

# Vault DEI Scorecard

July 2020 - June 2021



Vault launched a DEI initiative in July 2020 with the objective of creating a more diverse and informed workforce, and in turn, a stronger agency that fosters a sense of equality and belonging, truly delivers the best possible work to our clients and is deliberate about supporting BIPOC and other disenfranchised groups.

Vault's DEI committee identified six short-term goals for year one. DEI sub-committees and agency leadership worked throughout the course of the year to achieve these goals.

- Implement trainings on DEI topics
- Develop a protocol for how and when to address sensitive local, national and worldwide DEI-related issues with staff
- Assess where we are with DEI efforts to set benchmarks and goals
- Start Vault DEI Media Club to promote ongoing education on DEI-related topics
- Develop recruitment strategy to increase diversity in staff
- Support businesses owned by BIPOC and other marginalized groups

## Training Sub-Committee

The training sub-committee partnered with EQuicentric Consulting to lead staff in four foundational training workshops: Implicit Bias, Diversity, Equity and Inclusion. In addition, the sub-committee offered a two-part Word Choice training to staff, developed an accompanying glossary and compiled resources for staff on Teams.

**Goal:** Implement trainings on DEI topics

**Assessment:** **ACCOMPLISHED** ONGOING NOT MET



6 trainings offered

- 4 led by outside facilitators
- 2 led by Vault DEI Committee



10.5 hours of training offered to staff



Presented opportunities for staff to attend outside trainings and events



Attendance per session:

Vault DEI Staff Training Parts 1 & 2 | 44 (Mandatory)

Vault DEI Staff Training Parts 3 & 4 | 43 (Mandatory)

Word Choice Training Part 1 | 39

Word Choice Training Part 2 | 37

## Employee Relations Sub-Committee

The employee relations sub-committee keeps a pulse on DEI-related local, national and worldwide events that may negatively impact staff. An external issue response worksheet was developed to evaluate issues and determine whether they merit staff-wide communications.

**Goal:** Develop a protocol for how and when to address sensitive local, national and worldwide DEI-related issues with staff

**Assessment:** **ACCOMPLISHED** ONGOING NOT MET



Issues vetted | 2

- Violence against Asian Americans
- Israel/Palestine conflict



Issues addressed with staff | 2

## Survey/Self-Assessment Sub-Committee

The survey/self-assessment sub-committee worked to establish benchmarks and protocols for tracking measurable outcomes related to DEI over time and support internal policy changes that advance equity and inclusion. Vault joined the Diversity Action Alliance and submits aggregated staff demographic survey results each year to aid in measuring the PR industry's effectiveness in recruiting and retaining diverse talent. The committee successfully established a benchmark and will work to set goals informed by industry peers and best practices.

**Goal:** Assess where we are with DEI efforts to set benchmarks and goals

**Assessment:** ACCOMPLISHED **ONGOING** NOT MET



Reviewed and recommended changes to handbook related to:

- Inclusive language
- PTO policies
- Parental leave policies



Deployed 3 surveys and shared results with staff

DEI Attitudes Survey | September 2020

36 responses | 83.7% response rate

Key learnings from staff:

- Desire for more information about DEI-related policies and current recruitment efforts
- Need to focus on recruitment and diversifying staff
- Want regular communication about goals/progress and diversity of staff
- Appreciate transparency and candidness about where we are
- Want follow through/long-term commitment to DEI and meaningful changes
- Need to consider religious holidays/staff members with religious beliefs outside of Christianity

Staff Demographics Survey | November 2020

42 responses | 95.5% response rate

- Measured staff diversity in 2019

Staff Demographics Survey | May 2021

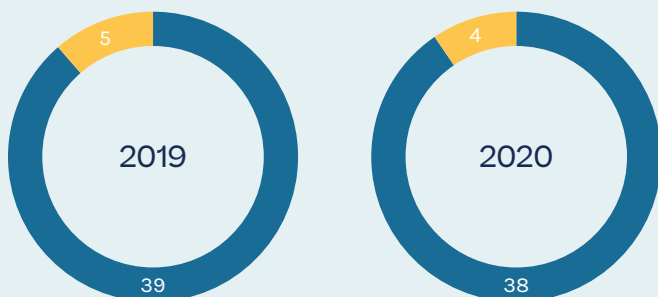
38 responses | 90.5% response rate

- Measured staff diversity in 2020

## Demographics

Gender Breakdown of Employees

● Women ● Men



Ethnic/Racial Breakdown of Employees

● White ● Asian  
● Black or African American ● Hispanic or Latino



## DEI Media Club Sub-Committee

The DEI Media Club was created to connect staff to a variety of DEI-related media recommendations with the goal of continuing education through meaningful discussions in a safe and collaborative environment. On a bi-monthly basis, discussions are hosted on a wide variety of important topics through various forms of media, including podcasts, documentaries, TV shows, movies and articles. Additionally, the DEI Media Club is responsible for updating staff on various DEI-related topics, recognition days and holidays throughout the year and provides media resources for staff to learn more.

**Goal:** Start Vault DEI Media Club to promote ongoing education on DEI-related topics

**Assessment:** **ACCOMPLISHED** ONGOING NOT MET



### Media selections:

- 13th (Documentary)
- Uncomfortable Conversations with a Black Man (Short Video Series)
- Unlocking Us: Brené Brown with Ibram X. Kendi on How to Be an Antiracist (Podcast)
- Disclosure (Documentary)
- We Need to Talk About Anti-Asian Hate (Documentary)

**Total discussions | 5**

**Average participants per discussion | 21.2**

**Discussion with highest attendance |** Tied between September and October 2020 (13th, Uncomfortable Conversations with a Black Man); 23 participants

**Total Staff Updates | 10**

## Recruitment Sub-Committee

The recruitment sub-committee worked to diversify how and where we look for talent, be intentional about seeking out candidates from underrepresented groups and create standard procedures for recruiting and interviewing based on DEI best practices. The sub-committee introduced a new practice of interviewing at least two candidates from underrepresented groups before making a hire and launched a college recruitment program aimed at building a pipeline of future employees from underrepresented groups.

**Goal:** Develop recruitment strategy to increase diversity in staff

**Assessment:** ACCOMPLISHED **ONGOING** NOT MET



**Interviews conducted | 43**



**Percentage of the time that diverse candidate evaluation metric was met before making a hire | 100%**



**College program attendees | 16**



**Schools invited to college program | 38**



**Schools represented at college program | 7**



**Applicants recruited through college program | 2**

## LEAP Program

Vault launched LEAP (Legacy Entrepreneur Advancement Project) to advance diversity, equity and inclusion in the business community of Greater Philadelphia and to actively support the economic growth and momentum of Black entrepreneurs in our hometown. In its inaugural year, LEAP has focused on Darrell Alston, Chief Executive Officer and Founder of Bungee Brand, a manufacturer of sneakers and apparel. Through LEAP, Darrell Alston has received a grant for more than \$100,000 in complimentary marketing, PR, digital and design services from Vault to use throughout 2021 in support of his business.

**Goal:** Support businesses owned by BIPOC and other marginalized groups

**Assessment:** **ACCOMPLISHED** ONGOING NOT MET

