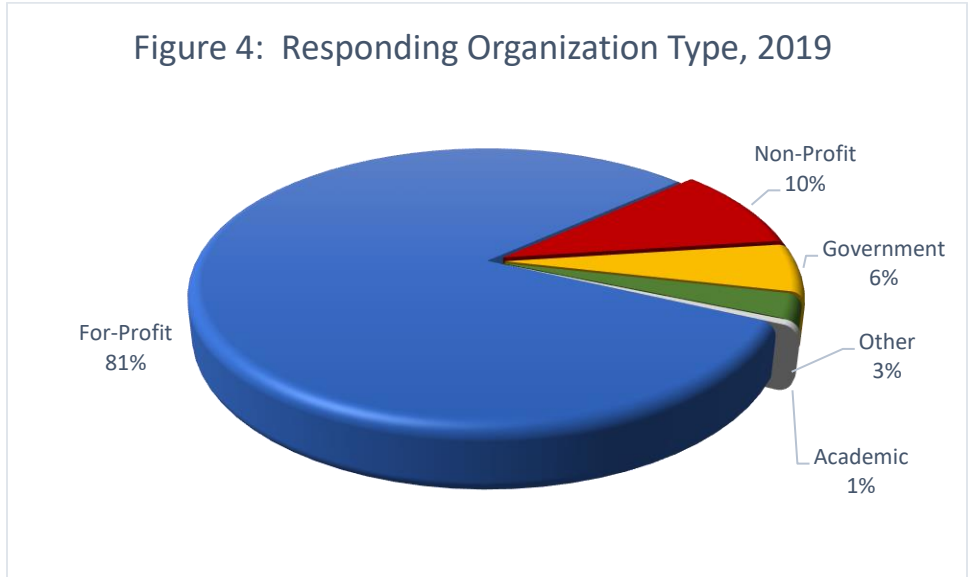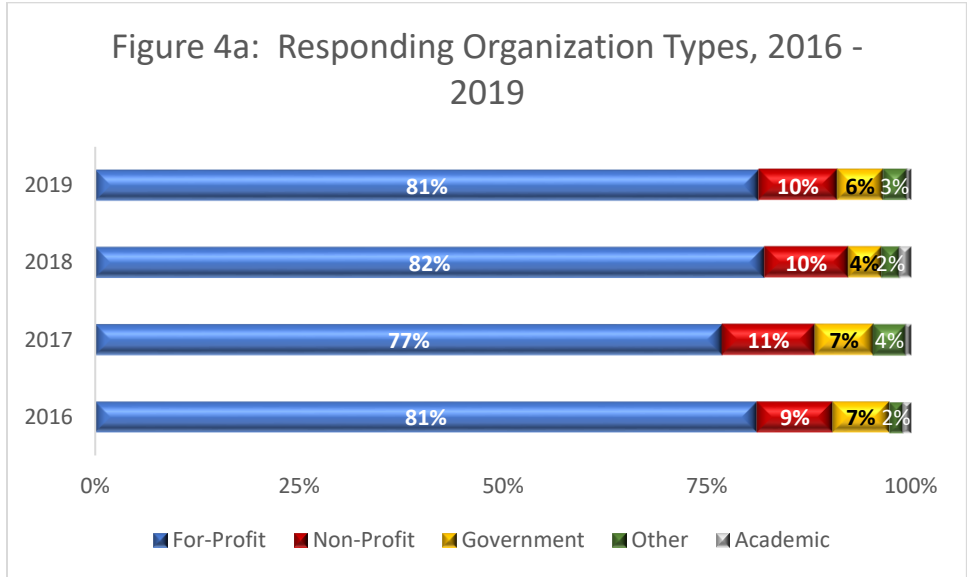Figure 4: Responding Organization Type, 2019

Figure 4 shows that most responding organizations in 2019 were for profit businesses, one-in-ten were from the non-profit sector, and 6% were governmental organizations. Many of the responses in the "Other" category wrote in their economic sector (manufacturing, restaurant, etc.); most are probably for-profit businesses.

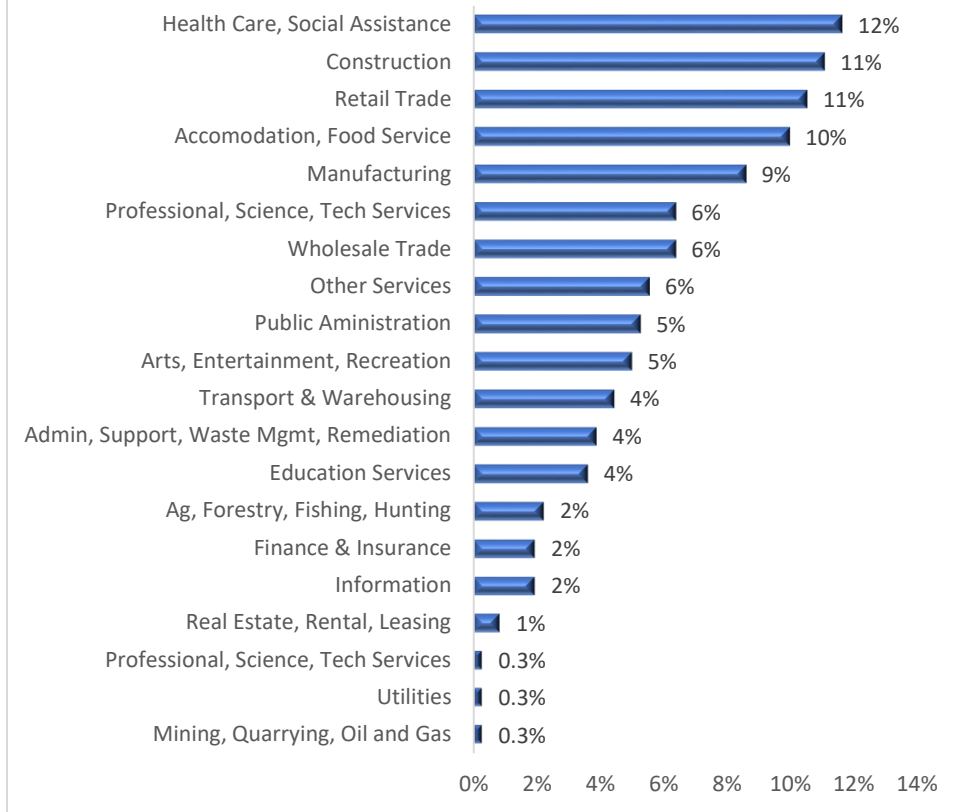Figure 4a: Responding Organization Types, 2016 - 2019

About 80% of the responding organizations to the 2016 – 2019 said they are for-profit businesses, about 10% were non-profits, an average of 6% were governmental organizations, 2% were "other" organizations and 1% were academic organizations.

Table 2: Annual Revenue Participating Organizations, 2016 - 2019				
	2016	**2017**	**2018**	**2019**
<$500,000	12%	18%	16%	18%
$500,000 - $999,999	17%	17%	20%	16%
$1,000,000 - $4,999,999	37%	39%	35%	42%
$5,000,000 - $9,999,999	12%	10%	10%	8%
$10,000,000 - $49,999,999	17%	11%	12%	9%
$50,000,000 - $99,999,999	1%	1%	2%	3%
$100,000,000+	3%	4%	4%	5%
Count	289	449	340	343

Compared to earlier years, in 2019 there was a somewhat higher proportion of responding organizations with annual revenue of less than $5,000,000 and with greater than $50,000,000. In general, however, the sizes of the organizations represented in the Diversity and Inclusion Surveys have been fairly similar year to year.
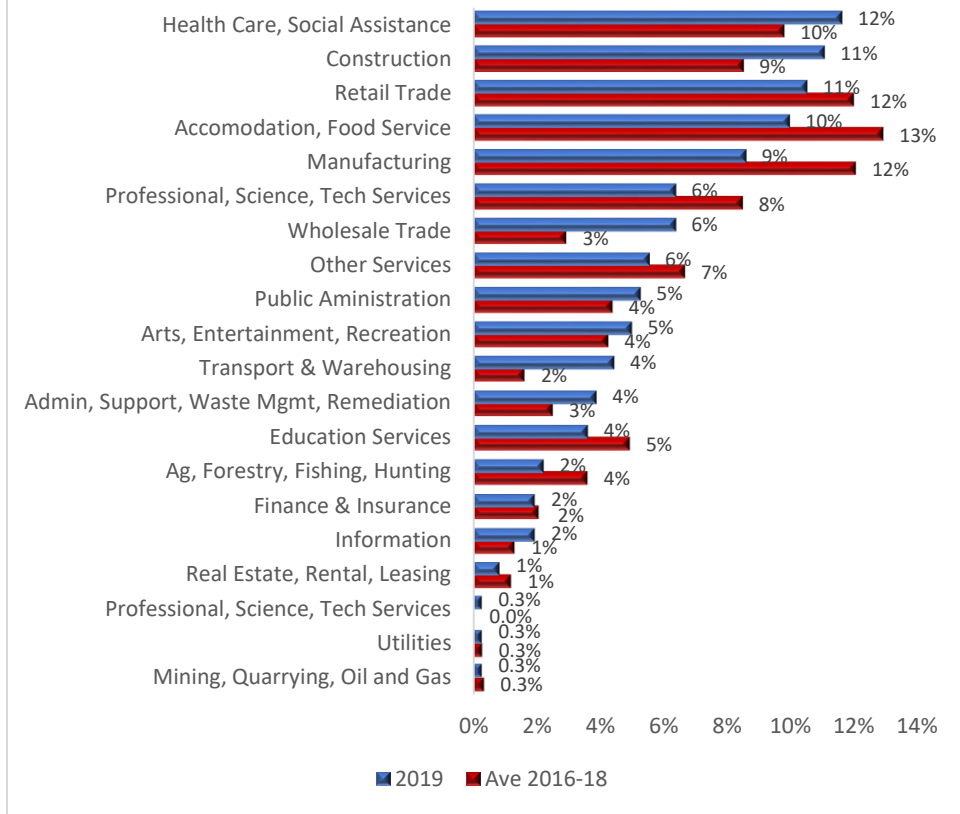
Figure 5: NAICS Categories of Responding Organizations, 2019

Category	Percentage
Health Care, Social Assistance	12%
Construction	11%
Retail Trade	11%
Accomodation, Food Service	10%
Manufacturing	9%
Professional, Science, Tech Services	6%
Wholesale Trade	6%
Other Services	6%
Public Aministration	5%
Arts, Entertainment, Recreation	5%
Transport & Warehousing	4%
Admin, Support, Waste Mgmt, Remediation	4%
Education Services	4%
Ag, Forestry, Fishing, Hunting	2%
Finance & Insurance	2%
Information	2%
Real Estate, Rental, Leasing	1%
Professional, Science, Tech Services	0.3%
Utilities	0.3%
Mining, Quarrying, Oil and Gas	0.3%

More than half the 2019 responding organizations fell into five 2-digit NAICS categories: health care and social assistance, construction, retail trade, accommodation and food service, and manufacturing.

Figure 5a: NAICS Categories of Responding Organizations, 2019 vs. Average 2016-2018

Category	2019	Ave 2016-18
Health Care, Social Assistance	12%	10%
Construction	11%	9%
Retail Trade	11%	12%
Accomodation, Food Service	10%	13%
Manufacturing	9%	12%
Professional, Science, Tech Services	6%	8%
Wholesale Trade	6%	3%
Other Services	6%	7%
Public Aministration	5%	4%
Arts, Entertainment, Recreation	5%	4%
Transport & Warehousing	4%	2%
Admin, Support, Waste Mgmt, Remediation	4%	3%
Education Services	4%	5%
Ag, Forestry, Fishing, Hunting	2%	4%
Finance & Insurance	2%	2%
Information	2%	1%
Real Estate, Rental, Leasing	1%	1%
Professional, Science, Tech Services	0.3%	0.0%
Utilities	0.3%	0.3%
Mining, Quarrying, Oil and Gas	0.3%	0.3%

Compared to the average over the 2016 – 2018 Diversity and Inclusion Surveys, the 2019 distribution of respondents broken down by NAICS category is broadly similar. Though not in the same order, the top five categories were the same in 2019 as the average over the 2016 – 2018 surveys. Though a small proportion of the distribution, the 2019 survey received twice the proportion of responses from organizations involved in wholesale trades and transport and warehousing and half the proportion from ag, forestry, fishing, and hunting as was the case over the 2016 – 2018 period.

Based on the data presented above, the organizations responding to the 2019 MadREP Diversity and Inclusion Survey appear to be quite similar to those responding in earlier years. The location of the organizations, where they are active, their age, number of employees, annual revenue and organizational type in 2019 were quite similar to those seen in earlier years.

Race and Age Data

The Diversity and Inclusion Survey gathers demographic data about the board of directors and total workforce (Table 3a) and top leadership and other supervisors (Table 3b).

Table 3a: 2019 Workforce Demographic Data					
	Board of Directors			**Total Workforce**	
Composition by Ethnicity, Race, and Gender	**(234 orgs.)** **Count: 1,055**			**(319 orgs.)** **Count: 15,214**	
	Male	Female		Male	Female
Hispanic/Latino	0.6%	0.7%		6.3%	3.3%
White	63.6%	31.6%		46.2%	36.4%
Black/African American	0.5%	0.9%		2.2%	1.8%
Native Hawaiian/Pacific Islander	0.1%	0.2%		0.2%	0.1%
Asian	0.9%	0.7%		0.8%	1.1%
American Indian/Alaska Native	0.2%	0.2%		0.2%	0.1%
Two or More Races	0.0%	0.0%		0.6%	0.7%
Composition by Age and Gender	**(181 orgs.)** **Count: 717**			**(261 orgs.)** **Count: 13,025**	
	Male	Female		Male	Female
Age 14-17	0.1%	0.1%		1.4%	1.6%
Age 18-24	1.3%	0.6%		7.5%	7.8%
Age 25-44	12.7%	11.3%		28.2%	19.2%
Age 45-64	38.8%	18.1%		17.7%	12.7%
Age 65+	13.1%	3.9%		2.4%	1.4%

Board of Directors. Slightly more than 4% of board of director positions were, in 2019, held by people of color (Table 3a). Only about 2% of board members are younger than 25 and nearly three-quarters are 45 or older. Whether based on race/ethnicity or by age, about two-thirds of board members are male and one-third are female.

Figure 6a (next page) shows that 87% of the responding organizations had no people of color on their boards of directors. Of the 13% who said there were people of color on their board, a majority either had between 11% and 25% (5%) or 26% to 50% (4%) of board members who are non-white. Asians (1.6% of board members), Black/African Americans (1.4%), and Hispanic/Latinos (1.3%) were the most common racial/ethnic groups represented on boards of directors.

Figure 6a: Organizations by Percent of People of Color on Board of Directors, 2019

None
87%

10% or less
1%

11% - 25%
5%

26% - 50%
4%

51% - 75%
1%

76% - 100%
2%
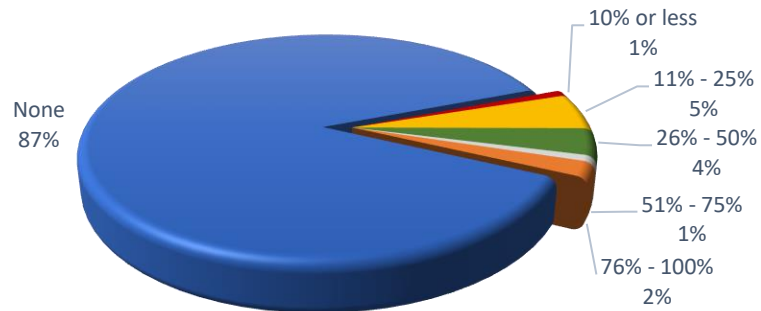
Only 30% of the boards of directors of participating organizations were all-male (Figure 6b). Women comprised between one-quarter and one-half of the boards at 47% of the organizations in the 2019 survey.

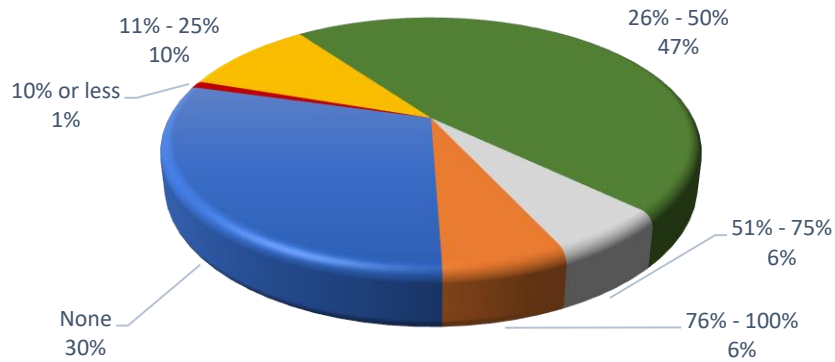Figure 6b: Organizations by Percent of Women on Board of Directors, 2019

11% - 25%
10%

10% or less
1%

26% - 50%
47%

51% - 75%
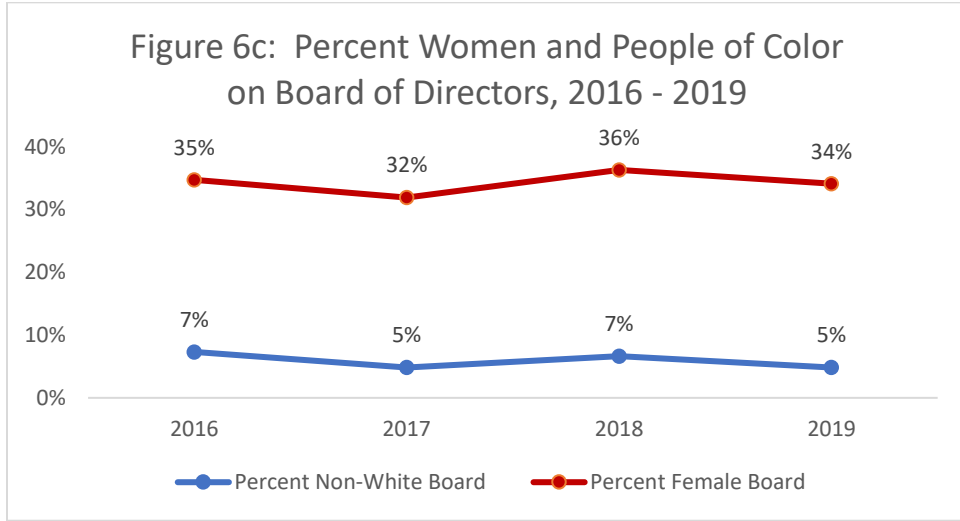6%

76% - 100%
6%

None
30%

Figure 6c (next page) indicates that the proportions of women and people of color on boards of directors have remained fairly consistent over the four years the Diversity and Inclusion Survey has been done.

Figure 6c: Percent Women and People of Color on Board of Directors, 2016 - 2019

Total Workforce. While white people held more than 95% of the board positions, they represented slightly less than 83% of the overall workforce in 2019 (Table 3a). Hispanic/Latino workers comprised nearly 10% of the total workforce at reporting organizations, Black/African Americans 4% and Asians less than 2%. Women were about 43% of the total workforce and men the other 57%. In terms of age, nearly half of the total workforce fell into the 25 – 44 age group. Interestingly, there were nearly as many in the 14 – 17 age group (3% of the total workforce) as in the 65+ age group (3.8%) in 2019.

Fewer than half the respondent organizations had no employees of color, and nearly one-quarter either had up to 10% people of color or between 11% and 25% (Figure 7a). Slightly more than 5% of the organizations in 2019 reported that a majority of their employees were people of color.
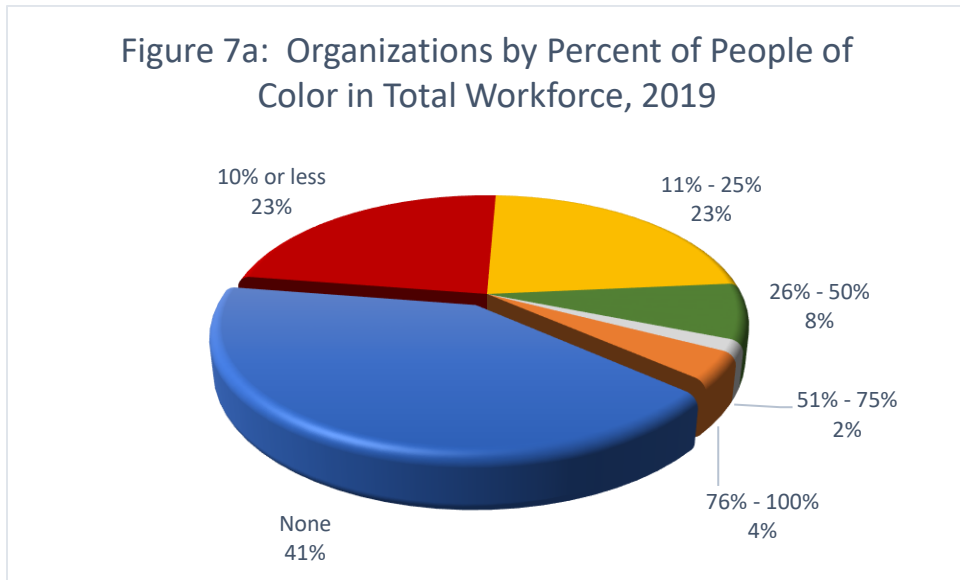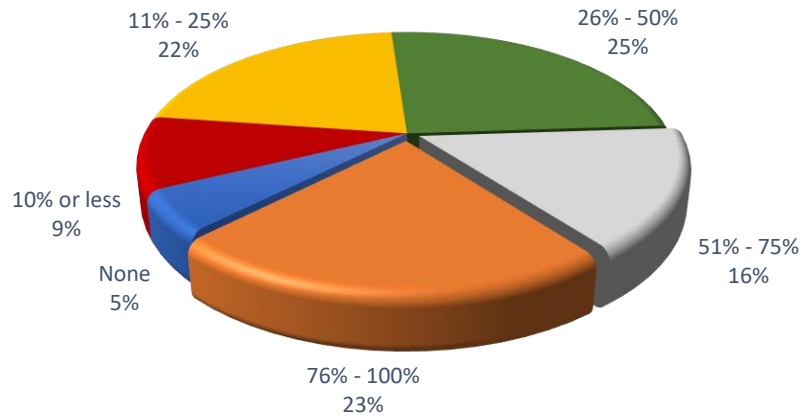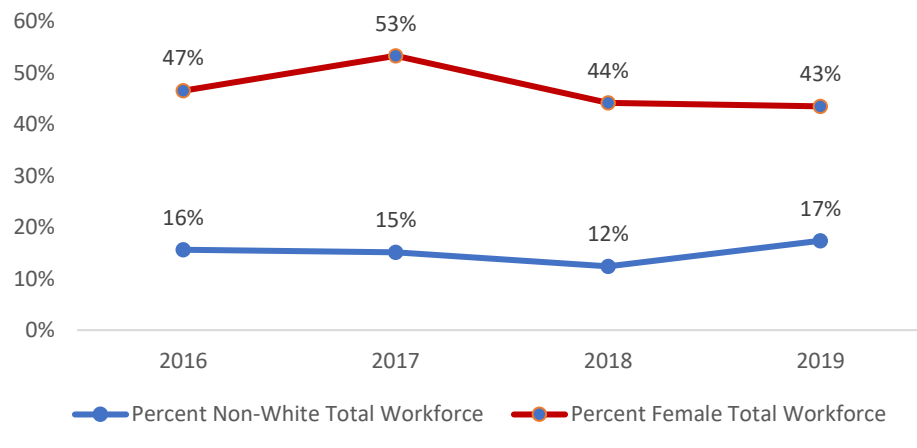

Figure 7a: Organizations by Percent of People of Color in Total Workforce, 2019

Figure 7b: Organizations by Percent of Women in Total Workforce, 2019

- 11% - 25% — 22%
- 26% - 50% — 25%
- 10% or less — 9%
- None — 5%
- 51% - 75% — 16%
- 76% - 100% — 23%

Very few firms had no female employees (5%) in 2019 (Figure 7b) and for nearly 40% of the responding firms, women made up a majority of the workforce.
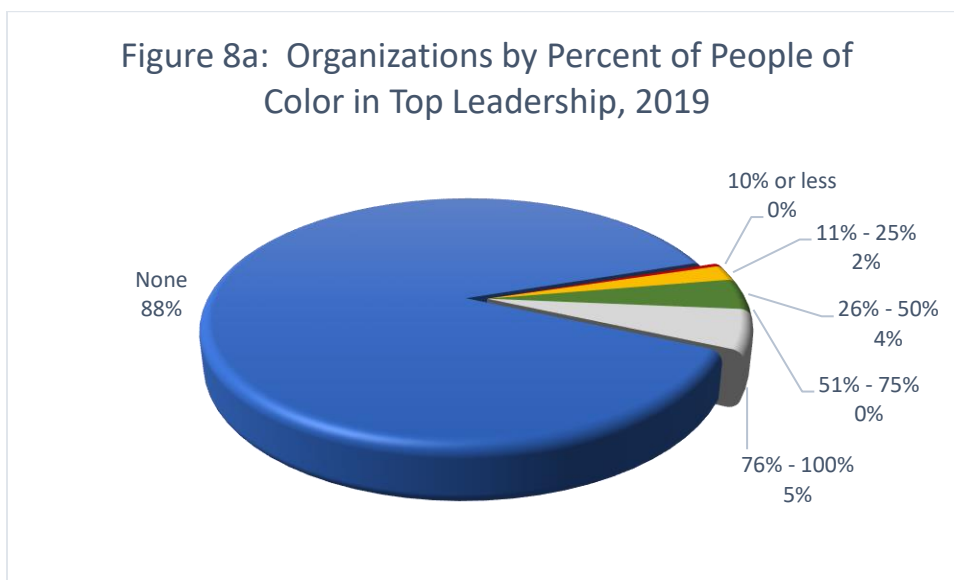
Figure 7c suggests that the proportion of women in the total workforce at participating organizations may be trending downward slightly. The proportion of the people of color in the total workforce was substantially higher in 2019 than one year earlier, but there does not appear to be a clear trend, up or down, for this indicator.

Figure 7c: Percent Women and People of Color in Total Workforce, 2016 - 2019
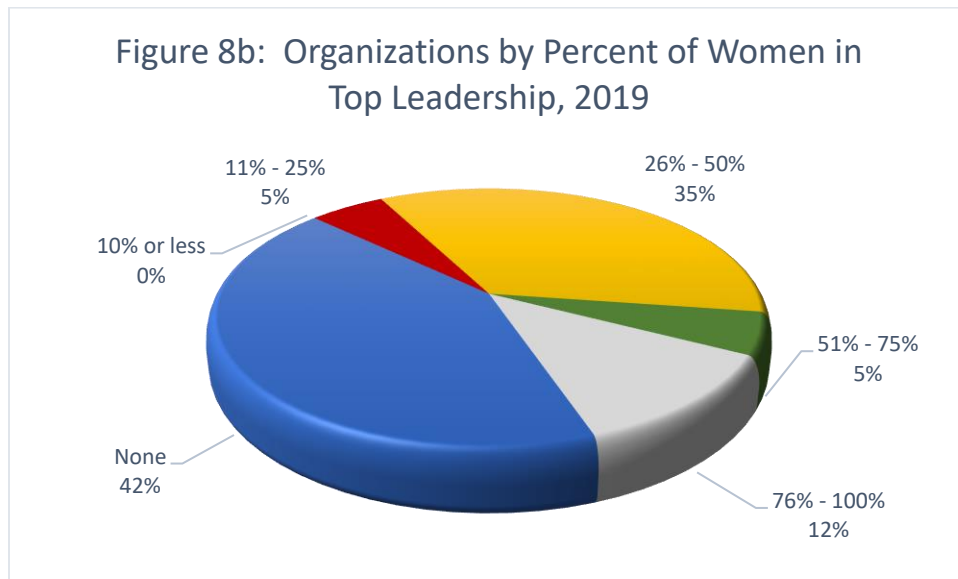
Percent Female Total Workforce:
- 2016: 47%
- 2017: 53%
- 2018: 44%
- 2019: 43%

Percent Non-White Total Workforce:
- 2016: 16%
- 2017: 15%
- 2018: 12%
- 2019: 17%

Top Leaders. For reporting organizations, 7.6% of the top leadership positions were held by people of color and approximately 35% by women in 2019 (Table 3b,). Most people of color holding top leadership positions in 2019 were Hispanic/Latinos. There were very few top leaders who were younger than 25; a majority were between 45 and 64 years of age.
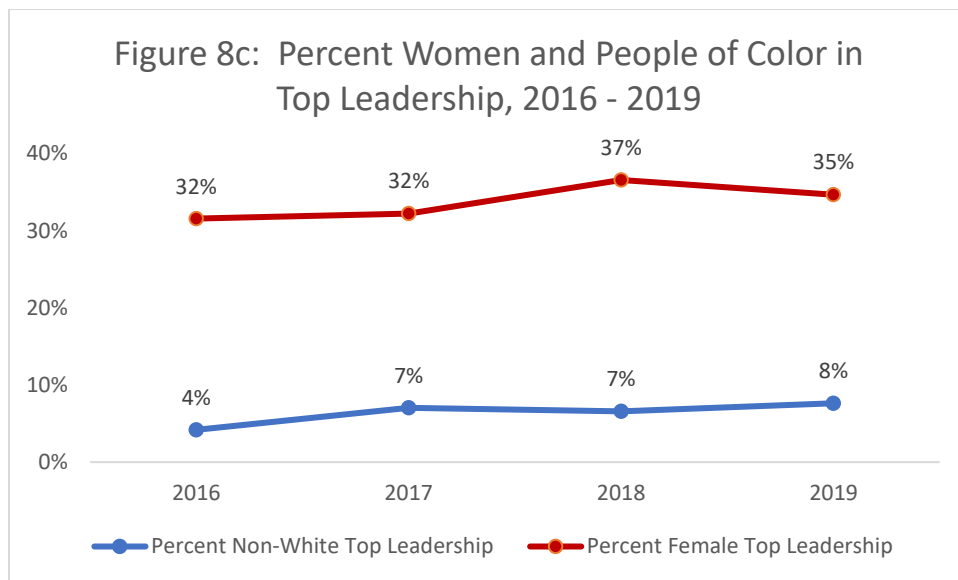
Table 3b: 2019 Workforce Demographic Data					
	Top Leadership			Total Workforce	
Composition by Ethnicity, Race, and Gender	(246 orgs.) Count: 721			(252 orgs.) Count: 1,567	
	Male	Female		Male	Female
Hispanic/Latino	2.4%	2.4%		3.2%	2.2%
White	61.4%	30.9%		47.9%	42.2%
Black/African American	0.3%	0.6%		1.6%	0.6%
Native Hawaiian/Pacific Islander	0.0%	0.0%		0.0%	0.1%
Asian	0.7%	0.8%		0.7%	0.5%
American Indian/Alaska Native	0.3%	0.0%		0.3%	0.2%
Two or More Races	0.3%	0.0%		0.2%	0.3%
Composition by Age and Gender	(185 orgs.) Count: 572			(194 orgs.) Count: 1,371	
	Male	Female		Male	Female
Age 14-17	0.0%	0.0%		0.0%	0.0%
Age 18-24	0.2%	0.0%		1.6%	0.6%
Age 25-44	16.1%	12.1%		23.9%	22.4%
Age 45-64	40.4%	19.8%		24.7%	23.8%
Age 65+	9.1%	2.4%		1.8%	1.3%

Figure 8a: Organizations by Percent of People of Color in Top Leadership, 2019

None 88%
10% or less 0%
11% - 25% 2%
26% - 50% 4%
51% - 75% 0%
76% - 100% 5%

The vast majority (88%) of organizations responding to the Diversity and Inclusion Survey in 2019 had no people of color in top leadership positions (Figure 8a). Interestingly, the next most common result was organizations in which more than 75% of the top leadership are people of color (5%).

Figure 8b: Organizations by Percent of Women in Top Leadership, 2019

- 11% - 25%: 5%
- 26% - 50%: 35%
- 10% or less: 0%
- 51% - 75%: 5%
- None: 42%
- 76% - 100%: 12%

More than 40% of responding organizations said they had no women in top leadership positions (Figure 8b), in about one-third women held between one-quarter and one-half of the top leadership posts, and in 17% a majority of top leadership was female.

Figure 8c: Percent Women and People of Color in Top Leadership, 2016 - 2019

Percent Female Top Leadership: 32% (2016), 32% (2017), 37% (2018), 35% (2019)

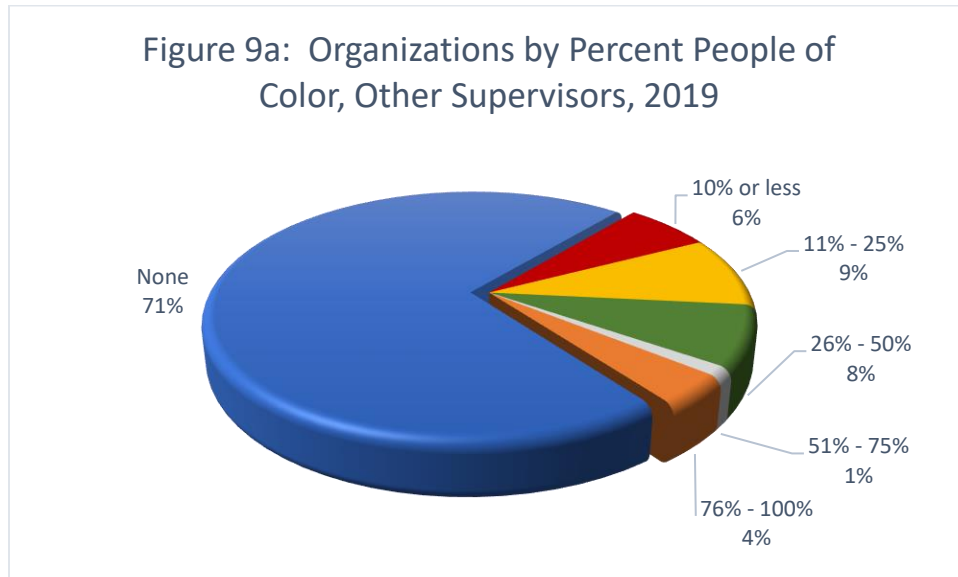Percent Non-White Top Leadership: 4% (2016), 7% (2017), 7% (2018), 8% (2019)

The percentage of women and people of color in top leadership positions (Figure 8c) both appear to be trending slightly upward. Both are, however, lower than the proportion of women and people of color in the overall workforce of responding organizations.
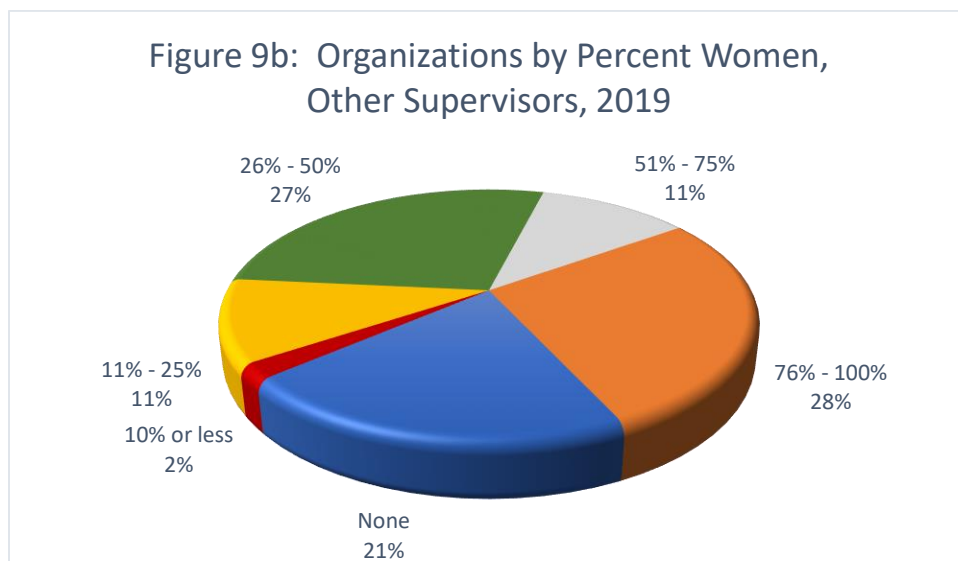
<u>Other Supervisors</u>.

Slightly more than 90% of the Other Supervisors in 2019 responding organizations were white (Table 3b). Of the nearly 10% who were people of color, more than half were Hispanic/Latinos and one-quarter were Black/African Americans. There were nearly as many women (46%) as men (54%) in the Other Supervisor category. Most Other Supervisors were in the 25 – 44 and 45 – 64 age categories with nearly equal proportions of men and women.
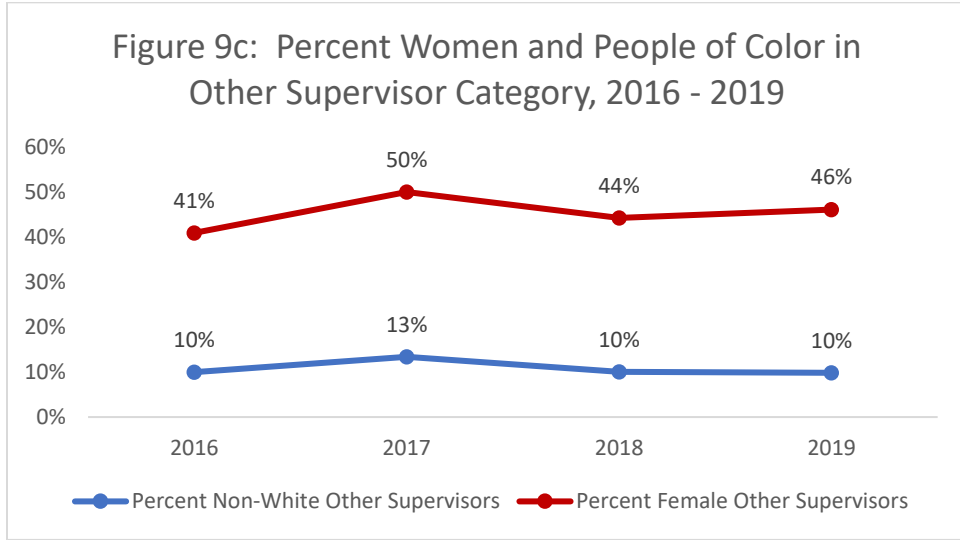
A large majority, 71%, of organizations had no Other Supervisors who were listed as people of color (Figure 9a). In 5% of organizations a majority of Other supervisors were people of color.

Figure 9a: Organizations by Percent People of Color, Other Supervisors, 2019

None 71%
10% or less 6%
11% - 25% 9%
26% - 50% 8%
51% - 75% 1%
76% - 100% 4%

Twenty-one percent of the responding organizations had no women in the Other Supervisor category (Figure 9b). In more than one-third of the 2019 responding organizations, in contrast, a majority of Other Supervisors were women.

Figure 9b: Organizations by Percent Women, Other Supervisors, 2019

26% - 50% 27%
51% - 75% 11%
76% - 100% 28%
11% - 25% 11%
10% or less 2%
None 21%

Figure 9c: Percent Women and People of Color in Other Supervisor Category, 2016 - 2019
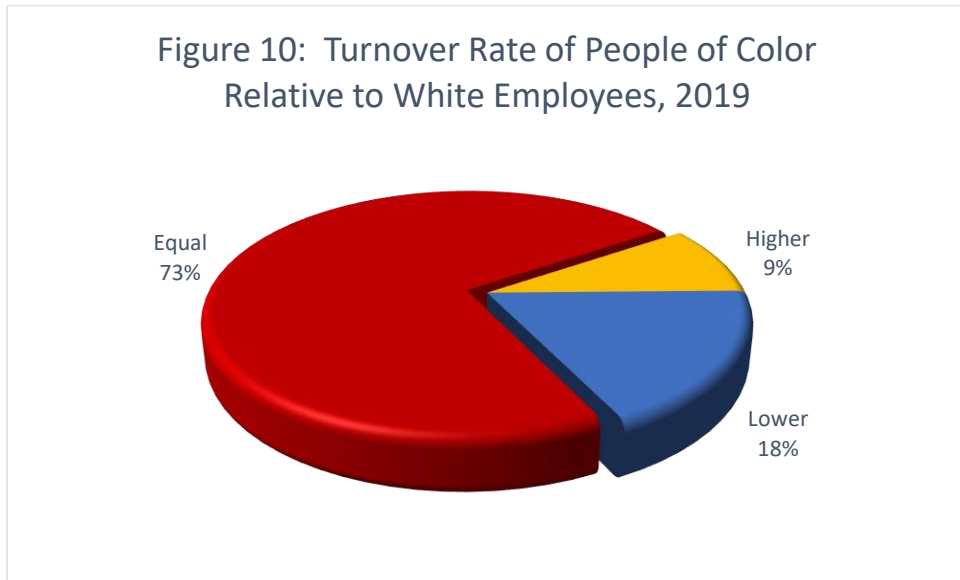
The proportion of Other Supervisors identified as people of color has been fairly consistent at about 10% over most years in the 2016 – 2019 period. While the proportion of female Other Supervisors has varied over this period, there is no clear trend over time.

Organization Factors

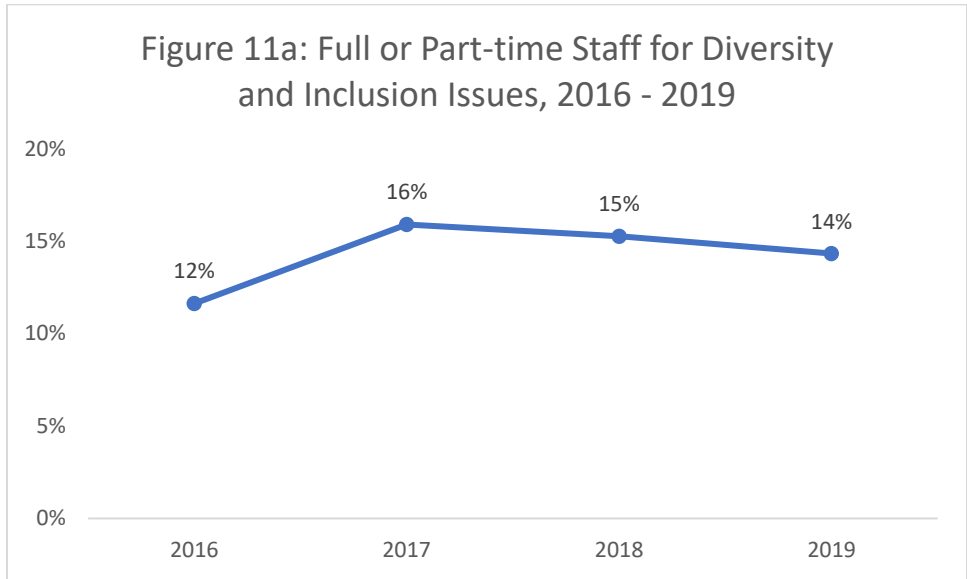Figure 10: Turnover Rate of People of Color Relative to White Employees, 2019

Nearly three-quarters of the responding organizations said the turnover rate of people of color was the same as for white employees. Of those who noted a difference, twice as many said the turnover rate of people of color was lower than for white workers as said their turnover rate was higher.

Figure 10a: Percent Organization Reporting Higher Turnover Rate for Employees of Color vs. White Employees, 2016 - 2019
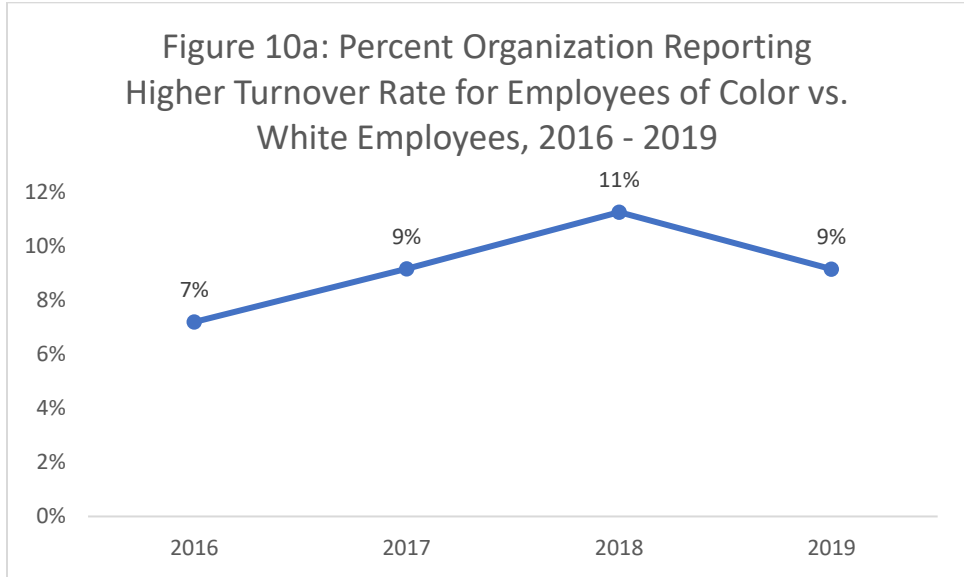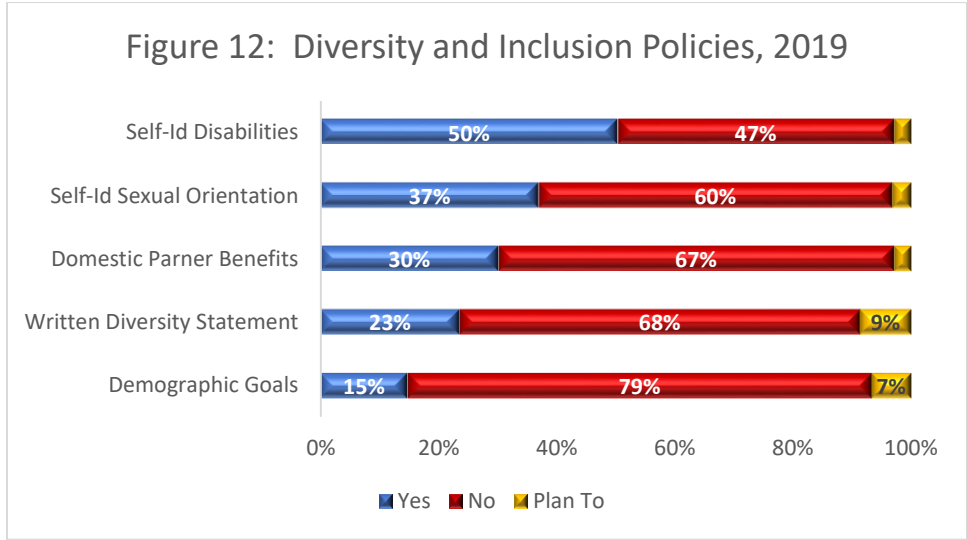
After three years of increases, 2019 saw a decline in the proportion of respondents saying their employees of color had a higher turnover rate than their white ones.

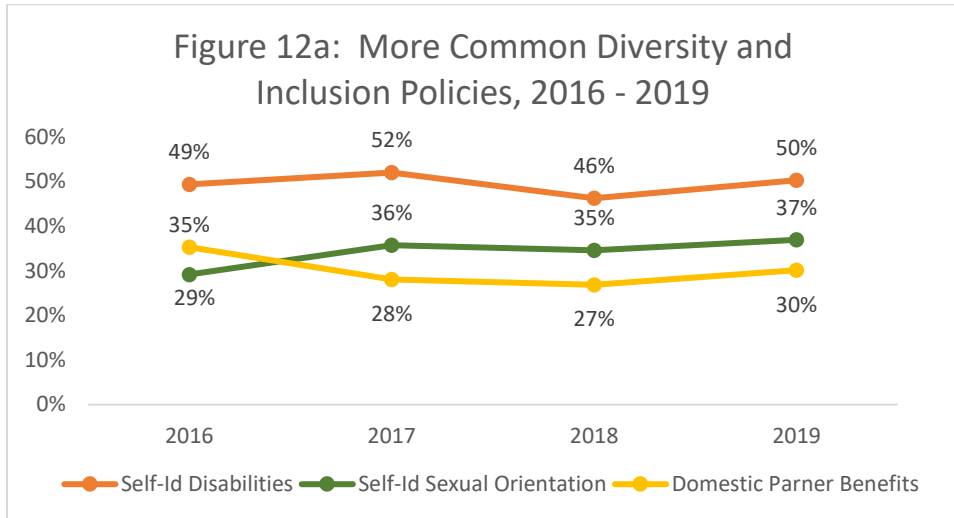Figure 11: Diversity and Inclusion Staff, 2019
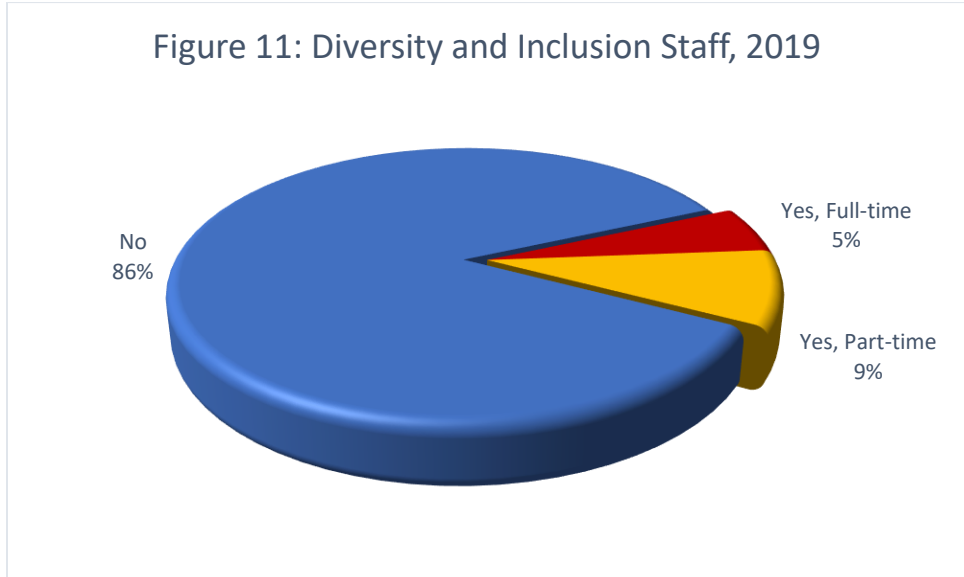
Only 14% of the 2019 responding organization have someone on staff dedicated to diversity and inclusion issues. Of organizations with diversity and inclusion staff, nearly two thirds have a part-time position and one-third a full-time person.

Figure 11a: Full or Part-time Staff for Diversity and Inclusion Issues, 2016 - 2019

Year	Value
2016	12%
2017	16%
2018	15%
2019	14%

For the second year in a row, there was a slight decline in the proportion of responding organizations who have at least a part-time staffer focused on diversity and inclusion issues.

Figure 12: Diversity and Inclusion Policies, 2019

Policy	Yes	No	Plan To
Self-Id Disabilities	50%	47%	
Self-Id Sexual Orientation	37%	60%	
Domestic Parner Benefits	30%	67%	
Written Diversity Statement	23%	68%	9%
Demographic Goals	15%	79%	7%

In 2019, about half the responding organizations offer employees the option of self-identifying their disabilities, a bit more than one-third offers the option of self-identifying their sexual orientation, 30% offer domestic partner benefits, about one-quarter have a written diversity statement and fewer than one-in-five have demographic goals for their workforce (Figure 12).

Figure 12a: More Common Diversity and Inclusion Policies, 2016 - 2019

49%   52%   46%   50%
35%   36%   35%   37%
29%   28%   27%   30%

2016   2017   2018   2019

Self-Id Disabilities   Self-Id Sexual Orientation   Domestic Parner Benefits

Consistently, about half the responding organizations offer their employees the option of formally self-identifying their disabilities (Figure 12a). The proportion allowing employees to self-identify their sexual orientation has been slightly more than one-third the past three years. Slightly less than one-third have offered domestic partner benefits.

Figure 12b: Less Common Diversity and Inclusion Policies, 2016 - 2019

15%   23%   22%   23%
11%   16%   17%   15%

2016   2017   2018   2019
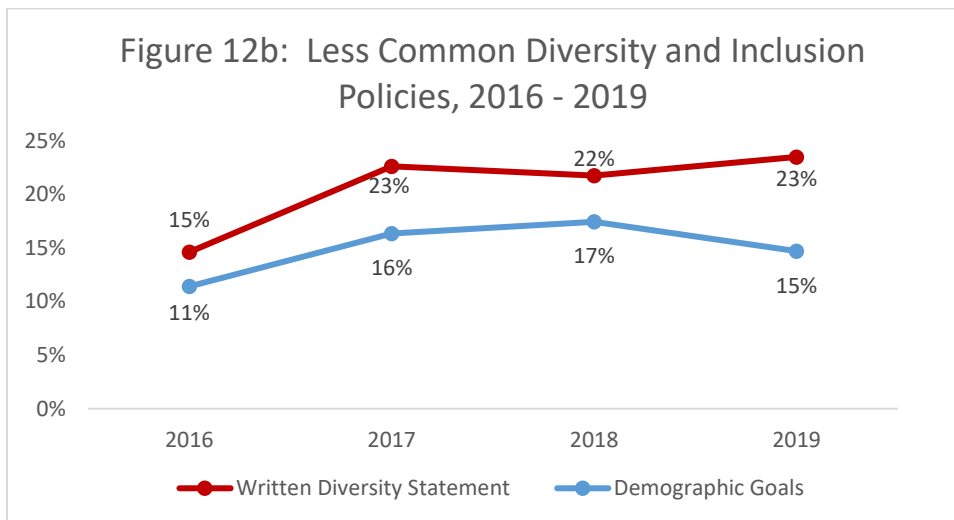
Written Diversity Statement   Demographic Goals

Figure 12b shows that it is less common for organizations to have a written diversity statement; since 2017 about one-quarter have one. Even fewer have said they set demographic goals for their workforce; since 2017 between 15% and 17% have such goals.

Figure 13: Organization Has Supplier Diversity Program, 2019

No 97%

Yes 3%
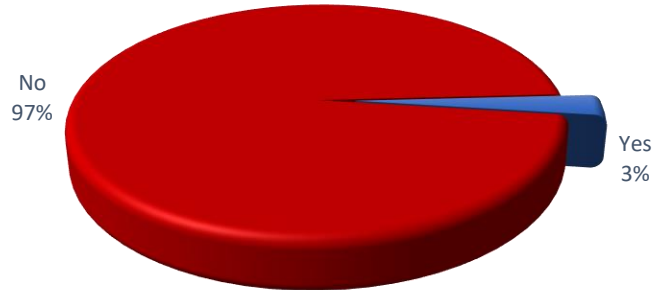
In 2019, it was very rare for an organization to have a supplier diversity program. Only 3% (10 organizations) had such a program (Figure 13).

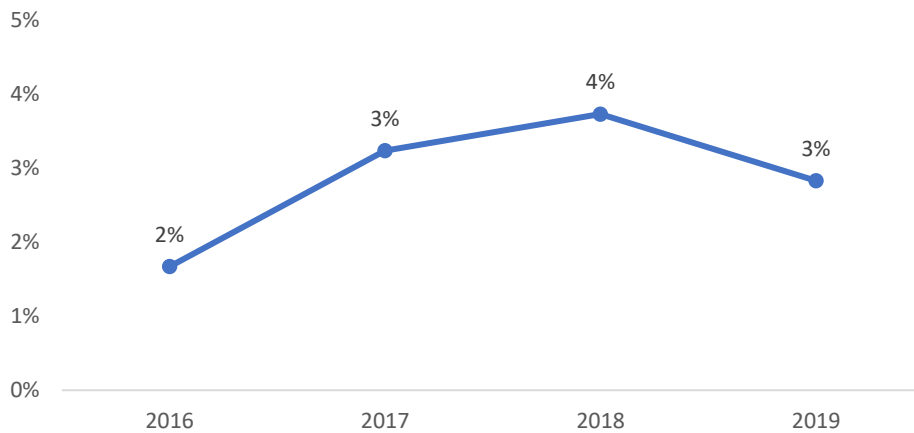Figure 13a: Percent Organizations with Supplier Diversity Program, 2016 - 2019
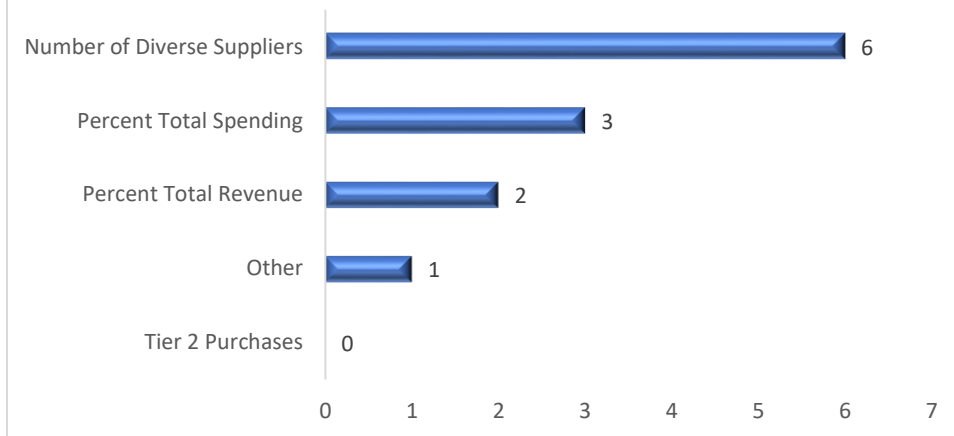
- 2016: 2%
- 2017: 3%
- 2018: 4%
- 2019: 3%

Figure 13a indicates that the proportion of organizations with a supplier diversity program has been quite low in all four years in which the Diversity and Inclusion Survey was administered. The proportion with such a program has, essentially, been flat over this 4-year period.
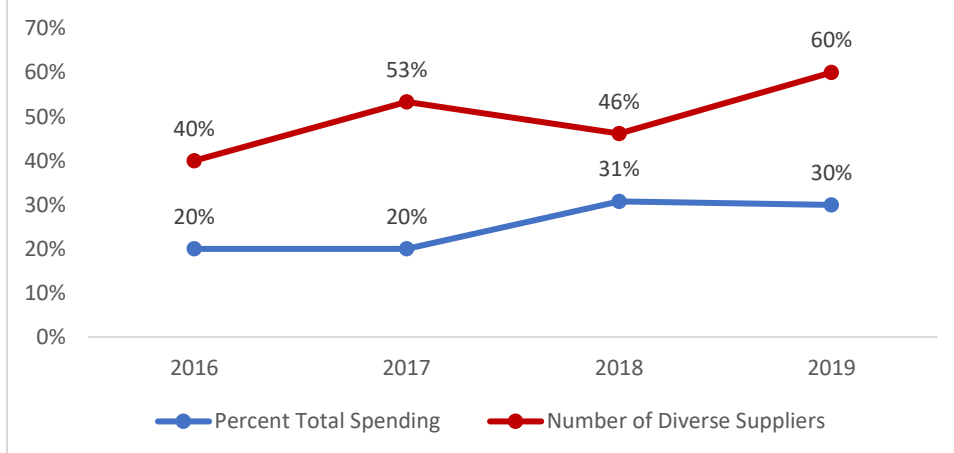
Figure 14: Number of Organizations Using Metrics to Track Supplier Diversity Program, 2019

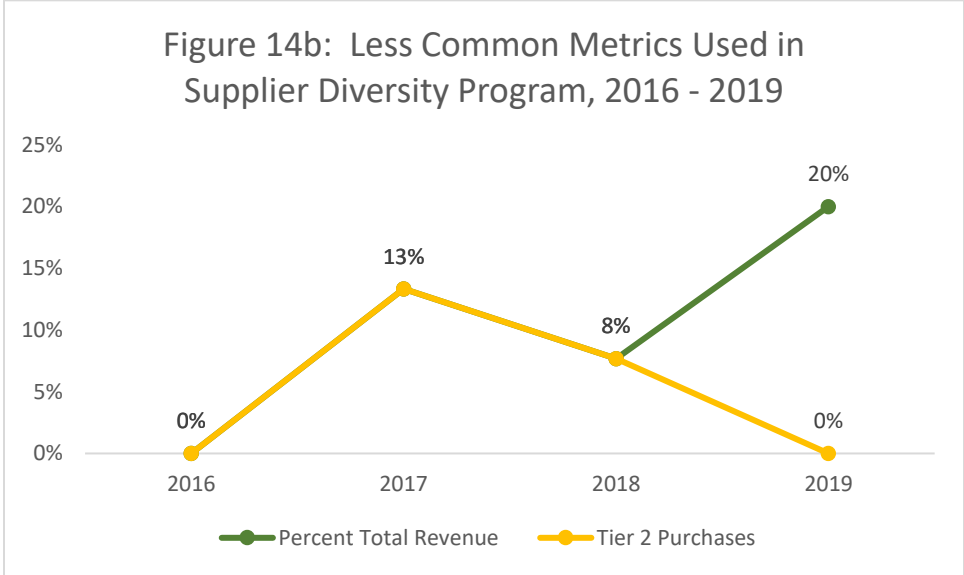| Metric	Count
Number of Diverse Suppliers	6
Percent Total Spending	3
Percent Total Revenue	2
Other	1
Tier 2 Purchases	0

A majority of the 10 organizations in 2019 that said they have a supplier diversity program measure their progress on this goal in terms of the number of diverse suppliers they have. None of the organizations with a diversity supplier program used Tier 2 Purchases to measure their progress with respect to this goal. The one "other" response did not specify what that program was.

Because very few organizations said they had a supplier diversity program in any of the four years during which the Diversity and Inclusion Survey has been conducted, the results in Figures 14a and 14b are probably not very reliable. But, based on the limited data available, it appears that it is more common to measure the degree to which the supplier diversity program has been successful in terms of the percent of total spending going to those firms and the number of diverse suppliers used.

Figure 14a: More Common Metrics Used in Supplier Diversity Program, 2016 - 2019

Year	Percent Total Spending	Number of Diverse Suppliers
2016	20%	40%
2017	20%	53%
2018	31%	46%
2019	30%	60%

Figure 14b: Less Common Metrics Used in Supplier Diversity Program, 2016 - 2019

In Figure 14b, the percent using the percent of total revenue and Tier 2 purchases to measure the effectiveness of the organization's supplier diversity program were identical in 2016 through 2018. So, the green line for the percent of total revenue is hidden by the gold line for Tier 2 purchases. Neither of these metrics appear to be used very often by organizations in the MadREP region.

Organizations in the MadREP region were asked if they 'have any other initiatives to develop spending with historically underutilized businesses, including minority-owned, women-owned, veteran-owned, LGBT-owned and service disabled veteran-owned organizations?' Figure 15 indicates that, in 2019, a bit more than one out of ten responding organizations said they did have such initiatives. Interestingly this is more than three-times the number that said they have a supplier diversity program (Figure 13).

Figure 15: Other Initiatives to Develop Spending with Historically Underutilized Businesses, 2019

Figure 15a: Percent Orgs with Spending Initiatives for Hist Underserved Businesses, 2016 - 2019
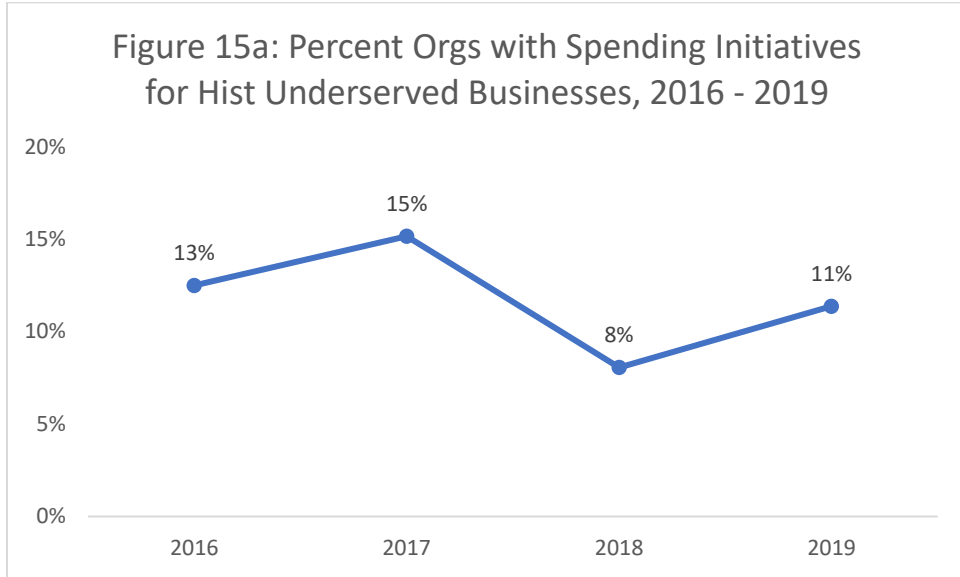
Figure 15a indicates that the proportion of organizations with programs to increase spending with historically underserved businesses rebounded in 2019 compared to 2018 but fell slightly below the levels observed in 2016 and 2017.

Community Engagement

Organizations were told that there were many ways to support underrepresented communities and asked if their organization had a foundation or budget line for charitable donations, if they sponsor volunteer days/gave their employees time off to volunteer, if they match their employees' charitable contributions or have other initiatives to support underrepresented communities. 221 organizations responded to this question.

Figure 16: Organizations' Community Engagement Activities, 2019
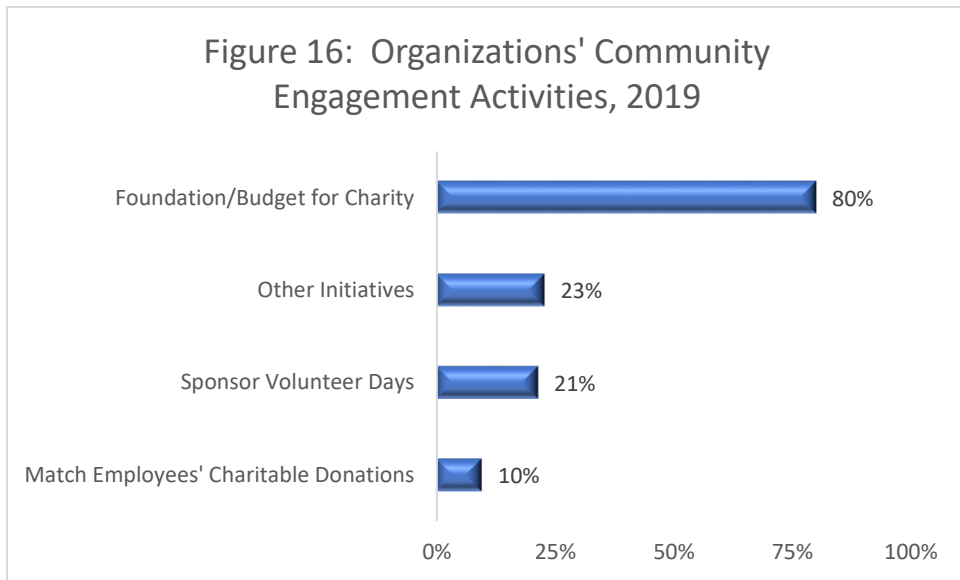
A large majority of the organizations that responded to the 2019 Diversity and Inclusion Survey reported that they have a foundation or budget line for charitable giving (Figure 16). About one-in-five have other initiatives or sponsor volunteer days. In the Other Initiatives, many of the responses noted specific forms of charitable giving but also included sponsoring internships, donating goods, hosting events, and fundraising efforts. Relatively few organizations match the charitable contributions of their employees.

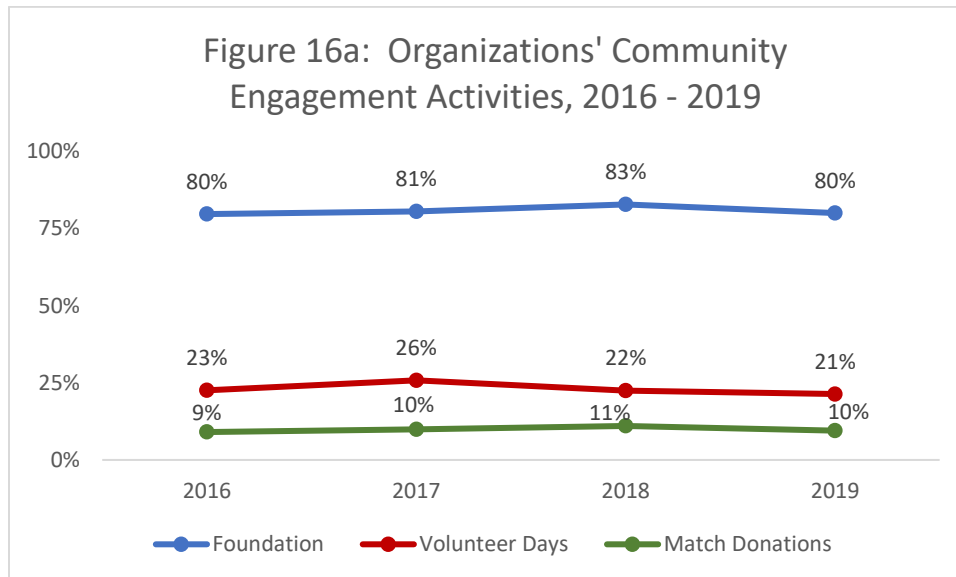Figure 16a: Organizations' Community Engagement Activities, 2016 - 2019

Figure 16a shows that there has been relatively little variation over time in the level of community engagement by organizations in the MadREP region. Consistently, four out of five organizations reported that they have a foundation or a budget line for charitable contributions, about one-in-five sponsor volunteer days and about one-in-ten match their employees' charitable contributions. Because of their disparate nature, "Other Initiatives" were not included in Figure 16a.