Letter from the Leadership of NACE

Introduction

Strategic Plan’s Alignment with Diversity, Equity, and Inclusion (DEI)

Supporting the Black Community

Commitments to Anti-Racism

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NACE Community,

The 2020-21 academic year was filled with events that have impacted all of us and that have changed the world. Among them were the murders of George Floyd, Ahmaud Arbery, Breonna Taylor, Dominique “Rem’mie” Fells, Rayshard Brooks, and so many others. Their deaths re-illuminated the issues of racism in our country and, as a result, we saw the world protest acts of violence against the Black community and condemn racism in very public ways. #BlackLivesMatter went from merely trending on social media to being covered regularly on the news. Large numbers of yard signs and flags began to pop up in communities throughout the country, Zoom backgrounds reflecting similar sentiments became more common, and organizations/companies publicly supported the anti-racism efforts.

NACE, like many others, released multiple statements of support for the Black community in 2020. In addition, we identified 10 commitments to the Black community and anti-racism that would bring about actionable change for our association and profession. We listened to our members; we evaluated our programming, the content we published, and the words and images we used; in doing so, we discovered we had room to grow to become both inclusive and equitable. Thus, we began developing an anti-racism approach to the work we do. Simply put, we looked for ways to be better.

Among our commitments is communication with you, our membership, about our progress. The purpose of this report is to share what we have done to advance equity, champion anti-racism, and become a better association as a result. Unraveling the knots of racism and inequity is an ongoing process. We will remain engaged in actions to move our association and our profession to continuously move the needle.

Unfortunately, racism is all around us, and while we remain fully committed to working on racism that impacts the Black community, we also acknowledge that racism is not isolated to this community. Since these commitments were made, NACE released a statement to condemn the violence against the Asian community. That statement had a call to action for all of us to #StopAsianHate. In addition to releasing that statement, we provided virtual space for our members to build community. We hosted several open forums under the leadership of our Asian American, Native American, and Pacific Islander Serving Institutions Affinity Group, and highlighted stories of professionals in this community. Programs and messages like these are critical in cultivating a sense of belonging and an environment for healing.

We are proud of the strides we have made to date and can already see the positive impact of our commitments and actions. Although there is still much to do, we remain steadfast in our desire to keep equity and belonging in the forefront of our efforts, to better engage and increase the diversity within our membership, and to partner with others to broaden our anti-racism efforts. Through this report, we invite you to learn about the actions we have taken during the 2020-21 fiscal year to deliver on our commitments to anti-racism, for the Black community as well as those with other marginalized identities.

Sincerely,

Shawn VanDerziel
NACE Executive Director

Jennifer Lasater
2020-21 NACE Past-President

Dave Ong
2021-22 NACE President
NACE Members,

Since announcing its commitments to the Black community and anti-racism in 2020, NACE has made every effort to make good on those promises. Among them was hiring a Director of Diversity, Inclusion, and Belonging (DIB) to help stand up this work. When I joined the NACE staff in November 2020 to serve in this capacity, I went on a virtual listening tour to better understand where we were and where we could go. I looked at the deliverables within our research, programming, and membership demographics. Of course, I uncovered areas for improvement; however, I also learned that a shift had already begun within NACE to be more inclusive through advancing equity. Since that time, I have diligently worked with our staff, Board of Directors, and members to identify strategies to stand this work – DEI, belonging, and anti-racism – up.

NACE’s core purpose is to be a resource for “those working with the college-educated seeking employment.” Our vision centers on developing and employing a “future-ready workforce that embraces diversity, equity, and inclusion.” We leverage these elements to accomplish our mission and to empower our members to advance equitable, evidence-based practices; create leading content, research and professional development opportunities; and enable robust professional networks, while serving as the collective voice of the profession. Inclusion is the cornerstone of our core values, which speaks to fostering and supporting diversity and inclusion to advance equity, and we apply this lens to our goals, ensuring that DEI lives in all we do. Through reviewing this inaugural Annual DEI Report, you will also see the strong connection between this foundation and anti-racism efforts championed by NACE.

The NACE DEI Committee updated the Association’s DEI Statement this past year, and it was approved by the NACE Board of Directors in early 2021. The updated DEI Statement outlines our commitment to DEI collectively as NACE and individually as members. It also defines key terms often used to frame the conversation around DEI, its scope, and its reach. This report has been developed to convey our efforts over the last year to deliver on our commitments to anti-racism. It is not an exhaustive list of all efforts NACE has developed to advance equity within the Association or within our nation, but rather a representative sampling of some of the most important work. We should also note that NACE has done considerable work, research, and programming around neurodiversity, equal pay, and other areas not only included under the umbrella of DEI but also relevant to our members.

This inaugural Annual DEI Report has been developed to specifically address our progress to date on our 10 commitments to the Black community and anti-racism.

I hope you find this report useful and informative. I am looking forward to working with you on the things we have yet to accomplish.

In solidarity,

Kachehta K. McClellan
MBA, CA (He/Him/His)
NACE’s **Core Purpose** is to be a resource for “those working with the college-educated seeking employment.”

Our **Vision** is centered on developing and employing a “future-ready workforce that embraces diversity, equity, and inclusion.”

We leverage these elements to accomplish our **Mission** to empower our members to advance equitable, evidence-based practices; create leading content, research and professional development opportunities; and enable robust professional networks, while serving as the collective voice of the profession.

Inclusion is the cornerstone of our **Core Values**, which speak to fostering and supporting diversity and inclusion to advance equity, and we apply this lens to all of our goals, ensuring that DEI lives in everything we do. With this perspective, we have not only identified ways to thread DEI through our **Goals**, but we have also added a new goal with corresponding objectives to “Lead our profession in diversity, equity, and inclusion by identifying and proposing ongoing deliberate, achievable strategies, and guidance that combats racism.”

Please find these sections of NACE’s 2020–21 Strategic Plan (Core Purpose, Vision, Mission, Core Values, and Goals) in the Appendixes.
At NACE, we believe in a world that is inclusive in approach and where equitable opportunities and outcomes exist for all. Unfortunately, the current state of race relations in our country is a barrier to attaining these goals. As a profession, we are positioned to contribute to the breaking down of systemic racism and improve employment outcomes for the Black community. Our objective as an association is to lead significant change with and within our membership. This change requires a deliberate action plan to support the Black community and our Black colleagues. This is not a one-time effort; our process will require ongoing refinement.

NACE has made 10 commitments to the Black community and anti-racism. Our commitments, and our progress to date, are covered in detail in the next section of this report.
Commitment One: Amplifying the voices of our Black colleagues, particularly through proactive collaboration with our Diversity, Equity, and Inclusion (DEI) Committee and Affinity Groups to garner valuable insights and leadership. Additionally, we will ensure each of our committees and task forces is charged with evaluating and enacting equitable and anti-racist practices.

Reported Actions:

1. We added charges to each of our 2020-21 committees and task forces across the organization to assess, enact, and report on equitable practices.

2. NACE formed new organizational structures/systems that provided our DEI Committee and Affinity Groups voice in offering guidance and leadership on programming, research, and other core services.
   - The DEI Committee updated the NACE DEI Statement and provided definitions for the terms anti-racism, belonging, diversity, equity, inclusion, and social justice that will shape how NACE approaches anti-racism work. (See Appendix 4.)
   - DEI Committee consultation and collaboration has been formally integrated into the work of other committees, and the DEI Committee is consulted regularly regarding NACE programs, research, and other initiatives.
   - Our 17 Affinity Groups have been leveraged to provide leadership for programming, research, outreach, and more. For example, members of the Historically Black College or University (HBCU) Affinity Group conceived of and contributed to the success of NACE’s first HBCU Summit, held in February 2021.
     > Amplifying their voices led to the following outcomes:
     - Raised revenue to offer all HBCUs free NACE membership for up to three years; HBCU membership has grown from 60 to 81 (35%) as a direct result of the event; > $109,000 value over three years.
     - Raised enough funds to offer scholarships for the 2021 NACE Conference & Expo (NACE21); 195 individuals from 53 HBCUs enjoyed this benefit; $53,700 value.
     - See Appendix 5 for the post-event report.
   - The People of Color (POC) Affinity Group produced dozens of programs this year.
     > Selected activity included:
     - Hosted “Workplace Trauma: Overcoming Racial Barriers to Career Advancement” for POC Affinity Group members (85 attendees).
     - Collaborated with the HBCU Affinity Group to host a forum to process the acts of the January 6, 2021, Capitol Hill insurrection (24 attendees).
     - Hosted “Fireside Chat with DEI Leaders” for POC Affinity Group members (24 attendees).
     - Hosted “People of Color Social Networking Hour.”
     - Hosted “Leadership Career Pathing” for POC Affinity Group members (40 attendees).
     - Collaborated with the LBGTQ+ Affinity Group to host “End of Semester Social Meet Up” (21 attendees).
Commitment Two: Advocating on issues of equity and anti-racism in higher education and workforce development, ensuring that we are actively and consistently identifying opportunities for change.

Reported Actions:

1. NACE’s Advocacy Advisory Committee joined each Affinity Group to learn about their individual needs.

2. We expanded our roster of advocacy-related issues to include more progressive stances that will support the Black community’s voice at the level to include topics such as equal pay, increasing Pell Grant funding, workforce development, and working conditions.

3. The 2020-21 Advocacy Committee had 8.33% members that self-identify as Black. Learn more about the Advocacy Advisory Committee [here](#).

   • 2020-21 Total Members – 24
   • Demographic Breakdown:

   ![Pie chart showing demographic breakdown]

   - White 66.67%
   - African American 8.33%
   - Asian American 4.17%
   - Hispanic American 4.17%
   - Have Not Responded Yet 16.67%

4. We provided a member resource library, a powerful tool in making the case for change. Access those resources [here](#).

5. We released statements of solidarity for the Black community and for the Asian community. These statements and more can be viewed [here](#).

6. We adopted and published a land acknowledgement to recognize publicly that NACE headquarters rests on Lenapehoking—land sacred to the Lenape People.

7. NACE signed on to a position statement, joining several other associations advocating for the withdrawal of a Presidential Executive Order that disrupted workplace diversity training.

8. We also issued our own position statement on a proposed policy issued by the U.S. Department of Homeland Security; this policy would forbid international students from coming to the United States to continue their studies during the current academic year if their college or university did not conduct classes in person.

9. NACE issued a statement condemning the January 6, 2021 insurrection at our nation’s Capitol building.

10. We led a session at the virtual Student Affairs in Higher Education Day of Action Against Racism, with more than 650 attendees.
**Commitment Three:** Partnering with organizations and forming coalitions that align with our commitment to achieve greater impact.

**Reported Actions:**

1. NACE collaborated with organizations that advocate for equity and the promotion of the Black community to deliver programming, make connections for our members, and bring voice to issues.
   - Partnered with INROADS to host NACE’s HBCU Summit with the goal of bringing all HBCU institutions into NACE membership with sponsorships. (See Appendix 5 for the post-event report.)
   - NACE Executive Director Shawn VanDerziel signed the CEO Pledge, joining more than 2,000 CEOs committed to a more inclusive workplace.

2. Broadened the types of organizations (as members and/or strategic partners) involved with NACE to include those that are focused on workforce development, diversity, and similarly aligned issues.
   - Added INROADS as a strategic partner. (Click here to see all of our strategic alliances.)
   - Developed relationships with the following entities:
     > Thurgood Marshall College Fund: Formal introduction with President and CEO Dr. Harry L. Williams.
     > United Negro College Fund (UNCF): Ed Smith-Lewis, Executive Director, Institute for Capacity Building at UNCF, served on the CEO Panel for NACE’s HBCU Summit.
     > National Association for Equal Opportunity in Higher Education (NAFEO). Lezli Baskerville, President and CEO of NAFEO, served as a panelist for NACE21.
     > National Urban League. Marc Morial, CEO of the National Urban League, was a keynote speaker at NACE21.
     > TheDream.us. included its resources in *Tapping Into Dreamers to Bolster a Workforce*, a NACE Spotlight article.
   - Hosted a Webinar, Career Equity for Dreamers.
Commitment Four: Reviewing NACE’s internal operational practices and policies to ensure they are equitable and inclusive, and committing to increasing racial diversity of staff.

Reported Actions:

1. NACE hired a diversity, inclusion, and belonging (DIB) director to lead and facilitate the work ahead of us.
   - The LinkedIn post announcing NACE hired Kacheyta K. McClellan, MBA, CA to serve as the inaugural Director of DIB received 12,192 impressions and 354 clicks. View the posting here.

2. We ensured that every staff search conducted included, and will continue to include, diverse candidates with a priority placed on racial diversification.

3. We provided appropriate professional development opportunities for all staff that addressed anti-racism, inclusion, and equity.
   - Reviewed and revised internal policies, such as hiring, to include an anti-racism and equity lens.
   - NACE staff participated in ‘Making the World More Equitable’ professional development session led by JB Training Solutions (virtually).
   - NACE staff participated in ongoing professional development. This included reading and discussing Dr. Ibram X. Kendi’s book, How to be an Antiracist, as a professional development experience to develop a baseline understanding of anti-racism and how adopting anti-racism in our respective functions will help NACE staff serve members better.

4. The organization established a permanent work-from-home (virtual) work environment. This provides NACE with the opportunity to recruit new employees from across the nation. We believe this may also place NACE on the radar of a larger pool of Black and other diverse candidates.
Commitment Five: Committing to expanding engagement and access to opportunities within our membership and leadership by focusing on increasing racial diversity.

Reported Actions:

1. NACE made revisions to member practices/policies to ensure equitable, inclusive outcomes, such as how volunteers get involved, how speakers are selected, and how feedback is collected.

2. We ensured the selection of volunteers and volunteer leaders was equitable, placing a priority on Black representation throughout all available opportunities.
   - Affinity groups successfully developed avenues for ongoing engagement and added leadership opportunities among NACE members.
     > NACE’s 17 Affinity Groups had 3,045 registered members combined. Of these, 1,102 were unique registered members. This means that our members are engaged in 2.76 Affinity Groups on average.
     > Through NACE Affinity Groups, we have engaged 22.36% of our membership (8.09% unique).
     > Additionally, we have engaged 46.57% of NACE’s membership who identify as people of color (13.39% unique).
   - Prioritized speaker selection and programming with a focus on the diversity of our membership. This includes both traditional programming, such as NACE21 and Town Halls, and new programming, such as the NACE Game Changers Speaker Series.
     > NACE21
       – Included anti-racist strategies to speaker selection. (See Commitment 3, Reported Action 2, for a list of new relationships developed.)
       – Included DEI in its programming. (See Commitment 9, Reported Action 3, for a list of the NACE21 Conference DEI Track Sessions.)
       – Included equity in access. (As a result of the success of NACE’s HBCU Summit, NACE was able to provide scholarships for all 195 HBCU career professionals who attended NACE21. See Appendix 5 for details.)
     > NACE hosted six Town Halls
       – 73.91% of the presenters for these events identify as people of color. (See Appendix 9.)
     > NACE Game Changers Speaker series
       – In recognition of Black History Month, February featured three Game Changers sessions. Panelists included Dr. Whitney McDowell-Robinson, Seana Coulter, Seldric Blocker, Dr. Trey Lewis, and Carlena Harris. All panelists identify as Black/African American.
       – In recognition of Asian American and Pacific Islander Heritage Month, May featured three Game Changers sessions. Panelists included Kathleen Idehara, Dr. Rick Wan, Adrienne Antonio, Kyle Santos, Gerald Tang, Ingrid Chan Giordano, and David Ong. All panelists identify as Asian/Asian American.
       – In celebration of Pride Month, June featured one Game Changers session. Panelists included Scott Kustis (moderator) Clayton Heath, Liz Lilly, Patrice Palmer, and Gabrielle Royal. Two panelists identify as Black/African American, one identifies as White/Native American, and two identify as White. Note: This group has intersecting identities.
3. NACE has revised its volunteer and Board of Directors selection processes to be more inclusive.

- During the 2020-21 fiscal year, NACE committees were populated with 212 members or 1.56% of the total membership. Committee members who identify as African American comprised 18.08% of all NACE committee members. Individuals who identify as people of color comprised a combined 34.43% of all NACE committee members.
- The 2020-21 NACE Board of Directors had the following demographic breakdown:

4. Through NACE’s HBCU Summit, we were able to increase racial diversity within the Association in the following ways:

- NACE offered complementary membership to all HBCUs for three years. Due to this, HBCU membership grew from 60 to 81 institutions. This represents $109,000 in value.
- Scholarships were provided to all HBCU Institution attendees who joined NACE21; 195 individuals from 53 HBCUs enjoyed this benefit, which represents a value of $53,700.
- See Appendix 5 for the post-event report.

• In January 2021, six new directors were selected and voted in to begin their service in July 2021. The demographic breakdown of the six new directors on the NACE Board includes 33.33% who identify as Black/African American, 50% who identify as Asian/Asian American, and 16.66% who identify as White. For a complete list of NACE’s Board of Directors, click here.
Commitment Six: Generating research and content that expands the knowledge base of fact and trends related to anti-racism, equity, and inclusion.

Reported Actions:

1. NACE published research findings and data points to determine members’ status in relation to their work around racial justice.
   - Published research regarding paid internships, with insights based on demographic information. Among other things, these data highlight inequities relative to Black students’ completion of paid internships compared with White students, and can be found here.
   - Published research regarding member DEI strategies, which can be found here.
   - Conducted a Quick Poll and published results on DEI and Black Lives Matter support of NACE member institutions.
   - Added questions related to race and gender to all surveys and research projects where possible and relevant (some surveys are not about individuals, so there were no relevant data to gather) as well as DEI practices and strategies.

2. We formed a diverse and inclusive advisory group to provide insights about future data collection of interest to the field, and to provide feedback on research direction.
   - The NACE DEI Committee provided guidance regarding research projects and language included on multiple research projects.
   - NACE secured a partner to implement a research project aimed at equity in recruitment that will begin in the fall of 2021 and run through 2022. Among other things, this project will examine HBCU recruitment strategies currently used by employer participants.
   - The NACE Principles for Ethical Professional Practice Committee produced a case study titled “A Question of Equitable Access to Internship/Employment Opportunities,” which will be available in the fall of 2021.
**Commitment Seven:** Providing professional development programs that address equity and inclusion to advance the body of knowledge amongst our members and beyond to create systemic change.

**Reported Actions:**

1. NACE developed a comprehensive and ongoing slate of programs in a variety of formats to support our members’ knowledge related to the Black community, racism, and equity.
   - Leveraged a variety of social media platforms, including YouTube, to engage in the ongoing dialogue regarding the Black community, racism, and equity.
   - Among the programs presented were:
     - Leadership Virtual Roundtable: Examining Diversity, Equity, and Inclusion
     - Webinar: Disruption = Change: Advancing Equity for Marginalized Students
     - Meet Up With Shawn: Critical Conversations; Collaborating to Advance Diversity, Equity, and Inclusion
     - Meet Up With Shawn: Critical Conversations – DEI focus
     - Systemic Diversity, Equity, and Inclusion in our Work
   - See Appendix 1 (June 5, 2020) and Appendix 9 for a list of additional resources.

2. We evaluated and revised current and ongoing standard programming, such as the Management Leadership Institute and Recruiting Leadership Institute, to ensure anti-racism, inclusion, and equity are standard modules and discussions.

3. NACE began evaluating the NACE Coaching Certification Program to ensure DEI is included.

4. The Asian American, Native American, and Pacific Islander Service Institutions (AANAPISI) Affinity Group led a forum that focused on the “Model Minority Myth” to share the harmful impacts of racist ideology.

5. The Hispanic-Serving Institutions (HSI) Affinity Group made progress on developing a DREAMer-friendly employer list as well as a directory of employers with programs in place to support students from the Latinx population.
   - All NACE affinity groups can develop/share resources among its members. Members are granted access to those resources via MyNACE.

6. The People of Color (POC) Affinity Group hosted multiple noteworthy events, including “Workplace Trauma: Overcoming Racial Barriers to Career Advancement”; “HBCU/POC Open Forum” (safe space to process feelings in the wake of the Capitol insurrection); and a Fireside chat with two DEI leaders from varying industries. See Commitment 1 for a more extensive list of the POC Affinity Group’s activity.

7. The Tribal Colleges and Universities Affinity Group curated educational resources for group members. The group also provided a range of resources for all members through the NACE website. Click here to view.
8. NACE’s HBCU Summit provided professional development for all attendees by introducing them to the nuances of HBCU culture, successful approaches to recruiting HBCU talent, and how success strategies vary from one HBCU to the next. In addition to enjoying this experience, all registrants were able to access the content for an entire year following the event. The summit involved:

- 67 Sponsor Organizations
- 990 Total Individual Registrants
  - > 494 Nonmember individual registrants
  - > 400 NACE Member registrants
  - > 96 HBCUs (individuals)
- 588 Total Organization Registrations
  - > 292 Nonmember Organizations
  - > 257 NACE Member Organizations
  - > 39 HBCUs (institutions)
- See Appendix 5 for the post-event report.
Commitment Eight: Evaluating our membership model and other systems to ensure equitable access and inclusive participation.

Reported Actions:

1. We began the process of determining if the current membership model is effective in promoting equity, diversity, and inclusion, and made necessary modifications to strengthen it.

   • As of June 2021, demographics captured for NACE’s 13,617 members included race and gender. The numbers associated with these categories will serve as a baseline for the Association to measure progress from June 2021 to June 2022. The details for these categories are:

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<th>Race</th>
<th>Percentage</th>
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<td>Hawaiian or Pacific Islander</td>
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<td>No Response</td>
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</tr>
</tbody>
</table>

2. NACE sought to expand our membership and partnership model to include other types of organizations that could benefit from membership with the Association and vice versa.

   • NACE’s HBCU Summit was a success due, in part, to a partnership with our partner INROADS. INROADS shared the desire to equip employers with knowledge about HBCUs in a way that was both unique and beneficial for attendees. The successes of the event are noted in Commitments 1, 5, and 7 of this report. Going forward, we will look to partner with more organizations that share our interests and help grow NACE’s reach.
Commitment Nine: Leading the conversation within our profession on diversity and equity, focusing on anti-racism, equitable access, inclusive practices, resources, representation, pipeline development, and our own impact.

Reported Actions:

1. NACE collected, analyzed, and assessed requisite data to understand our membership, leadership, and pipeline issues.
   - The NACE Community was updated, allowing members to include their desired pronoun designations in their signatures.
   - Implemented quarterly reminders for members to make sure their membership profile is complete and accurate, including member race and gender, among other demographics.
   - This information was used to report member information by demographic captured in Appendixes 7 and 8.

2. We elevated our entry- and mid-level Black members through intentional inclusion in programs and services and created new scholarship programs to ensure participation.
   - NACE has formed the Mentorship Program Enhancement Task Force, and will work with the DEI Committee to use inclusive approaches to identify mentors and protégés.

3. NACE21 included a robust DEI track to both expand the awareness of and offer solutions to eradicate racism and racial inequities — a conversation NACE is happy to lead among our approximately 13,000 members across the nation. The NACE21 DEI Track sessions included:
   - Keynotes form Marc Morial and Julian Castro whom spoke on issues of diversity, inclusion, equity, and racism in America.
   - Black Students Perceptions of Experiential Learning Opportunities at PWIs.
   - Engaging Students and Employers in Discussion on EDI.
   - Moving Your DEI Strategy Forward.
   - DEIAB-Centered Virtual Career Programming That Micro-Affirms Students with Intersectional Identities.
   - Building Equity-Centered Internship Programs.
   - DEI: From Stumbling Blocks to Success Strategies.
   - College to Career: How to Build the Pipeline of Women of Color.
   - True Grit: Black Women Navigating to Senior Leadership at PWIs and HBCUs.
   - Career Pathways for DREAMers: What Every Career Services Professional Needs to Know.
   - Key Partnerships to Advance Diversity in College Hiring.

Note: Several of these sessions will be followed up with NACE Journal/Spotlight articles that dive deeper into the content later in 2021.
Commitment Ten: Measuring, communicating, and reporting our progress to our members and profession.

Reported Actions:

1. NACE developed a landing page to track our progress on our 10 Commitments to Anti-Racism, which can be found [here]. A mid-year report was provided along with a member message, located in Appendix 11, regarding our progress.

2. The organization provided detailed reports quarterly to the NACE Board of Directors on our progress toward these 10 commitments.

3. We developed, in partnership with our DEI Committee, metrics that can be tracked over time.
   - As noted in Commitment 8 and Appendix 6, the majority of NACE members are from colleges and universities with a large percentage who identify as White female. There may be a variety of reasons for this. As an association, we need to provide a welcoming environment for all current and prospective NACE members. This is one aspect that makes delivering on our 10 Commitments to Anti-Racism critical. As we make strides in each of these categories, we believe we will move the needle in the right direction. We believe that current and prospective NACE members will see our inclusion work in our advocacy efforts, in our programming, in our social media presence, and in other areas. As a result, we will grow a community of belonging and grow our membership in every demographic category. We believe this will also continue to encourage members from every demographic category to engage with NACE. Through their engagement, we will be intentional in ensuring our Black members and members from other traditionally marginalized groups take on leadership roles within the Association. We further believe that our allies within NACE are also dedicated to full representation from within our membership.
   - This inaugural Annual DEI Report is a step toward better understanding our association and its members, and how our Black and other members who identify as people of color are represented throughout NACE. The membership profiles represented in this report will serve as a baseline to measure movement from this fiscal year through the next.

4. NACE released this annual report to the membership, illustrating the Association’s progress on these and other DEI initiatives.
   - The examples within this report demonstrate NACE’s intentional efforts to deliver on its 10 commitments to the Black community and anti-racism. NACE has focused efforts on diversity, inclusion, and belonging. Yet, we know this work will never be complete and, thus, requires intentionality when approaching every aspect within NACE’s sphere of influence. Therefore, we will continuously look at what we do and how we do it through an equity lens.
NACE ANNUAL DEI REPORT ANTI-RACISM ACTIONS

JUNE 2, 2020

Dear NACE Community,

There is so much hurt and pain being felt throughout our country right now. In these unprecedented times, it is important that our NACE community knows that we stand together...together with our staff, colleagues, family, and friends.

_Injustice, inequity, and racism are not okay._

We are all impacted by what is happening and all have a role to play in fixing these systemic problems. As an association, we have to be committed to addressing the issues of diversity, equity, and inclusion together. We have a distinct role to play on an individual level, but also as a community of professionals. NACE is dedicated to work force development and the employment of the college educated; we can make a tangible impact on these societal issues. Let’s take this moment to do so.

Together we can and will create solutions that make a difference. We need and will make real change. And we must.

#BlackLivesMatter #WeAreNACE

Truly,

**Shawn VanDerziel**  
NACE Executive Director

**Christopher Carlson**  
2019 – 20 NACE President, Northrop Grumman
JUNE 5, 2020

Dear NACE colleagues:

Earlier this week, we shared our commitment to fighting racial injustice and furthering diversity, equity, and inclusion. (See June 2 message, below.) Our message included a promise that NACE would work to advance change and support members in their efforts.

While there is much work ahead of us, to meet the immediate needs of our members, we’d like to invite you to take part in the following:

- **Town Hall: We Stand Together, Tuesday, June 9, 2 – 3 p.m. (Eastern).** Gain perspective from and identify actionable steps with a panel of your peers. *(Free)*
- **Virtual Roundtable: We Stand Together, Friday, June 12, 2 – 3:30 p.m. (Eastern).** Engage in small-group discussions to share your thoughts and feelings, and follow up on ideas generated through the Town Hall. *(Free; exclusive to NACE members)*
- **NACE Connect, June 15 – 26.** offers a range of diversity, equity, and inclusion-focused programming, including:
  - Featured speaker Chelsea Williams, discussing the “Future of Work 2020: 5 Strategies to Develop & Retain Diverse Early Career Talent.” *(Free)*
  - A content track focused on diversity, equity, and inclusion, with five sessions covering a range of important topics.
  - “Inclusion, Equity, and Affinity: NACE Members Advancing Awareness and Change,” a special presentation focused on how you can help drive change around personal and professional identities through NACE Affinity Groups. *(Free)*
- **New Podcast: Exploring Privilege and Bias Podcast.** *(Free)*
- **New resources provided through member insights,** including:
  - The Importance of Language in Supporting DEI Efforts
  - Feeling Seen, Heard, & Affirmed: Pursuing Professional Development Opportunities as a Person of Color
  - Investing in Technology to Close the Digital Divide

Of course, there is much more to come. We will need your voice and participation as we work to advance change; further diversity, equity, and inclusion; and fight racial injustice.

We are all in this together. As a profession, we are well positioned to make a real impact on all of these issues and can exact positive change for a better future for us all. We stand together. #WeAreNACE.

Sincerely,

Shawn VanDerziel
NACE Executive Director

Christopher Carlson
2019-20 NACE President
Northrop Grumman
AUGUST 5, 2020

Dear Colleagues:

The murders of George Floyd, Ahmaud Arbery, Breonna Taylor, Dominique “Rem’mie” Fells, Rayshard Brooks, and so many others have demonstrated the effects of more than 400 years of ongoing racial injustice faced by the Black community, and the resulting protests and public outcry have been felt around the world. On behalf of the National Association of Colleges and Employers, we want to emphatically state to our Black colleagues, members, and friends: We hear you; we are here for you; and we will move forward together. We believe Black lives matter!

Through the work of our profession and association, we are in a position to make change happen, and together we must. Over the past several weeks, we have engaged in thoughtful dialogue; sought input from our community; and reflected on systemic racism, inclusion, and equity and our place in addressing these issues. We want to be clear: We value every demographic of our membership, but this moment is about how Black lives matter to us. There is much that we can all do individually, as employers and colleges, and as an association, too. Therefore, we are constructing a deliberate plan of action to support the Black community and our Black colleagues. This is not a one-time effort; we will engage in a process that will require ongoing work and look to you to help us in that.

Our plan, which has been and will continue to be informed by our members, prioritizes Black anti-racism in every aspect of our association. The commitments are a direct result of the NACE Board of Directors engaging in multiple strategic conversations; listening to our members through roundtable events, our online community, town halls, member-led programs, and individual conversations; and by reviewing promising and leading practices.

Specifically, our plan includes and we are committing to:

1. Amplifying the voices of our Black colleagues, particularly through proactive collaboration with our Diversity, Equity, and Inclusion Committee and Affinity Groups to garner valuable insights and leadership. Additionally, we will ensure each of our committees and task forces is charged with evaluating and enacting equitable and anti-racist practices.

2. Advocating on issues of equity and anti-racism in higher education and workforce development, ensuring that we are actively and consistently identifying opportunities for change.

3. Partnering with organizations and forming coalitions that align with our commitment to achieve greater impact.

4. Reviewing NACE’s internal operational practices and policies to ensure they are equitable and inclusive, and committing to increasing racial diversity of staff.

5. Committing to expanding engagement and access to opportunities within our membership and leadership by focusing on increasing racial diversity.

6. Generating research and content that expands the knowledge base of facts and trends related to anti-racism, equity, and inclusion.

7. Providing professional development programs that address equity and inclusion to advance the body of knowledge amongst our members and beyond to create systemic change.

8. Evaluating our membership model and other systems to ensure equitable access and inclusive participation.

9. Leading the conversation within our profession on diversity and equity, focusing on anti-racism, equitable access, inclusive practices, resources, representation, pipeline development, and our own impact.

10. Measuring, communicating, and reporting our progress to our members and profession.

We will work through each of our commitments using an inclusive approach and by establishing actionable goals. (For further details, read our commitments strategy.)

Since the beginning of June, NACE and our NACE members have presented a number of powerful programs and resources featuring Black colleagues that have provided valuable insights into what we can do as individuals, as representatives of colleges and employer organizations, and as an association in support of equity and justice for the Black community and our Black colleagues. This is just the beginning.

We commit unwaveringly to our Black colleagues, members, and friends that we are in this together. We have the responsibility to make a difference. We will use our platform to do so.

Sincerely,

Jennifer Lasater, 2020 – 21 NACE President
David Ong, 2021 – 22 NACE President
Shawn VanDerziel, NACE Executive Director
Christopher Carlson, 2019 – 20 NACE President
Norma Guerra Gaier, 2018 – 19 NACE President
NACE STATEMENT ON THE EVENTS IN WASHINGTON, D.C  
JANUARY 7, 2021

The events that unfolded yesterday in Washington, D.C., were, to say the least, horrifying. The peaceful transfer of power is core to our democracy, and those who would assault and attempt to disrupt that deserve nothing less than our condemnation.

Our association’s unique mission is to advance the employment and economic prospects of America’s college graduates. Yesterday’s events jeopardized those prospects. Consequently, we call on Congress and others in our nation’s leadership to restore order and take the necessary steps to preserve and protect our Constitution and our democratic government.

I also want to recognize that yesterday’s ugliness was underpinned by systemic racism and supported by a lack of appreciation for evidence-based thought and discourse. Justice matters. Facts matter. NACE is committed to both.

Many of us need the time and space to process and reflect on what we witnessed. As part of this, we can consider how we, personally and professionally, can serve as examples for those whose lives we touch and help them move forward.

Finally, I want you to know that your association is here for you. As always, we are stronger together.

Sincerely,

Shawn VanDerziel  
NACE Executive Director

MARCH 18, 2021

Dear Colleagues:

Over the past year, the Asian community has been subjected to hateful rhetoric and increased acts of violence and racism. Chillingly, hate crimes against the Asian community have grown almost 150% in just a year, according to California State University’s Center for the Study of Hate and Extremism. The murders that occurred in Georgia on March 16 are the latest in a string of hate-filled and horrific acts targeting the Asian community.

On behalf of the Association, we want our friends, colleagues, and all those impacted in any way by these sickening acts to know that we are here for you. We will do our part as an association to make a difference, to bring awareness, and to be part of the solution.

The Asian community needs us all to step up and demonstrate our solidarity. We must all speak up to call out and condemn violence, racism, discrimination, stereotyping, and hate. In addition, let each of us evaluate how we can make a difference, in small and significant ways. It will have an impact. At NACE, we are committed to doing so.

By being part of the solution, we can work together to produce a college-educated workforce that is free from discrimination and hate, and one that is rooted in equitable outcomes.

Sincerely,

Jennifer Lasater  
2020 – 21 NACE President

Shawn VanDerziel  
NACE Executive Director

NACE believes in a world that is inclusive in approach and where equal opportunities and equitable outcomes exist for all. Read NACE’s Diversity, Equity, and Inclusion Statement at www.naceweb.org/dei-statement.
CORE PURPOSE
The National Association of Colleges and Employers serves as the primary resource for those working with the college-educated seeking employment.

VISION
The National Association of Colleges and Employers accelerates innovation and ongoing collaboration within a global community of professionals to develop and employ a future-ready work force that embraces diversity, equity, and inclusion.

MISSION
The National Association of Colleges and Employers empowers the community of talent acquisition and higher education professionals focused on the development and employment of college-educated talent by advancing equitable, evidence-based practices; creating leading content, research, and professional development opportunities; and enabling robust professional networks, while serving as the voice for the profession.

CORE VALUES
- Collaboration: Encourage a spirit of partnership and common interest.
- Inclusion: Foster and support diversity and inclusion to advance equity.
- Integrity: Promote ethical and respectful behavior and high professional standards.
- Innovation: Foster new knowledge and a commitment to continuous learning.
- Excellence: Promote distinctive and high-quality programs and services.

GOALS
As the Association for those focused on the development and employment of the college-educated, NACE will:

1. Increase and retain a broadly diverse membership and create opportunities to engage and build professional networks.

   Objectives:
   - Increase size and scope of membership market share and employ strategies to strengthen retention.
   - Identify and engage partners, organizations, and individuals to strengthen diversity of NACE membership and overall experience.
   - Develop opportunities for personalized experiences, customized networking, and interactive communities.

2. Lead our profession in diversity, equity, and inclusion by identifying and proposing ongoing deliberate, achievable strategies, and guidance that combats racism.

   Objectives:
   - Evaluate, revise, and implement policies, practices, and programs leading to equitable outcomes.
   - Provide voice for the profession on actionable systemic changes and approaches to eradicate racism and racial inequities.
   - Develop programming, research, and content on anti-racism that lead and support decision making and action for change.
OUR COMMITMENT
The National Association of Colleges and Employers (NACE) believes in a world that is inclusive in approach and where equal opportunities and equitable outcomes exist for all. The NACE community is committed to developing and supporting a robustly diverse, equitable, and inclusive community, where all members create and feel a sense of belonging. Through our collective deliberate efforts, NACE provides a basis for social justice. As the voice of professionals focused on the development and employment of the college-educated, it is critical for NACE to be explicit in the expression of our collective drive toward these ideals.

Valuing the diversity of organizations serves to engage a broad range, both in size and scope, of colleges and employers that are represented by, but not limited to:
- Geographic location, urban, rural, and suburban communities.
- Government, religious, public, private, for-profit, and non-profit organizations.
- Two-year, four-year, graduate, and professional schools.

HOW NACE ENACTS ITS COMMITMENT
The drive toward diversity, equity, inclusion, belonging, and social justice is an ongoing process and requires us to identify and address both unintended/intended and visible/invisible barriers arising from bias, discrimination, racism, and organizational structures that support such attitudes and actions. To create the desired impact, NACE:
- Champions its members’ individual and organizational diversity, equity, and inclusion efforts to advance all facets of their work environment, as well as its own.
- Facilitates the exchange of diverse perspectives of those employed by our member organizations.
- Embraces and derives value from the variety of views that diverse organizations and individuals bring to achieve inclusive excellence in all that we do.
- Implements initiatives that support diversity, equity, and inclusion in all of our collective endeavors as well as creates a supportive learning environment that encompasses communication of diverse perspectives, experiences, and realities.
- Makes concerted efforts to conduct outreach and engage individuals representing such organizations for service on the NACE Board, committees, and task forces, and in activities.
- Establishes inclusive and equitable practices for all its members, and draws on their varied strengths and perspectives. Our members’ unique characteristics include, but are not limited to:
  > Ethnicity, race, culture; sexual orientation, gender, gender identity, gender expression; age; differences in ability; immigration status, nationality, national origin; education; socio-economic status; family structure; military/veteran status; religious/non-religious beliefs; and local, state, nationally recognized groups/organizations.
HOW MEMBERS ENACT THIS COMMITMENT
As NACE organizational members engage individually in the career development and/or recruitment of the new and future work force, the Association’s core values of diversity, equity, and inclusion will be purposefully reflected in the following expectations and actions:

• To include individuals and groups that reflect diverse individual and organizational values and characteristics.
  > NACE members are encouraged to support diverse perspectives and ideas by treating others fairly. Members show respect for individual, cultural, and other identity-based differences while valuing and acknowledging unique skills and experiences.

• To consciously provide and engage in strategic educational and experiential opportunities to develop diversity, equity, and inclusion competence.
  > NACE members advocate for diversity, equity, and inclusion practices as a competency in the development and implementation of all recruiting and professional development programs. Members raise awareness and knowledge among their constituents by providing opportunities to increase the value and significant impact of diversity, equity, and inclusion among all stakeholders.

• To intentionally contribute in numerous ways and within a broad range of contexts to create an increasingly diverse work force and establish equitable and inclusive organizational practices.
  > NACE members recognize, incorporate, and value diversity as opportunities to learn and gain valuable insights by working together to advance our common global ideals. Members promote open dialogue and active listening to establish inclusion as an organizational hallmark.
APPENDIX
FOUR
DEFINITIONS

NACE offers the definitions below to clarify its intent to include all individual and organizational members in ways that enable them to feel a sense of belonging to our community.

**Anti-racism** is the practice of recognizing and actively opposing racism in society with the goal to promote racial equity.

**Belonging** refers to the perceived support, feeling of connectedness, and experience of community among peers and colleagues within the Association. Belonging is a process of building a foundation through diversity, equity, and inclusive practices that cultivates the cornerstone of engagement in our community.

**Diversity** refers to group social differences such as race/ethnicity, class, gender, sexual orientation, gender preferences, country of origin, dis/ability, cultural, political, religious, or other group affiliations.

**Equity** means acknowledging and making adjustments to address the consequences of a long history of prejudice and discriminatory treatment that continues and has a negative impact on Black, Brown, Indigenous, and marginalized communities. (See an illustration of this concept.)

**Inclusive** practices are those that include an active, intentional, meaningful, and equitable engagement across the diversity of our NACE community. Recognizing our diversity while meaningfully engaging it facilitates greater awareness, knowledge, and understanding of the complex ways individuals engage within systems and institutions. Building these skills and abilities among individual members will begin to address past injustices and lay a strong foundation for equitable success for our individuals and organizations, and as a consequence, our nation and the global communities where we work.

**Social justice** has several elements that affect many areas of public policy and public administration. It is fair treatment of all people in a society, including respect for the rights of people who have been marginalized and the equitable distribution of resources among members of a community. It is fairness manifested in society through health care, gender equality, reproductive rights, education, employment, and voting. It imposes personal responsibility to collaborate with others to design and continually perfect institutions as tools for personal and social development.
APPENDIX FIVE
EVENT DETAILS

- **Event Date:** 2/18/2021
- **Event Location:** Virtual, access the NACE's HBCU Summit landing page [here](#).
- All related goals were accomplished.
  - Raised revenue to offer all HBCUs free NACE membership for up to three years; membership among HBCUs has grown from 60 to 81 institutions (35%) as a direct result of the event; > $109,000 value over three years.
  - Raised enough funds to offer scholarships for NACE events, including the NACE21 Conference; 195 individuals from 53 HBCUs enjoyed this benefit; $53,700 value.
  - Provided a high-quality experience for attendees (see Attendee Post-Event Survey Results on the next page of this report).
  - Connected employers and HBCU career services professionals, not only through the day’s event but through post-event programming.

**Outstanding Goals:**

- Convert all HBCUs to NACE members — in process led by the NACE Member Services.
  - As of June 2021, 80.2% of HBCUs held membership as a result of the event, up from 59% pre-event.
- Deliver a series of follow-up programming that engages event attendees — in process.

**Registrant Profile:**

- > 67 Sponsor Organizations
- > 990 Total Individual Registrants
  - 494 Nonmember Individual registrants
  - 400 NACE Member registrants
  - 96 HBCU Individual registrants
- > 588 Total Organization Registrations
  - 292 Nonmember Organizations
  - 257 NACE Member Organizations
  - 39 HBCU Organizations

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**NACE’S HBCU SUMMIT INDIVIDUAL REGISTRANTS**
ATTENDEE POST-EVENT SURVEY RESULTS
(On a scale of 1 — 5, With 5 Being Best)

- Overall Program Quality — 4.61
- Topic Relevance — 4.69
- 90-Day Utilization — 4.52
- Prior Topic Knowledge — 3.38
- Current Topic Knowledge — 4.30
- Met Learning Outcomes — 4.38
- Presentation Skills — 4.59
- Program Material — 4.44
- Program Content — 4.52

*Note, some attendees shared their experience on LinkedIn. Access the link here.
### NACE'S HBCU SUMMIT EVENT SPONSORS

**Title Sponsor**
- JPMorgan Chase

**Strategic Partners**
- InternX
- Disney
- Citi
- Deloitte
- Merck
- Textron

**Initiative I Partners**
- Altria
- Arup
- CGI Federal
- Cigna
- Federal Reserve Board
- KPMG
- Liberty Mutual
- Northrop Grumman Corporation
- Viasat
- Visa
- Wellington Management
- Workday

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<th>Initiative II Partners</th>
<th>Initiative II Partners</th>
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<td>Lockheed Martin</td>
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<td>The Aerospace Corporation</td>
<td>L’Oréal USA</td>
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<td>Alion Science</td>
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<td>Maximus</td>
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<td>Sunpower</td>
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<tr>
<td>Eaton</td>
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<td>Johnson &amp; Johnson</td>
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The National Association of Colleges and Employers (NACE), in partnership with INROADS, hosted its first HBCU Summit on February 18, 2021. With the theme of “Bridging College to Employment,” the event highlighted, unpacked, and provided additional strategies for recruiting talent from historically Black colleges and universities (HBCUs). One takeaway threaded throughout the event was the need to tailor the approach and relationship for each school.

In addition to producing a high-quality experience with invaluable insights for more than 900 attendees, NACE’s HBCU Summit had the goal of garnering enough support to offer NACE membership to all HBCUs. Through the generosity of our 67 corporate sponsors, NACE is happy to report success: NACE will provide complimentary membership to all HBCUs for three consecutive years.

HBCUs interested in taking advantage of this opportunity should contact the NACE Membership Department at membership@naceweb.org between March 2021 and June 2021 for additional information. A list of membership benefits can be found at https://www.naceweb.org/membership/benefits/.
APPENDIX SIX
As of June 2021, demographics captured for NACE's 13,617 members in this report include race, gender, and company type. Below are the self-reported data regarding these categories.

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<th>REPORTED OPTIONS FOR RACE</th>
<th>REPORTED OPTIONS FOR GENDER</th>
<th>REPORTED OPTIONS FOR COMPANY TYPE</th>
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<td>• Tech School Less Than 2 Year</td>
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## NACE Members by Race and Company Type

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<th>HAWAIIAN OR PACIFIC ISLANDER</th>
<th>HISPANIC AMERICAN</th>
<th>INTERNATIONAL</th>
<th>MULTI-RACIAL</th>
<th>NATIVE AMERICAN</th>
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<td>Graduate School Private</td>
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<td>0.01%</td>
<td>0.02%</td>
<td>0.03%</td>
<td>0.04%</td>
<td>0.54%</td>
<td>0.06%</td>
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<td>0.55%</td>
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</tr>
<tr>
<td>Graduate School Public</td>
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<td>0.04%</td>
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<td></td>
<td></td>
<td></td>
<td>0.01%</td>
<td>0.02%</td>
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<tr>
<td>Other</td>
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<td></td>
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<td>0.12%</td>
<td>0.01%</td>
<td>0.25%</td>
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<tr>
<td>Tech School Less Than 2 Year</td>
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<td>0.03%</td>
<td>0.04%</td>
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</tr>
<tr>
<td>Vendor</td>
<td>0.08%</td>
<td>2.42%</td>
<td></td>
<td>0.08%</td>
<td>0.05%</td>
<td>0.04%</td>
<td>0.98%</td>
<td>0.13%</td>
<td>0.04%</td>
<td>0.65%</td>
<td>2.08%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>7.60%</td>
<td></td>
<td></td>
<td>4.44%</td>
<td>0.85%</td>
<td>1.93%</td>
<td>0.24%</td>
<td>45.33%</td>
<td>3.79%</td>
<td>3.27%</td>
<td>29.90%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
APPENDIX

SEVEN
# NACE Affinity Groups

<table>
<thead>
<tr>
<th>Affinity Group Name</th>
<th># of Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian American Native American Pacific Islander-Serving Institutions (AANAPISI)</td>
<td>60</td>
</tr>
<tr>
<td>Career Services Professionals in an Employer-Relations Role</td>
<td>298</td>
</tr>
<tr>
<td>Colleges with a Population of Students Under 5,000</td>
<td>154</td>
</tr>
<tr>
<td>Community and Two-Year Colleges</td>
<td>151</td>
</tr>
<tr>
<td>Global Talent</td>
<td>140</td>
</tr>
<tr>
<td>Hispanic-Serving Institutions (HSIs)</td>
<td>133</td>
</tr>
<tr>
<td>Historically Black Colleges &amp; Universities (HBCUs)</td>
<td>112</td>
</tr>
<tr>
<td>Individuals Serving Nontraditional Populations, Adult Students, Online Learners, Alumni</td>
<td>142</td>
</tr>
<tr>
<td>Individuals Serving/Recruiting Veterans</td>
<td>106</td>
</tr>
<tr>
<td>Individuals Supporting/Recruiting Students with Disabilities</td>
<td>167</td>
</tr>
<tr>
<td>LGBTQ &amp; Allies</td>
<td>187</td>
</tr>
<tr>
<td>Liberal Arts Colleges and Majors</td>
<td>256</td>
</tr>
<tr>
<td>Online Career Services</td>
<td>226</td>
</tr>
<tr>
<td>People of Color</td>
<td>281</td>
</tr>
<tr>
<td>STEM</td>
<td>257</td>
</tr>
<tr>
<td>Tribal Colleges and Universities</td>
<td>34</td>
</tr>
<tr>
<td>Women in URR and Career Services</td>
<td>341</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,045</strong></td>
</tr>
<tr>
<td><strong>Total (Unduplicated)</strong></td>
<td><strong>1,102</strong></td>
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# NACE Affinity Group Profile

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>NACE Membership in AGs (total)</td>
<td>22.36%</td>
</tr>
<tr>
<td>NACE Membership in AGs (unduplicated)</td>
<td>8.09%</td>
</tr>
<tr>
<td>POC NACE Membership in AGs (total)</td>
<td>46.57%</td>
</tr>
<tr>
<td>POC NACE Membership in AGs (unduplicated)</td>
<td>13.39%</td>
</tr>
<tr>
<td>Average Number of AG Memberships Per Member</td>
<td>2.76</td>
</tr>
</tbody>
</table>
APPENDIX
EIGHT
NACE MEMBERSHIP

13,617 Individuals
17.70% POC Individuals

NACE MEMBERSHIP BY DEMOGRAPHIC

- African American 7.60%
- Asian American 2.42%
- Hispanic American 4.44%
- International 0.85%
- Multi-Racial 1.93%
- Native American 0.24%
- Prefer Not to Answer 3.79%
- Have not Responded 2.36%

DEMographics of NACE COMMITTEES/TASK FORCES

- White 59.41%
- African American 18.08%
- Asian American 8.12%
- Hispanic American 5.90%
- International 0.74%
- Multi-Racial 2.58%
- Native American 0.37%
- Prefer not to Answer 2.21%
- Hawaiian or Pacific Islander 0.0%

- White 45.33%
- Have Not Responded 33.17%
## COMMITtees/Task Forces

- 2021 Conference Program Committee
- Advocacy Advisory Committee
- Board of Directors
- Career Readiness Competencies Task Force
- Diversity, Equity, and Inclusion Committee
- Executive Committee
- Finance and Audit Committee
- Future of Skill Development & Hiring Task Force
- Honors and Awards
- Principles for Ethical Professional Practice Committee
- Promise of Value from NACE Task Force
- Sourcing and Nomination Committee

**212 Total Members Serving**

## NACE Committee/Task Force Profile

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>NACE Membership Serving on Committee/Task Force</td>
<td>1.56%</td>
</tr>
<tr>
<td>NACE POC Serving on a Committee/Task Force</td>
<td>3.03%</td>
</tr>
<tr>
<td>% of Committees/Task Forces Identify as POC</td>
<td>34.43%</td>
</tr>
</tbody>
</table>
APPENDIX
NINE
NACE ANNUAL DEI REPORT

TOWN HALL FOCUS

- Are You Ready: Going Back to School with COVID-19
- Fall 2020 — The Reality: What's Happening and How We Are Adjusting
- Leading Practices for Virtual Career Fairs and Recruiting Events
- Meet Up With Shawn: Critical Conversations
- Summer/Fall 2021 Internship Landscape
- The Hybrid Recruiting Season

**6 Total Town Halls**

NACE MEMBERSHIP

73.91% POC Presenters

<table>
<thead>
<tr>
<th>Total Presenters</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>23</td>
<td>100.00%</td>
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</table>

PRESENTERS BY GENDER

<table>
<thead>
<tr>
<th>Gender</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>13</td>
<td>56.52%</td>
</tr>
<tr>
<td>African American</td>
<td>8</td>
<td>34.78%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1</td>
<td>4.35%</td>
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<tr>
<td>White</td>
<td>4</td>
<td>17.39%</td>
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<table>
<thead>
<tr>
<th>Male</th>
<th>Count</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>10</td>
<td></td>
<td>43.48%</td>
</tr>
<tr>
<td>African American</td>
<td>5</td>
<td>21.74%</td>
</tr>
<tr>
<td>Asian</td>
<td>1</td>
<td>4.35%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>2</td>
<td>8.70%</td>
</tr>
<tr>
<td>White</td>
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<td>8.70%</td>
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**Total**

<table>
<thead>
<tr>
<th></th>
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</table>

PRESENTERS BY DEMOGRAPHIC

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<thead>
<tr>
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<th>Count</th>
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</thead>
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<tr>
<td>African American</td>
<td>13</td>
<td>56.42%</td>
</tr>
<tr>
<td>Asian</td>
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<tr>
<td>Hispanic</td>
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<tr>
<td>White</td>
<td>6</td>
<td>26.09%</td>
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</table>

**Total**

<table>
<thead>
<tr>
<th></th>
<th>23</th>
<th>100.00%</th>
</tr>
</thead>
</table>
APPENDIX

TEN
A variety of tools, resources, and webinars have been curated over the past year to help NACE members advance DEI and anti-racism efforts. Below is the active list of tools as of June 2021 at: https://www.naceweb.org/diversity-equity-and-inclusion/resources/fighting-racial-injustice-we-stand-together/.

**WE STAND TOGETHER**
Messages from NACE Leadership

**NACE QUICK POLL: RESPONDING TO RACIAL INJUSTICE**
Final Results (September 2020)

**EVENTS**
Archives And On-Demand Webinars
- Being Black in Academic & Corporate Culture (NACE Connect – Free)
  > Download the PowerPoint
- Future of Work 2020: 5 Strategies to Develop & Retain Diverse Early Career Talent (NACE Connect – Free)
- DEI: Advancing Equity Through and Despite Current Trends (NACE Connect - On-Demand Webinar)
- Diversity-Focused Programming (On-Demand Webinar)
- Disruption = Change: Advancing Equity for Marginalized Students (On-Demand Webinar)
- Inclusion, Equity, and Affinity: NACE Members Advancing Awareness and Change (NACE Connect – Free)
- Inclusive Leadership (On-Demand Webinar)
- Networking Programs & Diverse Student Populations (On-Demand Webinar)
- Racial Justice Day of Action: The Impact of Career Services (August 12, 2020)
- Successful Engagement of Native American Students (video)
- Town Hall: We Stand Together (June 9, 2020)
  > Resource List

**LATEST RESOURCES**
View the latest DEI best practices, resources, and tools here.

**TAKE ACTION: NACE AFFINITY GROUPS**
Inclusion, Equity, and Affinity: NACE Members Advancing Awareness, and Change

Join NACE Affinity Groups (members only)
APPENDIX

ELEVEN
With 2020 drawing to a close, we would like to give you a sense of what we—the NACE community—have accomplished together over the past few months and where we are headed.

First, it is an understatement to say 2020 has been a challenge. We have experienced nothing like this—and let’s hope we don’t experience anything like it ever again.

That said, together we have made some amazing strides to face the challenges before us. This would not have been possible without the willingness of members to step up to share their strategies, resources, and ideas. #WeAreNACE! We invite you to review just a few of the resources we’ve developed together to address the twin pandemics of COVID-19 and racial injustice.

We would also like to use this opportunity to provide an update (see below) on the commitments we made in August to supporting the Black community and anti-racism.

Finally, we’d like to preview some of what is coming in the early part of 2021.

Best wishes for safe and happy holidays!

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**NACE’s Commitments to Supporting the Black Community and Anti-Racism – Update**

Review NACE’s progress on its commitments.

**How You Can Help**

You can contribute to the association’s ongoing efforts by helping us better understand the diversity of our membership. Please complete the diversity and inclusion portion of your profile.

**Coming in early 2021**

**Compelling and impactful events**

- NACE’s HBCU Summit *In partnership with INROADS*
- Successful Engagement of Native American Students *Presented by the Tribal Colleges & Universities Affinity Group*
- Succeeding in the New Normal: Virtual Recruiting Webinar Series
- Plus more: Click here for the latest!

**Cutting-edge data and analysis**

- Internship & Co-op Survey: Benchmarks, trends, and compensation data
- First-Destination Survey Results: Outcomes and trends
- Student Survey: Attitudes, behaviors, and outcomes

**New and revised resources**

- NACE Career Readiness Competencies – Revised
- Professional Standards for Career Services Workbook (digital edition)
- NACE’s Guide to Compensation for Interns and Co-ops

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Jennifer Lasater  
2020-21 NACE President

Shawn VanDerziel  
NACE Executive Director