

Diversity, Equity, and Inclusion (DEI) Employee Survey Overview

Overview

1. Why a DEI survey?
2. Key principles
3. Categories of questions
4. Self-reported demographics and employee groups
5. Analysis
6. Survey administration logistics

DEI survey – multiple objectives

- Get information directly from employees
- Provides a quantitative look at whether certain employee groups are experiencing their work environment differently than others
- Can provide fairly comprehensive (anonymous) profile of some of the characteristics of an organization's employees
- Especially important given current concerns about equity concerns in the workplace
- Research shows organizations that are more diverse and inclusive are also more successful

Key principles

- Topics are sensitive, so conduct the survey accordingly
- Ensure respondent anonymity and confidentiality; make employees comfortable responding
- Communicate with employees:
 - Before the survey, about why it's being conducted, confidentiality of responses, what you hope to learn
 - After the survey, with a summary of findings and how they will be used within your organization

Types of questions

- McBassi's standard DEI survey has two main categories:
 - Questions about employees' work environments
 - Questions about employees' characteristics
- Combining the two for analysis makes it possible to see how perceptions of the work environment vary across different groups of employees

Work environment questions

- Work environment includes:
 - **Workplace behavior** (trust, comfort, treatment of employees, how inappropriate behavior is addressed)
 - **Workplace culture** (respect, fairness, diversity, belonging)
 - **Compensation and promotions** (promotion opportunities, compensation decisions, career development)
- **Optional** sets of questions can also be included:
 - General open-ended question*
 - Experiencing/witnessing inappropriate behavior

**For example, “What are your thoughts or suggestions on ways we can become more diverse, equitable, and inclusive?” OR “What are your thoughts or suggestions about ways we can become more diverse, equitable, and inclusive?”*

Self-reported employee characteristics/demographics

- Typical categories:
 - Race/ethnicity
 - Gender identity
 - LGBTQ+
 - Employees with disabilities
- Other available categories:
 - Age/generation
 - Veteran
- Client can choose which one(s) to include or exclude (and/or include others not listed above)

Analysis and reporting

- We provide the following:
 - Profile of employee population (what # or % of respondents have which characteristics)*
 - Average scores for the organization overall for all work environment questions (color-coded, easy to interpret)
 - Breakdowns of work environment questions by group (self-reported employee characteristics, etc.)*
 - Analysis of where the largest differences are - which groups of employees have notably lower or higher scores than average?
 - Recommendations for next steps based on analysis results

**To preserve respondent confidentiality and anonymity, we usually recommend targeting at least 10 respondents in a reporting group. We never provide actual counts or average scores for groups of 5 or fewer.*

Sample report table excerpt

	CompanyX Overall	Group 1	Group 2	Difference
CompanyX meets the needs of employees with disabilities.	68	70	68	2
I do not have to hide aspects of my identity at CompanyX.	73	75	72	3
I trust my direct manager to promptly and properly address inappropriate behavior when made aware of it.	87	81	87	-6
If I raised a concern about discrimination, harassment, or disrespectful behavior, I am confident CompanyX would do what is right.	78	81	77	4
My direct manager treats all employees fairly regardless of background.	89	86	89	-3
The leadership team at CompanyX is strong and clear in its support of diversity, equity, and inclusion.	73	73	76	-3
When I speak up at work, I feel my opinion is valued.	59	57	61	-4
CompanyX supports career development for all employees.	77	78	77	1
Compensation decisions at CompanyX are based on objective criteria.	71	69	72	-3

Logistics of survey administration

- McBassi DEI survey is 100% online, available 24/7
- We can send email invites or can provide a general survey URL that you can distribute to employees
- We recommend emphasizing to employees your use of a third-party administrator to ensure respondent anonymity/confidentiality
- 2-week response window is recommended (periodic email reminders help boost response rate as high as possible)
- McBassi provides daily updates on response rates
- Full results report available within 2-3 weeks of survey close

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