



VALUING DIFFERENCES, PROMOTING INCLUSION

United Way for Southeastern Michigan

Diversity and Inclusion Annual Report

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Executive Summary

United Way for Southeastern Michigan is dedicated to improving lives and communities, and we understand that our success is linked in large part to our ability to be inclusive of all populations throughout our region.

Our Diversity and Inclusion Committee was formed in November 2006 to lead this work. We want to build upon the relationships we have with diverse populations across Wayne, Oakland and Macomb counties, as well as establish new connections with individuals and communities we have not had before. We know that to do so successfully, we must deepen our knowledge of the variety of cultures that make up our diverse region and be more attentive to their respective concerns.

The Diversity and Inclusion Committee is a cross-functional team leading the organization through a process that will enhance internal and external capabilities so that diversity and inclusion becomes engrained in everything we do, with everyone we serve, in every community in which we have a presence. This is the second annual report of that ongoing work.

Since launching, the committee has strategically laid a foundation for its future success by devoting ample attention to increasing the diversity and inclusion awareness among staff and establishing a baseline from which progress can be measured. That process includes a series of formal and informal activities and events linked to diversity and inclusion related subjects, and informal efforts to spark dialogue. Those efforts are highlighted in the pages that follow.

In February, the committee completed its second cultural audit, through which more than 100 employees shared their opinions on diversity and inclusion issues. The results of that audit are contained in this report. We also compare the results with those from the initial audit conducted in late 2007, and look at how diverse we are as an organization compared with the region overall.

The committee is working to complete its revised strategic plan and hopes to begin implementation by summer. In the meantime, we would like to thank everyone who has taken the time to participate in programs, share an opinion when asked, reach out to us with questions and encourage the work of the Diversity and Inclusion Committee. We look forward to continuing our journey with you.

The Diversity and Inclusion Committee

Ursula Adams
Trudie Brunson
Ron Carr
Rick David
Monica Esquivel

Bradford Frost
Doris Hendricks
Rodd Monts
Judy Muhn
Dona Ponepinto

Kerry Sharp
Rebeca Torres
Jessica Williams

The Diversity & Inclusion Case

To embrace diversity is to understand the various ways we are all alike and to respect and value the many ways that we are different. To be inclusive is to make a concerted effort to involve all people in what we do.

- UWSEM's Definition of Diversity and Inclusion

Fostering greater diversity and inclusion throughout UWSEM's internal and external operations will benefit both the organization and the communities we serve. If the Diversity and Inclusion Committee is able to successfully execute our plan, the organization will improve the quality of its workforce, become more effective at outreach to diverse populations across Southeastern Michigan, and gain a broader base of donors, advocates and volunteers.

We believe that to truly improve the lives of residents in our region we must first act collectively to assess the critical issues affecting Wayne, Oakland and Macomb counties. Through the Agenda for Change we are committed to fostering partnerships across all sectors in order to address community concerns before they become problems. In doing so, we create sustainable change.

By establishing the Diversity and Inclusion Committee, UWSEM facilitates greater progress on this work. The committee supports efforts to connect with the residents of our diverse community to help collaboratively tackle issues critical to our region, while highlighting the value of all individuals -- irrespective of race, cultural background, religious faith, age, sexual orientation, physical ability or other characteristics.

Ultimately, by leveraging the diversity of our region and enhancing the capacity of our workforce through greater inclusion, United Way for Southeastern Michigan will mobilize a larger population of residents in our region to improve our communities in measurable and lasting ways.

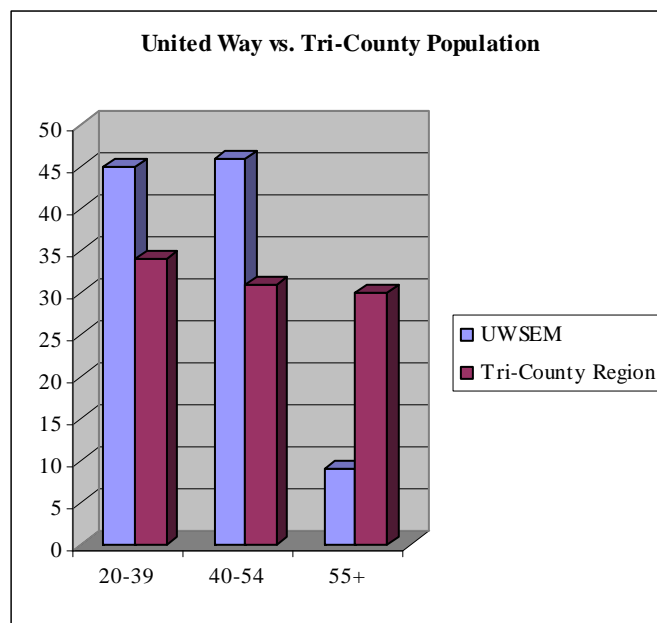
Our Workforce Compared to the Region

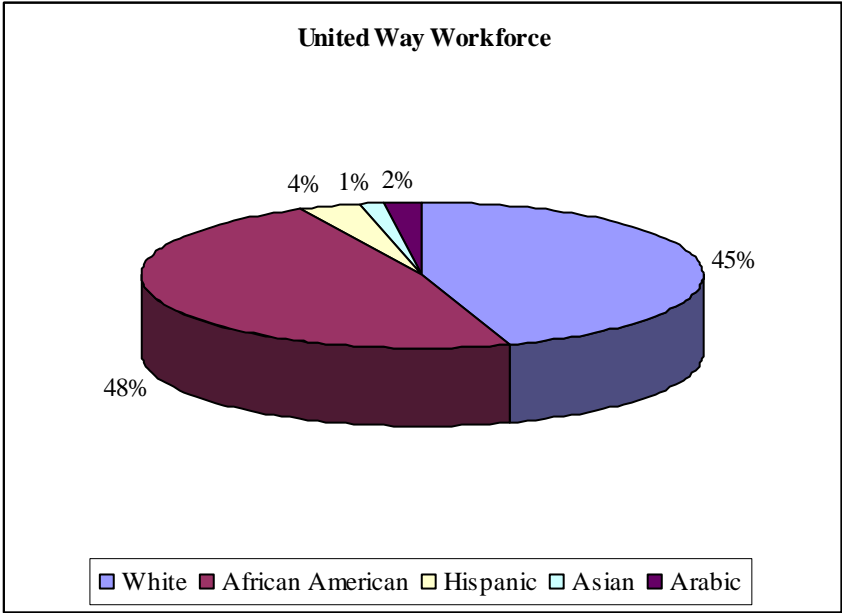
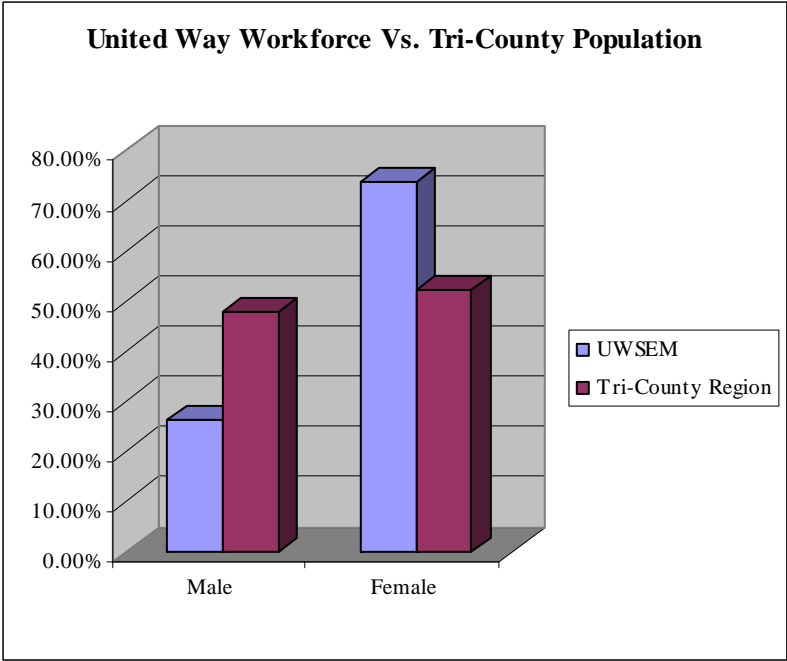
UWSEM first compiled and analyzed demographic data on the diversity and inclusiveness of its workforce in April 2007. The Human Resources department presented the results of that data to the organization's senior management team. The results of that analysis were used by leadership and HR to inform planning.

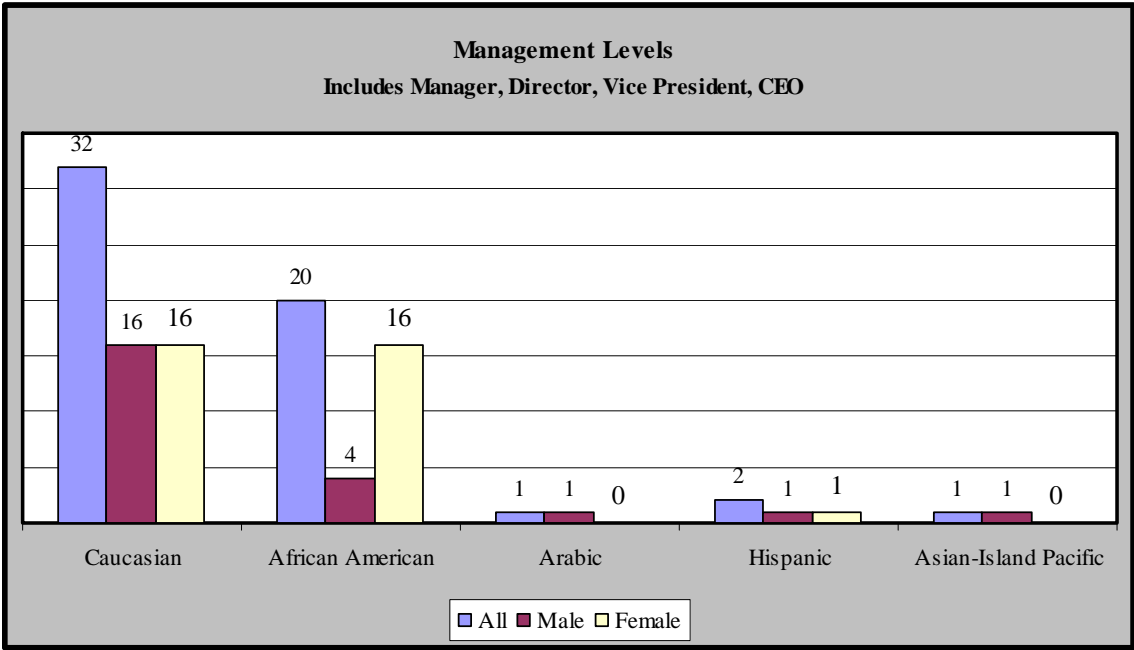
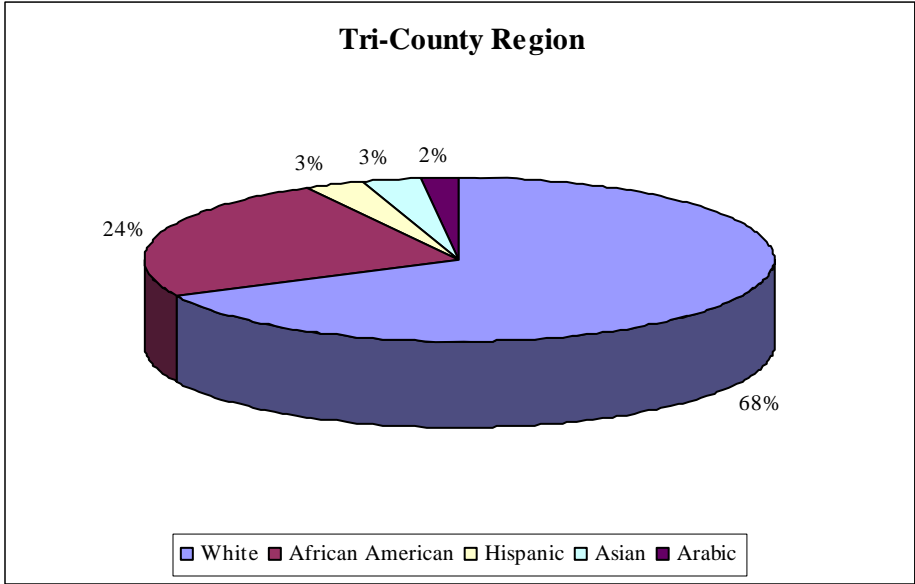
As part of our annual diversity and inclusion progress tracking, we recently reviewed our current organizational makeup and compared those figures to regional demographics for 2008. We found that UWSEM's workforce continues to closely reflect the diverse region we serve.

The charts that follow highlight that comparison, indicating similarities and differences. For instance, we continue to have high percentages of females (74 percent) and minorities (55 percent) in our workforce, and those numbers are higher than the averages across the tri-county area -- 52 percent female and 34 percent minority. The data also shows that while minorities are well represented in the workforce, most are African-American and numbers of Arabic, Hispanic and Asian/Pacific Islander staff members are relatively small. The percentages reflect the regional makeup.

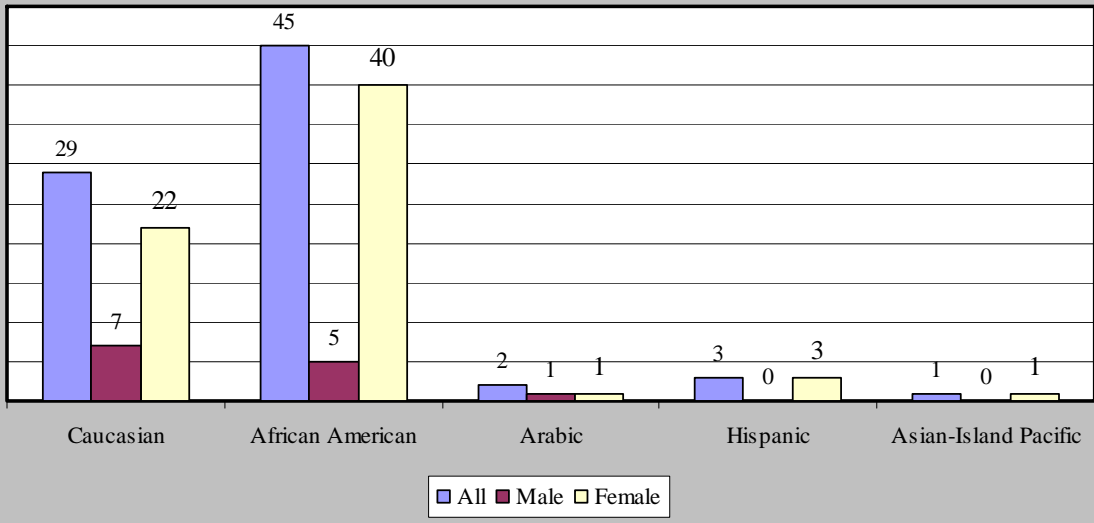
The organization's strategic plan will include tactics to address both the challenges and opportunities related to cultivating and maintaining a diverse and inclusive workforce, because we understand that is a key to maintaining top talent and developing dynamic leaders.







Non-Management Levels
Includes Associates, Specialists and Represented Staff



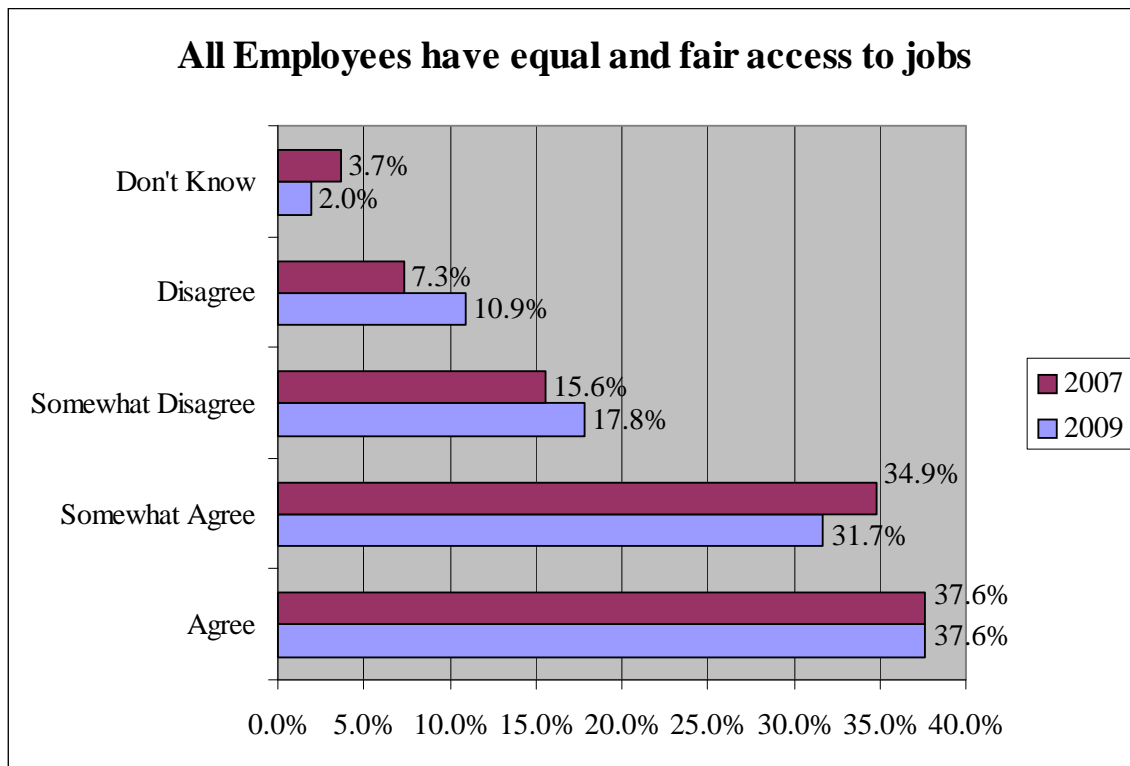
2009 Cultural Audit Review

Many organizations launch diversity and inclusion initiatives without the benefit of a baseline assessment. The Diversity and Inclusion Committee wanted to make sure that we knew where our organization was starting from, so we began our process by soliciting staff opinions on a number of issues related to diversity and inclusion through a carefully crafted cultural audit. Those results established the baseline from which we will measure our efforts going forward.

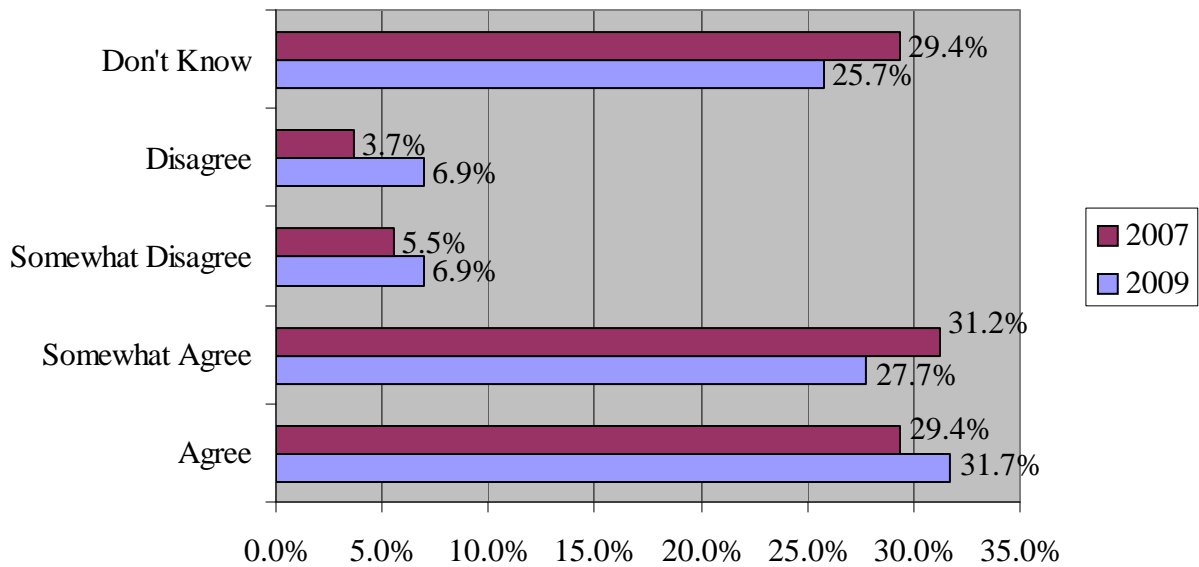
This year's audit included responses from more than 100 employees, or about 86 percent of the entire staff. The results were mostly positive but highlighted some areas of opportunity as well. The committee will address the concerns staff raised through its strategic plan.

We will continue to survey staff opinions at least every other year going forward, and those results will be analyzed and shared through our regular diversity and inclusion report.

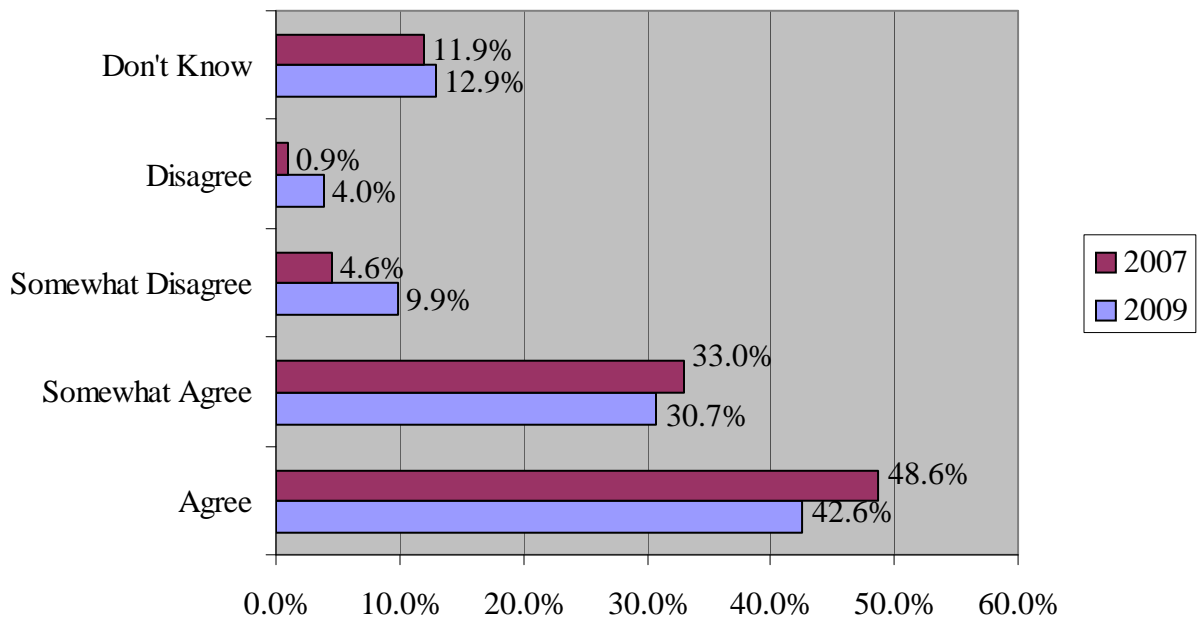
2009 Cultural Audit Highlights



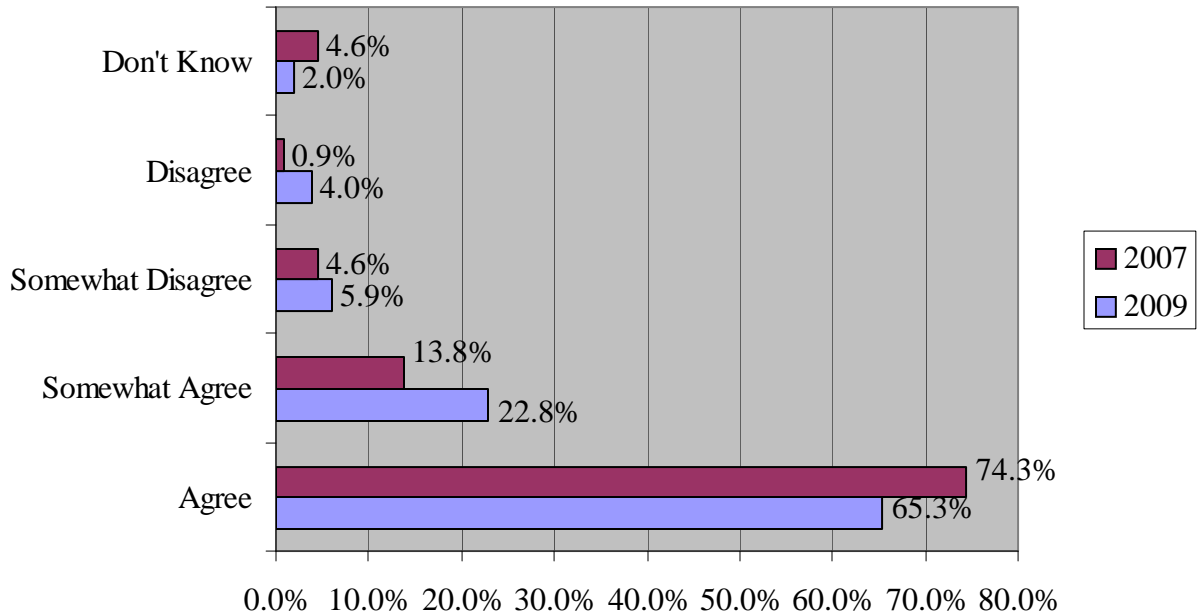
The organization has established long-term and short-term diversity and inclusion goals, and strategies to accomplish them



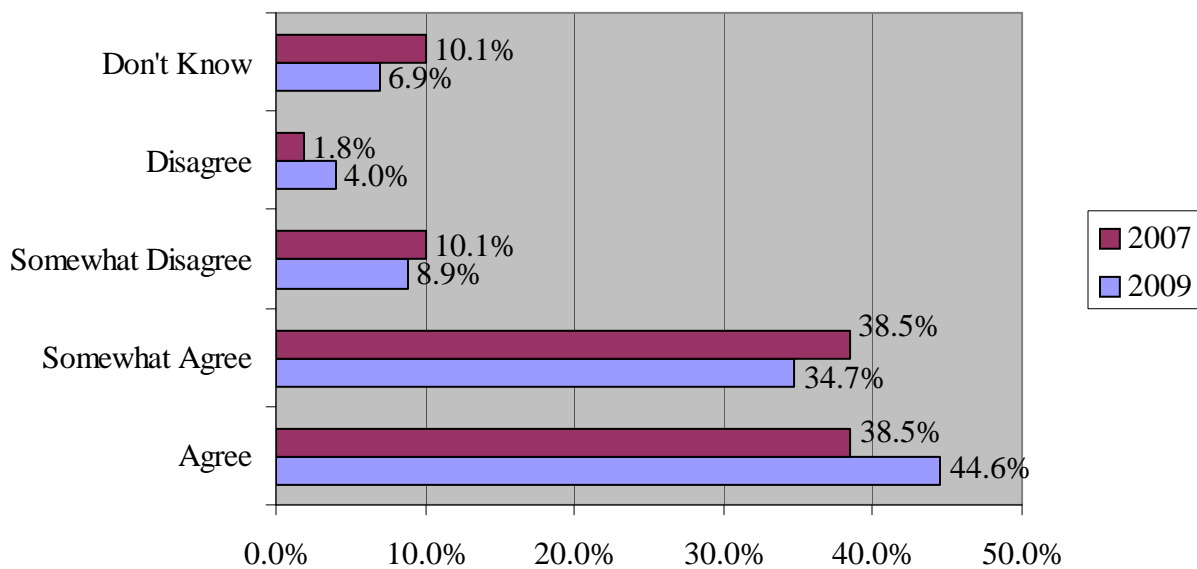
The organization has a plan for achieving and promoting diversity and inclusiveness.



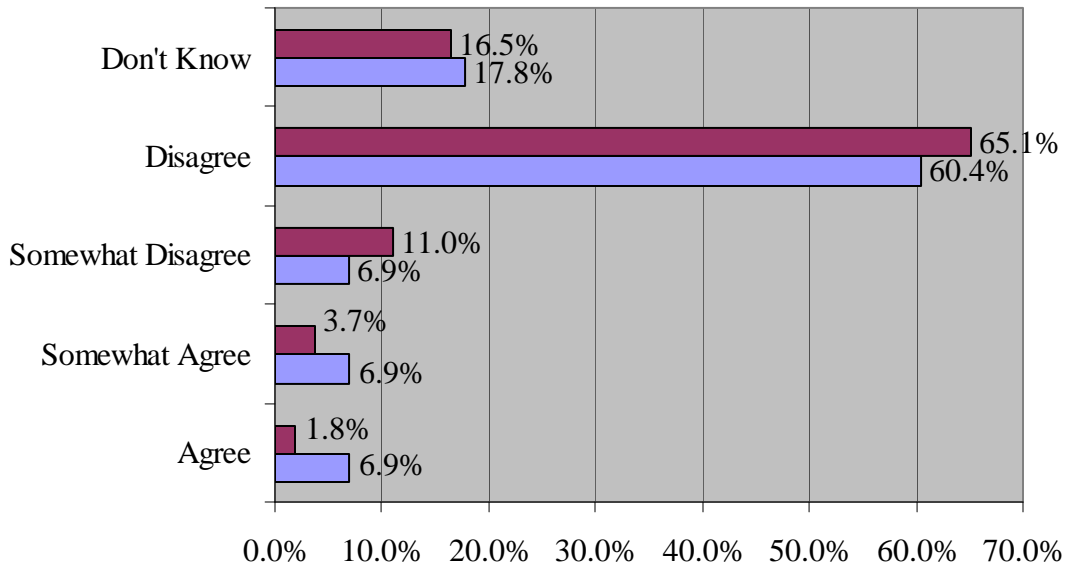
This organization respects my personal religious or spiritual values and practices



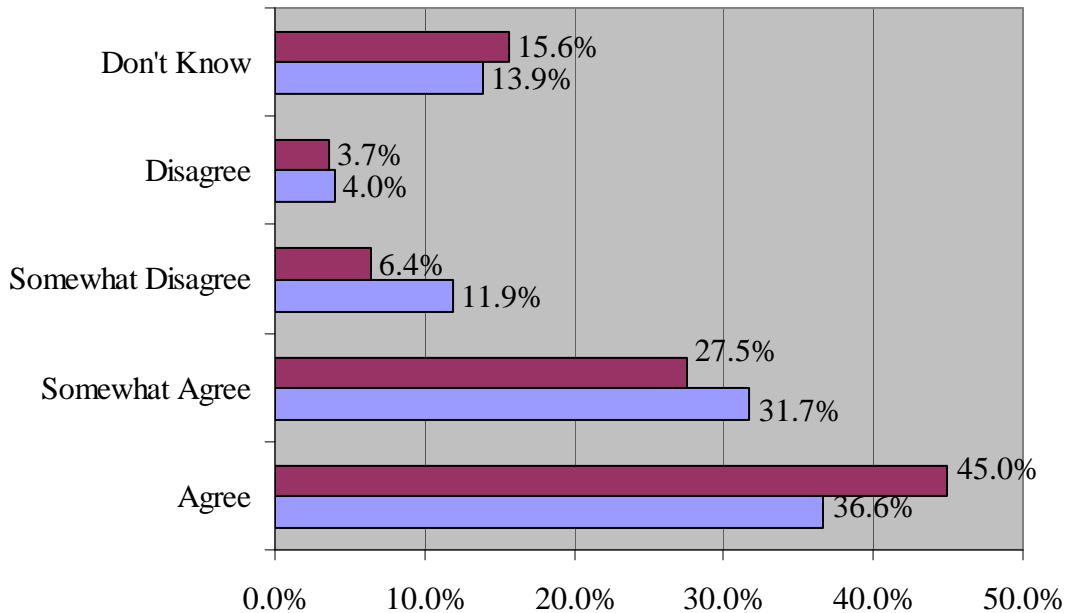
This organization has developed mutual trust and respect with diverse community partners by valuing their input and expertise.



Some members of this organization interact with me differently because of my sexual orientation.



Plans to address community impact issues are developed with the input of a diverse population of area residents.



Diversity and Inclusion Milestones

The Diversity and Inclusion Committee has continued to spend time conducting research and strategically planning ways to develop and implement greater diversity and inclusion awareness among UWSEM staff through programs and other activities. The following list of items includes highlights from recent events and milestones.

February 2008

- Committee member Bradford Frost joins United Way of America's (UWA) Inclusion Roundtable Conference Committee. Brad also serves as convener of the White Engagement business resource group, one of several such groups assembled as part of UWA's diversity and inclusion work.

March 2008

- The Committee releases its first Diversity and Inclusion Annual Report.

July 2008

- The Committee hosts the first Community Champion of Diversity and Inclusion recognition program. The 2008 award recipient was the Hon. Judge Damon J. Keith, U.S. Court of Appeals, Sixth Circuit.
- Committee members attend United Way of America's Inclusion Roundtable in California. Member Bradford Frost helps lead a meeting of the White Engagement group during the Roundtable.

August 2008

- The Committee holds membership orientation, during which new members from the UWSEM staff were welcomed aboard. The group formally adopts Diversity and Inclusion Committee as its name and establishes leadership roles on the team.

October 2008

- Committee members attend the three-day Race Summit hosted by New Detroit.
- The Committee participates in an intensive team development retreat, facilitated by the Michigan Roundtable for Diversity and Inclusion.

November 2008

- Committee members Rodd Monts and Jessica Williams help with formation of the Michigan Diversity Leadership Council, a consortium of diversity and inclusion professionals from various companies across the region that had been meeting informally for about a year. The Council is dedicated to collectively addressing the myriad of cultural, racial, gender-related, spiritual and other issues faced by organizations and communities in our region.

December 2008

- The Committee provides a game that tested staff on their knowledge of different cultural customs during the organization's holiday party.
- The Committee facilitated work to design leadership metrics for inclusion across the UW system (three conference calls) and recommended a final list to UWA's National Professional Council in December.

January 2009

- The Committee hosts a luncheon during which interested staff had an opportunity to view the inauguration of President Barack Obama.

February 2009

- Staff members participate in the 2009 cultural audit, the second conducted by the Committee.
- The Committee hosts the screening of the documentary film "A Day in the Life of a Village in Africa." The film is part of the Committee's *Cultural Lens: A Human Documentary Series*, through which members intend to provide staff a deeper understanding of diversity and inclusion-related issues on both local and global scales.