Program Area: Diversity, Equity & Inclusion

Category: Best Corporate Outreach to Promote Diversity, Equity, Inclusion, and Belonging in Communities

The category Best Corporate Outreach to Promote Diversity, Equity, Inclusion and Belonging in Communities is for a written description of an organization's outreach efforts to communities it serves (e.g., customers, students, community organizations, governments, general populations in geographic regions where the organization has operations) that reflect the organization's diversity, equity, inclusion and belonging mission, vision, and values.

Training, learning, talent, HR, or other related department can enter either alone or together with a helping organization (such as a vendor aka solution provider, or consultant). Helping organizations cannot enter alone.

**Instructions:**

1. You must use this Word document for your submission.
2. Type your submission description into the appropriate sections of this document.
3. Do not change the formatting or font – *Helvetica body 12* (size, color, or type).
4. Do not remove any sections of the application.
5. If any fields are not applicable, please leave them blank or write N/A.
6. Read the Judging Criteria below. The judges will evaluate your submission according to these criteria.
7. Write in paragraph form and check the spelling.
8. Write using the third person. Do not use “we, our, us,” etc.
9. Avoid “marketing” languages; focus on details and outcomes.
10. Include images, charts, and graphs in this document form; please do not include separate documents. Please insert these items within the context of your responses. These items may also be added to the end of the document in an appendix if necessary.
11. If applicable, you may provide supporting reports, videos, and course links. Please provide proper access information to courses and details for special instructions. If providing passwords to courses or videos, ensure they are valid for one year or more and can be easily accessed by the web. Do not include any links or embedded links within this form. Provide all links, URLs, and User access information in your online application for submission. Make sure access is available to reviewers for at least one year.
12. When completed using the same font size, this document should be approximately (15-20 written pages), font size Helvetica 12, not including instructions, questions, or graphics. If you have additional supporting information, you may include it within the appropriate sections of this entry form or in an appendix at the end of the document.
13. Within the online application, if you have selected “Yes” to granting Brandon Hall Group publishing permission of your entry, but there are parts of your application you wish not to have published, please indicate by **highlighting those details within this form in red,** so they are omitted from publishing.
14. Save as a **Word Document** with a new file name. Example: Company Name\_Category\_Short Title
15. Sign up or log in to the HCM Excellence Awards portal: <https://excellenceawards.brandonhall.com/hcm/>. Upload your completed entry form, complete the online application, and provide all supporting links and URLs. Check to make sure you have completed your online application and payment.

**Please direct any questions to:** **awards@brandonhall.com****. Do not send any applications via email, but only through the award application site.**

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| --- |
| **Judging Criteria: The judges will evaluate your entry on a scale of 1-6 on each of these criteria below.** |
| 1. **Mission, Vision, and Values**
 | The outreach effort is aligned with both the organization's diversity, equity, inclusion and belonging mission, vision and values and the needs of the community to which the outreach effort is aimed. |
| 1. **Design**
 | The outreach effort was effectively designed to include specific goals for the outreach and strategies for reaching those goals. It should also align with the organization's goals to involve leaders and employees in external efforts to demonstrate the organization's values of diversity, equity, inclusion and belonging in the communities it serves (e.g., customers, students, community organizations, governments, general populations in geographic regions where the organization has operations). |
| 1. **Deployment**
 | The outreach effort was deployed in a manner that positively captured the diversity, equity, inclusion and belonging goals of the organization and desired results. There was an effective change management strategy that produced positive outcomes for the targets of the outreach while meeting the organization's diversity, equity, inclusion, and belonging and business goals. |
| 1. **Measurable Benefits**
 | The outreach effort resulted in measurable benefits for the target of the outreach, the organization's diversity, equity, inclusion, and belonging objectives and its business objectives. The benefits should be quantifiable using one or more measurement techniques and principles. |
| 1. **Overall**
 | Overall, the outreach had a positive impact on the target as well as the diversity, equity, inclusion and belonging business goals of the organization. |

Entry Overview:

***Please make sure all information matches the online application.***

Entry Information

|  |  |
| --- | --- |
| **Entry Title** | (insert text here) |
| Name of Entering Organization | (insert text here) |
| \*Name of Helping Organization (Vendor) if submitted jointly: | (insert text here) |
| \*OPTIONAL PR | (insert text here) |
| Date | (insert text here) |
| Brief Description of Entry (2-3 Sentences) | (insert text here) |

Company Background (of entering organization, not the solution provider)

Insert company logo here

Use the grid below to give information about the organization, size and scope, and industries served.

|  |
| --- |
| **Company-at-a-Glance** |
| Headquarters | (Insert text here) |
| Year Founded | (Insert text here) |
| Revenue | (insert text here) |
| Employees | (insert text here) |
| Global Scale (Regions that you operate in or provide services to) | (insert text here) |
| Customers/Output, etc. (Key customers and services offered)  | (insert text here) |
| Industry | (insert text here) |
| Stock Symbol | (insert text here) |
| Website | (insert text here) |

\*Optional: Company Background (of solution provider if submitted jointly)

Insert company logo here:

Use the grid below to give information about the organization, size and scope, and industries served.

|  |
| --- |
| **Company-at-a-Glance** |
| Headquarters | (Insert text here) |
| Year Founded | (Insert text here) |
| Revenue | (insert text here) |
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| Global Scale (Regions that you operate in or provide services to) | (insert text here) |
| Customers/Output, etc. (Key customers and services offered)  | (insert text here) |
| Industry | (insert text here) |
| Stock Symbol | (insert text here) |
| Website | (insert text here) |

Budget and Timeframe

Please fill out the following grid with your best ability. You may offer an estimate or range for each. If this information is confidential or not applicable, enter N/A. Your entry will not be judged based on this information; however, this offers the judges a greater understanding of your entry, complexity, and/or maturity.

|  |
| --- |
| **Budget and Timeframe** |
| Overall budget | (Insert text here) |
| Number of (HR, Learning, Talent) employees involved with the implementation? | (Insert text here) |
| Number of Operations or Subject Matter Expert employees involved with the implementation? | (insert text here) |
| Number of contractors involved with implementation | (insert text here) |
| Timeframe to implement | (insert text here) |
| Start date of the program | (insert text here) |

Entry Details:

Judging Criteria 1: Mission, Vision and Values

Overview

*Use this area to describe what led to the organization’s community outreach efforts and discuss the alignment of the outreach effort with the organization's diversity, equity, inclusion, and belonging mission, vision and values and the needs of the community(ies) or group(s) to which the outreach effort was aimed.*

Details:

Judging Criteria 2: Design

*Use this area to discuss the design of the outreach. What were the specific goals and the strategies for executing on those goals?*

*Details:*

Judging Criteria 3: Deployment

*Use this area to describe how the outreach effort was deployed. Was it inclusive in involving employees from all levels of the organization? What was the change management strategy and how did it succeed in producing positive outcomes for the community(ies) or group(s) targeted and your organization?*

*Details:*

Judging Criteria 4: Measurable Benefits

*Use this area to discuss the measurable benefits of the outreach effort. Please make sure the benefits are specific and quantifiable.*

*Details:*

Judging Criteria 5: Overall

*Use this section to provide a summary of the overall impact of the outreach efforts. What lessons did you learn? What are the next steps/future outlook?*

Details: