

DEI Report Card 2023

She Runs It® exists to pave the way for more women to lead at every level of marketing, media, and tech. We are committed to removing barriers, creating access, and lifting up women of all identities, ethnicities, and backgrounds. To that end, our organization has identified seven key priorities and actions that we will tirelessly pursue as we seek to create gender equity for our community and the industry.

The following pages outline our intentions and progress against those intentions. This report will be published on a biannual basis.

Priority #1

We will embrace and embody a clear articulation of why we do what we do so that our community fully understands our purpose. She Runs It is committed to removing barriers, creating access and lifting up women—Black, Brown, Asian, White, Lesbian, Gay, Bisexual, Transgender, veterans, disabled, and all other identities— and their allies.

2023 Actions and Results

This commitment was agreed upon by our Board of Directors and is expressed on our Website, in our membership contracts, and in all appropriate forms of literature, promotion, and description. It is articulated during the employee onboarding process, member communications, in our sales presentations to sponsors and corporate alliance partners, and in corporate alliance agreements.

Priority #2

We will be clear and consistent about who we serve. At She Runs It, the “She” in She Runs It stands for every individual who experiences the challenges that women face in marketing, media and tech, and all of their allies.

2023 Actions and Results

- Our members are encouraged to self-identify with pronouns when they complete their membership profiles and respond to surveys
- Inclusive language is embedded in our digital properties and documentation
- We invite and encourage men to be members of the She Runs It community

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Priority #3

We will continue to work tenaciously to expand, accelerate, and amplify the work of #Inclusive100, the industry's first measurement tool that uses data to help companies create more diverse, inclusive and equitable workforces and workplaces. Our aim is to recruit 100 companies to participate in the consortium and achieve a score of 60 or better on the Seramount Inclusion Index, and also to drive adoption of best practices uncovered by #Inclusive100 participants.

2023 Actions and Results

- In November 2023, we completed the 6th annual #Inclusive100 study based on Seramount's Inclusion Index and shared the results with the consortium
- She Runs It made a significant investment in a new Seramount survey tailored to the marketing, media, and adtech industries; it is streamlined to encourage broader participation
- We hosted four #Inclusive100 Roundtable sessions in 2023, with topics that included:
 - How to be an inclusive leader
 - ESG – Where does the S in ESG fit into DEI (Sustainability & DEI)
 - DEI's impact on business results
 - AI & DEI: from the lenses of Workplace, Workforce, Marketplace & Community
- We continue to evangelize the power of measurement and the value of participating in #Inclusive100, recruiting industry leaders to be a part of the index and the consortium

Priority #4

To better understand the composition of our community and how to be inclusive of everyone we serve, She Runs It encourages members to self-identify when they onboard or update their profiles.

We will also produce a biannual report card (this document), that summarizes the actions we take, the results we achieve, and the steps we will pursue to continue making progress. The survey and report card will disclose information about the composition of our membership, operating board, foundation board, and staff; as well as the diversity of our speakers, panelists, honorees, and loan grant recipients.

2023 Actions and Results

Of our 5,596 members as of December 1, 2023, 1,413 members, or 25% of our overall membership have self-identified their race/ethnicity and gender.

- 176 have self-identified as Black (12%)
- 147 have self-identified as Hispanic/Latine (11%)
- 111 have self-identified as Asian (8%)
- 73 have self-identified as bi-racial / other (5%)
- 891 have self-identified as White (63%)

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Priority #4 (cont)

Of our 17 Operating Board members:

- 3 are Black (18%)
- 1 is Hispanic/Latine (6%)
- 2 are Asian (12%)
- 11 are White (67%)
- All Operating Board members are women

(33% diverse)

Of our 14 Foundation Board members:

- 6 are Black (43%)
- 0 are Hispanic/Latine
- 0 are Asian
- 8 are White (57%)
- 10 are female (71%)
- 4 are male (29%)

(30% diverse)

Of our 9 full-time staff members:

- 4 are White (44%)
- 2 are Black (22%)
- 1 is Hispanic/Latine (11%)
- None are Asian
- None are nonbinary
- None are male

Priority #5

We will create and monitor a feedback mechanism that will help us illuminate experiences of bias, microaggressions or microinequity. These shared experiences will be reviewed and addressed on a quarterly basis, or more frequently if the feedback demands urgent response.

2023 Actions and Results

- We have created and publicized an email box: weRlistening@sherunsit.org. We will remind people of its existence via newsletter, member events, committee meetings, etc.
- Feedback is monitored by the staff as it is received, and responses/actions are agreed
- To date, no negative feedback requiring response has been received

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Priority #6

To ensure our staff is equipped to “walk the talk” of our DEI commitments, She Runs It employees and Board Members will be encouraged to participate in the #Inclusive100 quarterly roundtables.

2023 Actions and Results

- Participation in at least two of four quarterly roundtables was mandated.

Priority #7

We will recruit and feature a diverse slate of speakers, honorees and panelists to ensure the composition of our organization, content, and programming is reflective of the current census numbers as well as our aspirations for the industry.

2023 Actions and Results

Of the women honored with She Runs It awards in 2023:

- 45% of Working Mothers of the Year honorees were women of color
- 30% of Changing the Game honorees were women of color
- 33% of Women of the Year honorees were women of color

Of the speakers and panelists included in 2023 She Runs It programming:

- 52% of Best of the Badass Bosses were people of color
- 40% of Lift as You Climb were people of color
- 75% of Fearless Voices were people of color
- 33% of Mastering Leadership were people of color
- 83% of Breaking Barriers were people of color
- 40% of What's Hot in Media, Marketing and Tech were people of color
- 83% of Multicultural Bootcamps were people of color
- 41% of Night of Networking Unplugged were people of color
- 67% of C-Suite Meets were people of color
- <1% of She Runs It He Gets It were people of color
- <1% of Media Insights Breakfast were people of color

Education Loan Grants:

- 43% of grant recipients were women of color