

2020 Inclusion Award Application

The Inclusion Award, presented by the Greater Des Moines Partnership, seeks to honor and celebrate the success of organizations that have championed Inclusion in their businesses, organizations and in the community. To qualify for the Inclusion Award, organizations must be a Regional Member or Investor of The Partnership.

This year has been unusual with two big events impacting us in many ways. The ultimate measure of true leadership is not where one stands in times of comfort and convenience but where they stand at times of challenge and controversy

Therefore, the work of Diversity, Equity and Inclusion has never been more important. This is a great opportunity to highlight the years of investment your organization has made in DE&I, that allowed you to be responsive to our new situation, provide comfort, support and assurance to your employees.

We believe that this is the time companies must work deliberately to make sure people feel belonged and engaged and to preserve brand value in the long term.

The policies that will be rolled out, how the crisis is handled, how employees and customers are treated and taken care of and how the organization contributes to the larger issue in the community are all things that will set a new tone for an organization's brand identity in consistently attracting and retaining talent.

This year's Inclusion Award application has been adapted to reflect the impact that COVID-19 and 'Black Lives Matter' have made in our organizations. Questions are adapted to evaluate the responses organizations have had during this crisis to demonstrate their commitment to Diversity, Equity and Inclusion and racial equity, their overall response to the crisis and their support to the larger community during this challenging time.

Selection Process:

A selection committee made up of members of the Inclusion Council and The Partnership staff will evaluate the applications. The winner(s) will be showcased and celebrated through various media channels at The Partnership and presented with an award in November.

As part of the award process, The Partnership will find creative ways to shoot a 3-5-minute video with the winner(s) with appropriate social distancing measures. The video will be shared widely with the announcement in a variety of social media platforms at The Partnership. People who were instrumental in completing applications or people who are instrumental in driving Diversity, Equity and Inclusion initiatives within organizations are strongly recommended to be featured in the video. This is a great opportunity to highlight some best practices and inclusion initiatives in your organization.

Winner(s) will work with our Communications and Marketing team to provide additional photos that will be a part of the video.

The Partnership will also coordinate a full-page feature of the winner(s) in the *Business Record* which will be published in the same week as the awards.

Timeline (*subject to change*):

Application open: July 13, 2020

Deadline to apply: August 21, 2020

Finalize winner: By Sept. 11, 2020

Notify applicants: Week of Sept. 14, 2020

Complete video shoot with winning companies: By October 2, 2020

Coordinate *Business Record* article with winner(s): October 2020

Awards Ceremony: TBD

Please send all completed applications along with attachments to spradhan@DSMpartnership.com

To ensure formatting issues and integrity of the documents please send them in a .pdf file.

Contact Information:

Title:

First Name:

Last Name:

Suffix:

Email:

Contact Number:

Company:

Address Line 1:

Address Line 2:

City:

State:

Zip/Postal Code:

- Please provide a brief paragraph describing your organization (500 words or less).
- Please provide demographic data of your workforce. (Number of males, females, diverse populations, representation of diversity at various levels of leadership, etc.).

Please answer the following questions to the best of your ability in an actual and factual manner.

1. **Attracting and Retaining Talent:** Describe your organization's practices for attracting and retaining diverse talent.

Attach supporting materials as *[Company Name] Attachment 1*.

2. **Inclusive Work Environment:** Explain your organization's practices and initiatives to create an inclusive workplace.

2.1 What new policies and practices were put in place to ensure all employees felt safe, belonged and included in the organization during COVID-19? (examples: working from home, safe distancing, personal protective equipment, flexibility, regular check-ins, making sure individual needs were met, mental health, etc)

2.2 Please explain your company's response to the 'Black Lives Matter' movement and commitment to Racial Equity in your organization or community at large.

Attach supporting materials as *[Company Name] Attachment 2*.

3. **Focused Education/Communication:** Share your organization's efforts to raise awareness, educate and communicate about DEI.

3.1 Were you able to continue the work of DEI during COVID-19? What DEI programs were you able to continue despite the pandemic?

3.2 Were you able to host specific programming on racial equity?

Attach supporting materials as *[Company Name] Attachment 3*.

4. **Marketplace Strategy:** Describe how your organization leverages DEI through vendors, products or services.

4.1 How were you able to provide support to diverse suppliers during the pandemic?

Attach supporting materials as *[Company Name] Attachment 4*.

5. **Community Support:** Explain your organization's philosophy for supporting in the community.

5.1 What specific things did your organization do to support the community during COVID-19 crisis?

5.2 What specific things did your organization do to support 'Black Lives Matter' movement?

Attach supporting materials as *[Company Name] Attachment 5*.

6. **Untapped Talent:** What initiatives and strategies does your company have in place to attract and retain talent from any of the following categories: foreign-born/immigrants/refugees, ex-offenders, persons with disabilities and/or military?

6.1 How is your company going to provide extra support to these marginalized groups during the pandemic crisis and after? How are you going to make sure that these marginalized communities are not disproportionately affected during the crisis?

Attach supporting materials as *[Company Name] Attachment 6*.