



# Diversity, Equity, and Inclusion

2022 Report





## Fostering a culture of belonging

DAC has always been committed to creating a workplace of diversity, equity, and inclusion where everyone has equal opportunities and support. We aim to understand, appreciate, and, celebrate our differences so we can create a positive work environment for all our employees. **At DAC, we believe that diversity drives our success as an agency.**

### Organizations that are diverse are:

- More innovative
- More successful at recruiting and retaining talent
- Regarded better by their community
- More financially successful

# A note from Norm

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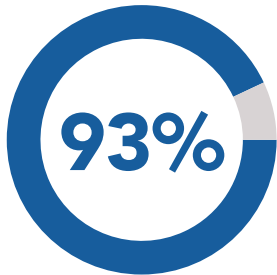
DAC's values are and have always been inclusive and expansive. We have a zero-tolerance policy against racism or any other kind of discrimination. Our first responsibility is to our team members, to provide a safe and welcoming environment — both physically and emotionally — regardless of race, ethnicity, gender, sexual orientation, or belief. The DAC community stands for respect, inclusion, equal opportunity, diversity, and individuality. As a progressive organization, we are continuously updating our policies and activities to make a difference.

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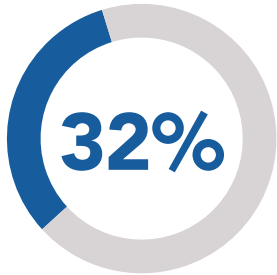
**- Norm Hagarty,**  
CEO and Managing Partner



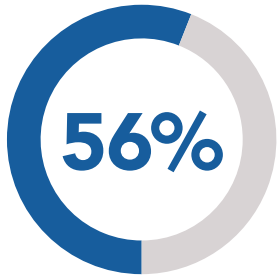
## DAC at a glance



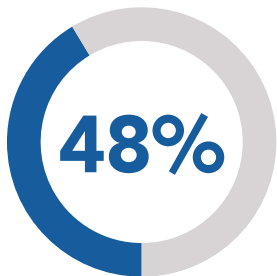
of DAC's employees agree that **the company is diverse**



of DAC's employees are **BIPOC**  
(Black, Indigenous, and People of Color)



of DAC's employees **are women**



of **management positions** are held by **women**



# OUR INITIATIVES

## DAC's DEI Committee

We created a DEI Committee comprised of staff from all DAC offices and levels of the organization to help us move forward with DEI strategies in our workplace. The DEI Committee's mission is to create and promote a safe space for our team members to be their authentic selves and thrive as individuals; a place for our employees to feel like they belong.

In other words, **we want our staff to be themselves.**



We have several committed individuals who have made our first few months building the foundation of the committee a success—and we're actively working to onboard more members to expand our group.





## Mandatory Diversity, Equity, and Inclusion training

Each new employee at DAC participates in an interactive training session where small groups will explore topics of cross-cultural communication, radical listening, and have the opportunity to share their thoughts and stories in a safe place to get a sense of different perspectives.

**Our goal is to encourage and facilitate a safe and open space for people to communicate.** As such, this training is designed to not only expose team members to new concepts and fresh thinking but provide a sounding board to communicate with one another on a human level.

## Partnership with The Mom Project

DAC has partnered with The Mom Project to foster inclusivity in the workplace. We believe in hiring all types of talent that contribute to our business success, and moms are a fundamental piece of that success.

According to The Mom Success Factor, having moms in the workplace leads to:

- 40% greater retention by staying with their current employer for the next year
- 18% more favorable employee well-being experiences
- 81% more favorable for encouraging collaboration

**THEMOMPROJECT**

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**We believe that having a diverse workforce is better for business. This partnership is just one piece of our commitment to equity, diversity, and inclusion at DAC.**

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**Kiran Prashad,**

Executive Vice President and mom of two

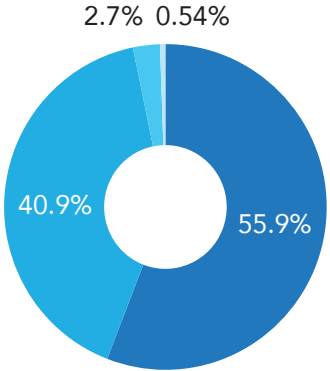
# REPRESENTATION

From our 2022 self-identification survey, we analyzed our current demographic data and have created these graphs to depict diversity at DAC.

**8% of employees identify as veterans**

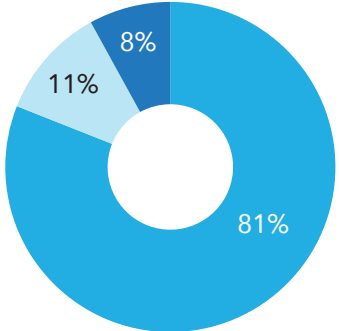
**4% of employees indicate they have a disability**

**Gender identity**



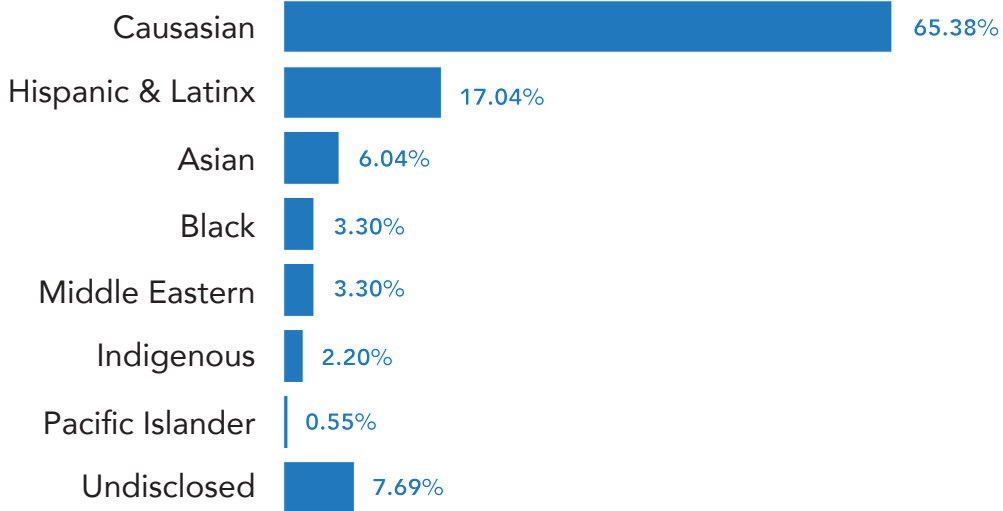
- Female
- Male
- Prefer not to answer
- Other

**Employees who identify as LGBTQ2+**



- Yes
- No
- Prefer not to answer

**Ethnicity**





# GOALS

In our ongoing commitment to strengthening our DEI efforts, we are constantly looking for ways to improve and engrain DEI into the culture of our organization. Our goals for 2022 are:

## 1. Communication

- a. Communicate with employees regularly with intent to engage, support, and educate

## 2. Social guidelines

- a. Develop and share DEI social guidelines, defining standards for events and calendar celebrations

## 3. Diverse teams

- a. Promote DEI efforts internally and externally to build awareness
- b. Support DEI messaging and efforts on our websites, social media, recruitment

## 4. Employee feedback and surveys

- a. Implement a 100% anonymous feedback channel, allowing staff to share DEI inspiration or issues as they occur
- b. Conduct annual DEI surveys to track progress

## 5. Employee involvement

- a. Explore developing employee resource groups (ERGs)
- b. Continuously grow and engage the DEI Committee





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