



# Driving Equity in the ATL

ARC Board Meeting

7.14.21



# METRO ATLANTA CHAMBER'S FOCUS AREAS

**Public Health:** health disparities, vaccine rollout, education campaigns

**Economic Recovery:** pandemic-related challenges, impact on  
communities of color

**Racial Equity:** role of business community, internal work for MAC

# **ATLANTA'S STRENGTHS**

**Civil Rights Legacy**

**Support from the Business Community**

**HBCUs and Other Higher Education Institutions**

# OUR INITIATIVE



Nearly 250  
companies have  
signed on since  
the launch in  
February 2021.

accenture

ATLANTA  
TECH VILLAGE

Boehringer  
Ingelheim

CAP  
Central Atlanta Progress

BAIN  
& COMPANY

ADID  
Atlanta Downtown  
Improvement District

Atlantic Capital  
We fuel prosperity™

ATLANTA  
INTERNATIONAL  
SCHOOL

COX

Spelman College®  
A Choice to Change the World

DIVERSIFIED  
SEARCHGROUP  
PURPOSE. PROGRESS. PERFORMANCE.

DRAGON  
ARMY

WITH

GEORGIA  
MUNICIPAL  
ASSOCIATION

Steady

Graphic  
Packaging  
INTERNATIONAL

JACKSON | SPALDING

newell  
BRANDS

look listen

Partnership for Southern Equity  
TOGETHER WE PROSPER

SalesLoft

REGIONS

SetUp®  
marketing matchmakers

THE  
GATHERING  
SPOT

THE  
Coca-Cola  
COMPANY

Skillshot

THE WOODRUFF  
ARTS CENTER

ups

TRUIST

VOYA  
FINANCIAL

the  
Y  
YMCA

axisreplay®

AXIS  
COMPANIES

American  
Cancer  
Society®

BRUNNER.

# CORPORATE POLICIES PLAYBOOK

A **guide** on how to execute the racial equity initiative within an organization

A **tool** to determine where an organization is on the journey – emerging, progressing or leading

A **resource** to help organizations become educated on racial equity actions

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*Key performance indicators: **people, talent pipeline and HR policies***

# TOP EIGHT CORE ACTIONS

1. Designate a DEI leader
2. Ensure diversity in C-suite
3. Elect Black leaders to the board
4. Establish recruitment with HBCUs
5. Require diversity among executive candidates, on interview panels and in hiring teams
6. Establish DEI performance objectives
7. Create DEI strategy and gain leadership buy-in
8. Conduct a pay equity review across race

# INCLUSIVE ECONOMIC DEVELOPMENT PLAYBOOK

## *Key performance indicators:*

Achieve **full adoption of formal supplier diversity programs** among Fortune 1000s

Increase **share of Black-owned employer businesses** in ATL

Increase **access to capital** for Black founders

Increase **share of venture-backed ATL companies** with Black founders



# TOP SIX CORE ACTIONS

1. Identify dedicated resource(s) to develop and manage supplier diversity
2. Establish clear definitions for what is considered diverse spend
3. Set supplier diversity policies and procedures that define the expectations for how procurement engages diverse suppliers, including standards for inclusion and participation
4. Attend and engage in networking and showcase events with Black owners and founders
5. Establish partnerships with local organizations to support Black owners and founders
6. Promote Atlanta as a city of choice for Black-owned employer businesses



**[www.ATLRacialEquity.com](http://www.ATLRacialEquity.com)**