

2021 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 diversity, equity and inclusion (DEI) 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.

The national conversation around DEI led to a renewed energy toward ensuring our community is welcoming and inclusive for people of all backgrounds, examining the inequities in our systems and creating meaningful, lasting change through our DEI programs.

The work of DEI has never been more important. This is a great opportunity to highlight the years of investment your organization has made in DEI, that allowed you to be responsive to the needs of our community and provide comfort, support and assurance to your employees.

This year's Inclusion Award application has been adapted to reflect the impact of COVID-19, the "Black Lives Matter" movement and escalated violence toward Asian communities have made in our organizations. Questions are adapted to evaluate the responses organizations have had during this crisis to demonstrate their commitment to DEI, their overall response to the events of the past year-plus 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 through The Partnership. People who were instrumental in completing applications or people who are instrumental in driving DEI 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 The Partnership 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: May 21, 2021

Deadline to apply: Sept. 3, 2021

Finalize winner(s): Week of Sept. 27, 2021

Notify applicants: Oct. 4, 2021

Complete video shoot with winning company/companies: By Oct. 22, 2021

Coordinate *Business Record* article with winner(s): Oct. 2021

Awards ceremony: Inclusion Summit, Nov. 10

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 accurate 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, escalated violence toward Asian communities, 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 the community.

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

5.2 What specific steps did your organization take to support the “Black Lives Matter” movement and/or escalated violence toward Asian communities?

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, veterans, African Americans, LGBTQ?

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

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