

REPORT

# Our Inclusion and Diversity Report 2021

| Inclusion and Diversity Mean Trust and Progress



Quorum



# Contents

- 01 | Letter of Introduction | Page 3
- 02 | Women at Quorum | Page 6
- 03 | Race and Ethnicity at Quorum | Page 8
- 04 | Veterans at Quorum | Page 12
- 05 | Disability at Quorum | Page 13
- 06 | Age at Quorum | Page 14
- 07 | LGBTQ+ at Quorum | Page 15
- 08 | Intersectionality and Inclusion at Quorum | Page 16
- 09 | The Path for Progress | Page 17



**Alex Wirth**

Quorum  
Cofounder & Chief Executive Office  
Executive Sponsor of Inclusion and Diversity

## At Quorum, inclusion and diversity mean trust and progress.

Trust because people who trust one another grow with one another and progress because the work is never done.

In the spirit that the work is never done, we are publishing our 3rd annual Inclusion and Diversity Report to provide insight into what we are already doing well and, more importantly, how to continue to push ourselves to build an even more inclusive and diverse organization where all team members have the opportunity to flourish.

In our last report, we were only at the beginning of our current global pandemic. And we — like many other organizations — dug deep to understand how to best show up for our teams. We created (virtual) team events to celebrate each other’s culture, united in safe spaces to share how we were processing the injustices of 2020 and leaned in on our efforts to find new ways to increase our progress and understanding. At times it wasn’t easy, but it was necessary.

Leaning on our tools, we launched an [anti-racist action center](#) to give our team and others a place to take action; worked to recruit other organizations to make commitments to inclusion and diversity initiatives through our [Path for Progress program](#); read and had a team discussion on Biased by Jennifer Eberhardt; and hosted numerous lunch and learns to engage in conversations and topics that gave voice to underrepresented groups.

We also looked internally and made changes to our compensation to recognize the work of our Inclusion & Diversity Council and affinity groups. We implemented a Trust and Progress Bonus Program designed to reward the teams’ hard work in creating an inclusive and diverse work environment where all team members can flourish. And since our last report, our affinity groups have grown! Quorum has launched another affinity

group, Parents@Quorum. They join Queer@Quorum, People of Color at Quorum, and Quorum for Mental Health. We are delighted to see our team communities continue to develop.

Each year, Quorum's Inclusion and Diversity Council discusses how best to promote accountability while still protecting the anonymity of individual team members. After consultation with Queer at Quorum, we are proud to share that 14% of our team identifies as members of the LGBTQ+ community — this is substantially higher than both the nationwide average of 4.5% and the District of Columbia average of 9.8%. We also have members of the LGBTQ+ community represented at all levels of our organization—from recent graduates to senior executives.

Veteran representation continues to be an area where we can improve. Our veteran community has remained constant, 3% of our United States workforce. Our focus and commitment moving forward is on reviewing our benefits, leave, and leave support policies to help veterans gain better support as they transition their careers to civilian life. In positive news, we have continued to see the average age at Quorum rise. From 2020 to 2021, the average age of all team members increased by one year, managers increased by 5.4 years, and executives increased by four years.

In our last annual report, we set two lofty goals for ourselves. First, in no particular order, we wanted to increase the representation of women in technical positions by 30% and increase the representation of people of color, particularly Black and Latinx individuals, focusing on management growth opportunities by 30%. How did we do?

Over the past year, we have made notable strides in gender representation. Women represent 47% of all team members—up a significant margin from our starting point of 35% in 2017. Moreover, women fill 83% of Leadership roles, and through our recruiting and development efforts, 35% of technical positions are held by women. This is 5% higher than the goal we set for ourselves. We are motivated by our results and will continue to work towards total gender parity with a new focus on non-binary representation.

An area of focus for us in race/ethnicity representation has been on management pathways for individuals in Black and Latinx communities. Currently, only 10% of our Team Leads and above identify with these groups. And while we did see an uptick in

Leadership<sup>1</sup> representation to 28%, an increase from 15% in 2020, this was short of our goal. We are appreciative of the work done to achieve these results yet more progress is needed to help our teams' see a management representation that reflects our ever-growing team.

We proved that we can beat the odds and succeed. We were able to build a platform used by thousands of public affairs professionals across the globe. We are changing the way the advocacy process works in Washington, D.C. And more importantly, we remain excited about the opportunity to affect similar positive change within our own organization in the months and years to come by fostering diverse perspectives and facilitating the conditions for everyone at Quorum to thrive. Now more than ever, we are validated and encouraged to double down on our efforts to create the community, culture, and a company that leads with our values. And will continue to help other organizations do the same.

Read our complete Inclusion and Diversity Report below to learn more about where we are today and the steps, we are taking this year to increase trust and progress at Quorum.

## 2021 Inclusion and Diversity Council Quorum

Co-Chairs:



Lee Buoy



Kimberly Yang

Members:



Giang Dieple



Sara Gershman



Melissa Chenok



Neal Walia

<sup>1</sup> Role types at Quorum are defined as Management, Leadership, Executive. Management represents managers and above, Leadership represents Directors and above, and Executive represents our Vice Presidents and above.

## Women at Quorum

Since we began tracking demographic information in 2017, we have made marked progress in gender representation at all professional levels. In 2021, women represent 47% of all team members—up a significant margin from our starting point of 35% in 2017.

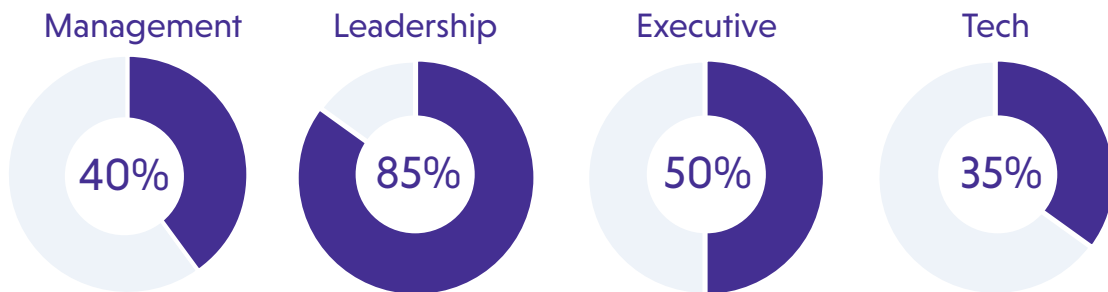
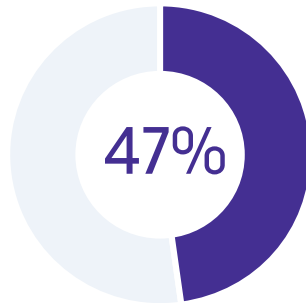
Moreover, women fill 40% of management positions - a decrease of 8% from 2020. Yet, through our hiring efforts for leadership positions women represent 85% of leadership roles. This is a 22% increase from 2020. And in our executive roles, women represent 50% of all executive leaders. This is an increase of 7% from 2020.

As we continue to work towards total gender parity, our focus continues on representation of women in technical positions. Today, women represent

35% of technical roles—a 13% increase from 2020. Along with attention from our talent acquisition team, we'd like to attribute this to our software engineering apprenticeship program. The mission of Quorum Accelerate: Software Engineering program is to offer a pipeline of new, diverse pools of talent that the Quorum Engineering team has historically not been able to easily access, and second, to recruit and train individuals who will be able to grow their careers long-term as software engineers.



## Women at Quorum



Beyond representation, we see strong engagement from women in our workforce. For example, over the past twelve-months, women overall departed Quorum at a rate lower than their male counterparts. Moreover, 93% of women report that they “really care about the fate of [Quorum]” and 86% report they “have a friend at [Quorum].”

Despite strong engagement and retention, we have more work to do to help women feel a sense of belonging at Quorum. While women and men report equal rates of believing that their unique skills and talents are valued at work, women in management and leadership roles report lower rates of belonging. Moving forward, we will continue using research from organizations, such as [Catalyst](#), to identify additional concrete steps we can take to build a workplace where all women at all levels of the organization are set up to succeed.



## Race and Ethnicity at Quorum

Over the last year we have seen a moderate increase in the number of Quorum team members who identify as an underrepresented minority increasing from 17% in 2020 to 22% in 2021.

This is slightly ahead of the [EEOC finding in high-tech of 17.43%](#). We still have more work to do to increase the representation and advancement of people of color. Currently, 22% of team members identify as an underrepresented minority<sup>2</sup>—a moderate increase from 17% in 2020. We have seen the most hiring success in our representation of team members who identify as two or more races, moving from 4% to 6% workforce representation from 2020 to 2021. Currently, there is no evidence of adverse impact when it comes to attrition—all underrepresented minorities turnover at rates that are roughly proportional to our average turnover and broader workforce representation.

One of the outcomes from last year's report was a decision to double down on our focus to increase candidate attraction for underrepresented minorities — particularly for influential management

and leadership roles. This yielded a 10% increase for Black+ managers and an increase from 0% to 14% for Latinx leaders. Moving forward along with our recruiting efforts we are focused on finding pathways for advancement and better retention strategies. To help address advancement lags we are exploring opportunities to engage our team in career advocacy and are working with our People of Color Affinity Group to identify management skills training.

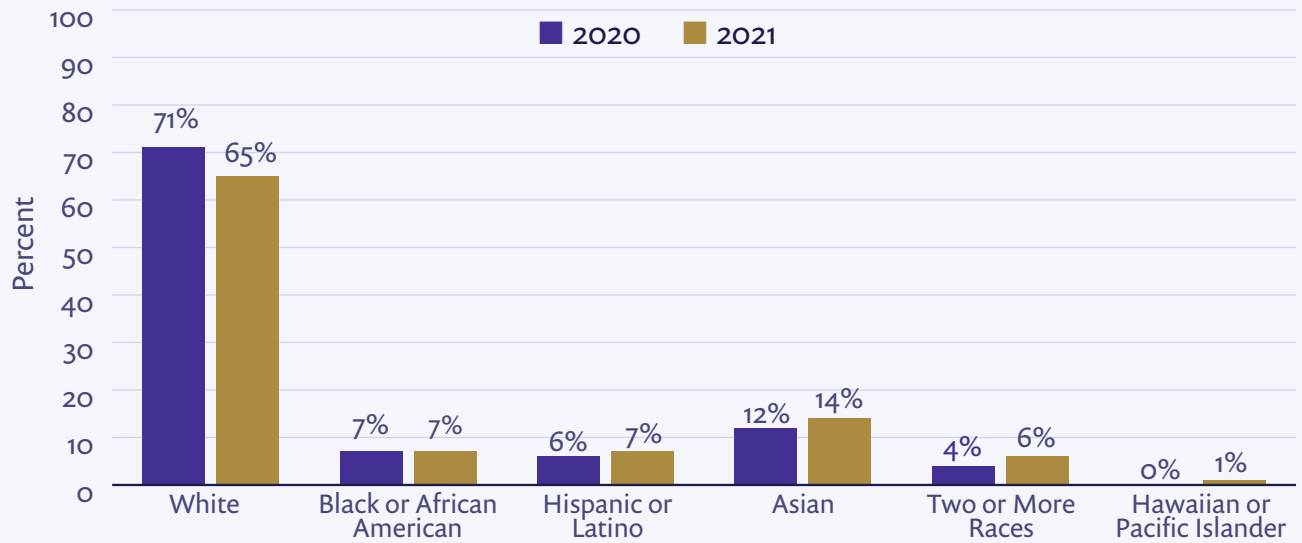
We have also expanded several existing programs to help create spaces for all team members to further educate themselves on how they can contribute to building a work environment where underrepresented minorities can bring their whole selves to work (e.g. Lunch & Learns on multiple topics like The African Diaspora: Exploring Identity to Rise in AAPI Hate: A conversation on the Model Minority Myth, Allyship, and Solidarity).

<sup>2</sup> Underrepresented minority is defined as Black or African American, Hispanic or Latino, and/or Two or More Races.

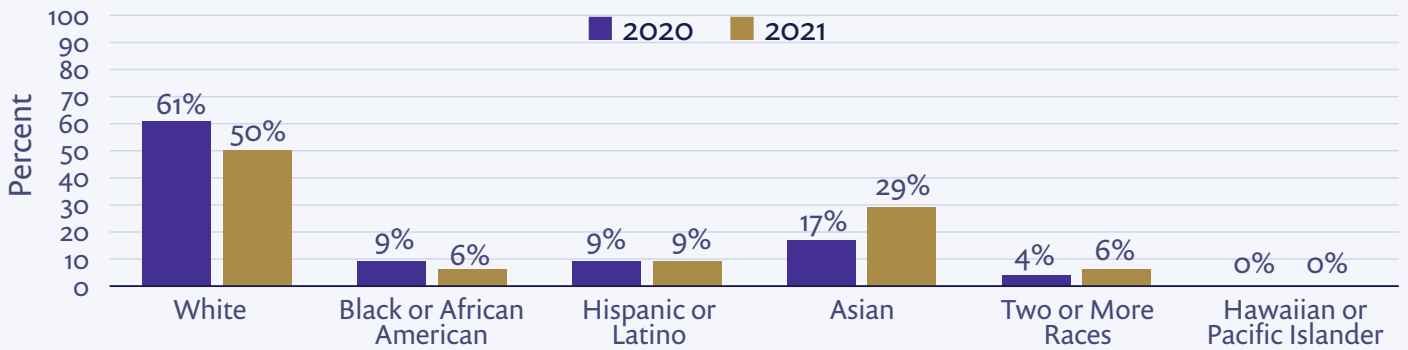




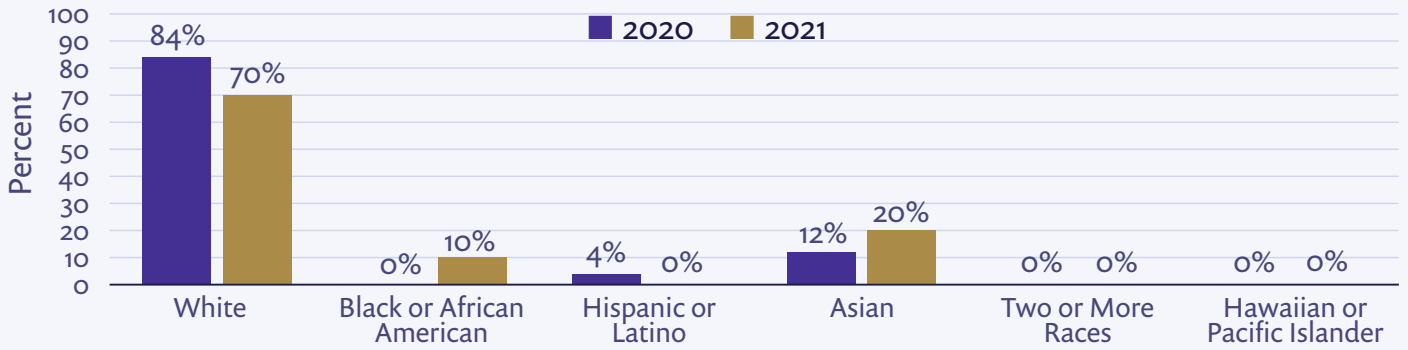
## RACE AND ETHNICITY AT QUORUM



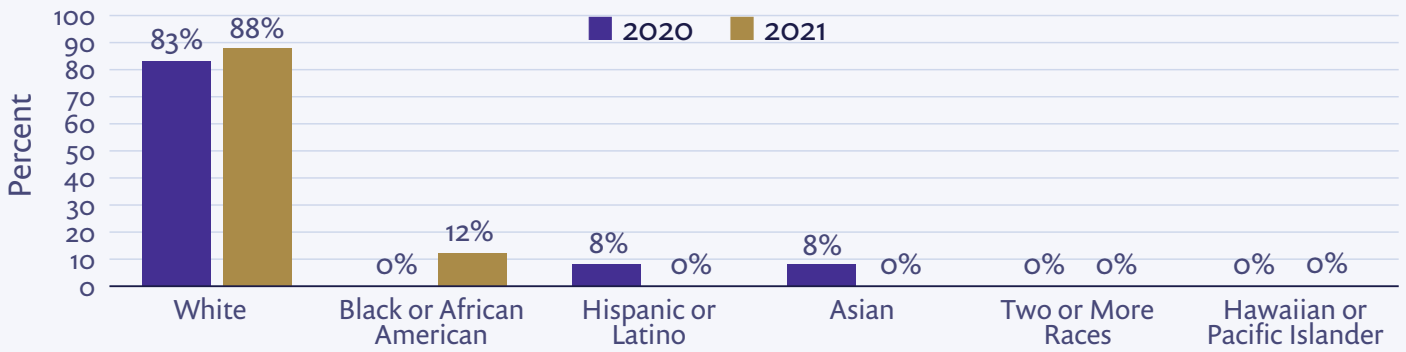
## TECHNICAL



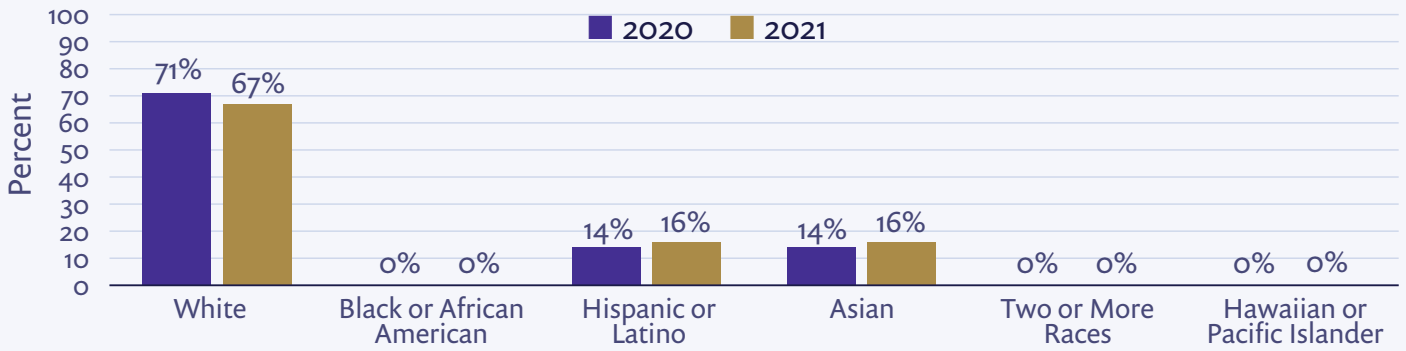
## MANAGEMENT



## LEADERSHIP



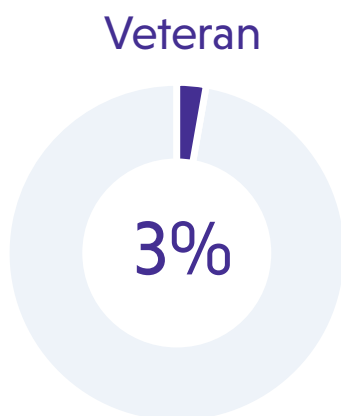
## EXECUTIVE



## Veterans at Quorum

Veterans now represent under 3% of our United States workforce—a slight decrease from 2020.

While we have not matched the 7% nationwide representation of veterans in the United States, we remain diligent on this front. In particular, team member and client referrals have proved to be a strong source of veteran talent. Moving forward, we will work on developing talent acquisition plans to engage the whole military familial unit (e.g., veteran spouses) and further our partnerships with local and nationwide veterans initiatives (e.g., OperationCode) and training programs (e.g., Vetforce) to help veterans pursue careers in tech at Quorum and beyond.





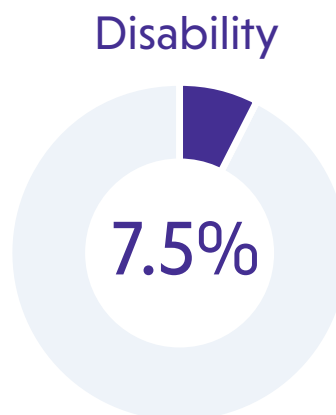
## Disability at Quorum

7.5% of Quorum team members identify as individuals living with disabilities—this is a decrease from 11% in 2020 yet higher than the current workforce representation of individuals with disabilities (5.5%) according to Disability:IN<sup>3</sup>.

Self-identification and representation for this demographic group are the most difficult for us to pinpoint. There are multiple, intertwined factors that we do our best to untangle. For example, we know that persistent stigma around mental health can lead to underreporting. Disability status is a protected identity classification that can change over time (e.g., accidental injuries resulting in short-term disability). Nevertheless, we are committed to actions that will lead us to report a workforce that more closely matches the percentage of individuals living with disabilities in 2021 and beyond.

To understand the varied barriers faced by individuals with disabilities, we conducted an internal audit of our practices, policies, and programs in early 2021. From this audit, we identify three ways we'd like to continue our efforts to create a positive work environment for individuals with disabilities.

1. Work Audit: We will continue to conduct an internal review of new roles to assess flexibility and/or remote-work capacities.
2. Community Engagement: We are committed to increasing our community engagement efforts and excited about our new partnership with [Chronically Capable](#).
3. Education: And with the support and positive work from the Quorum for Mental Health affinity group, we will continue educational and awareness efforts to increase our internal engagement, expansion of educational resources for managers and individuals.

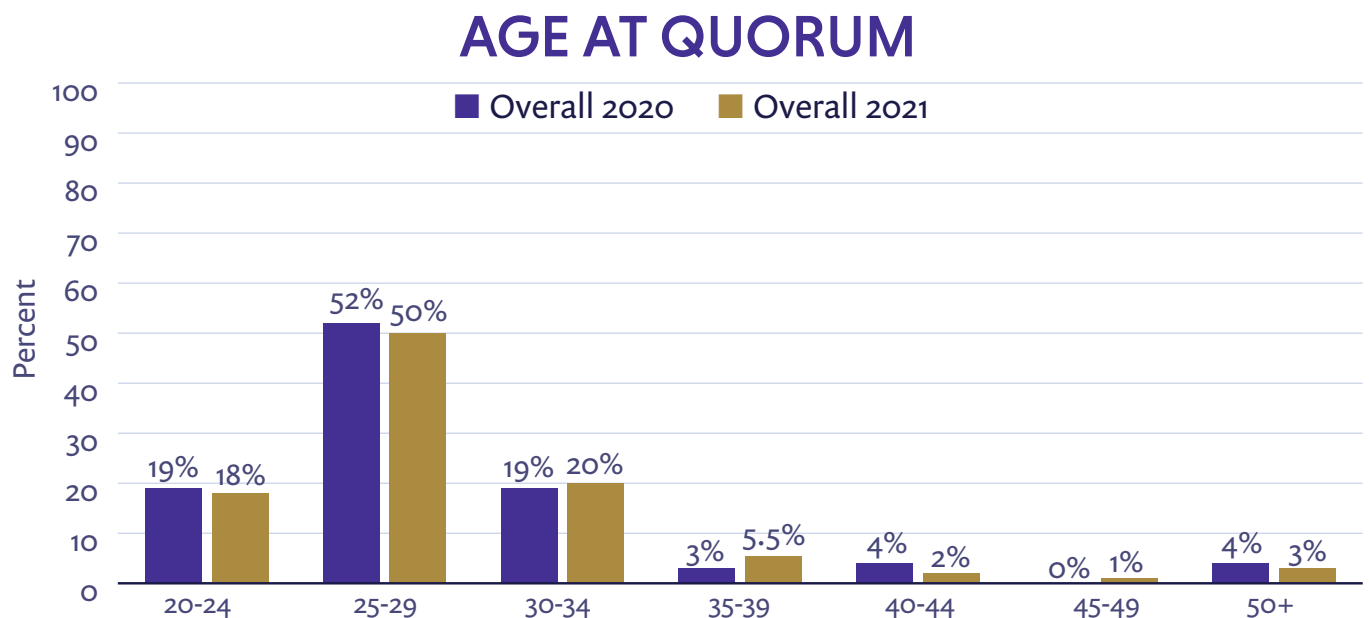




## Age at Quorum

Since 2019, the median age at Quorum has increased by 14%. The median age at Quorum—29—is now within the range of median ages reported by large tech companies, such as Salesforce and LinkedIn.

While the average age of team members increased by a moderate 1 year from 2020 to 2021, the number of individuals in their mid-thirties increased by 2.5%. We're excited to see that expanded benefits offerings (e.g., parental leave), increases in average compensation packages, and more have made it feasible for individuals with decades of valuable experience to choose to work at Quorum.

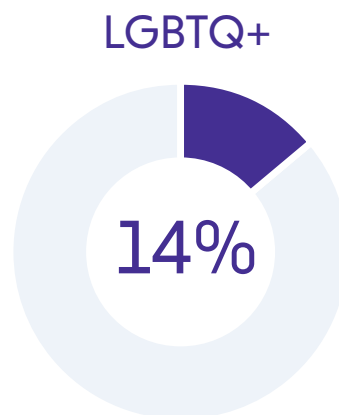


## LGBTQ+ at Quorum

On an annual basis, Quorum’s Inclusion and Diversity Council discusses how to best promote accountability while still protecting the anonymity of individual team members.

This year, after consultation with Queer at Quorum, the percentage of our workforce who has shared that they identify as LGBTQ+ has maintained at 14%. This continues to be higher than both the nationwide average of 4.5% and the District of Columbia average of 9.8%<sup>4</sup>. We also have members of the LGBTQ+ community represented at all levels of our organization—from recent graduates to senior executives.

Over the past few years, members of the Quorum LGBTQ+ community have made a notable positive impact on our culture and our business. In one example (and there are many), LGBTQ+ team members have created spaces for others to learn and grow in their own inclusion and diversity journeys by hosting Lunch and Learns on topics like Gender, Pronouns, and Respect to Queer Slang You Should Know.



<sup>4</sup> Source: UCLA Law Center LGBT, Proportion of Population: United States, <https://williamsinstitute.law.ucla.edu/visualization/lgbt-stats/?topic=LGBT#density>

## Intersectionality and Inclusion at Quorum

Inclusion and diversity are fundamental to the long-term success of our company and our culture.

As we work to build an inclusive and diverse community, we aim to design solutions that recognize and address intersectionality—or the interconnected nature of identity categories such as gender, race, ethnicity, age, class, and sexual orientation that are impacted by different forms of systemic discrimination and/or disadvantage. As Ellen Pao, CEO of Project Include, notes, [“true inclusion addresses racism, gender identification, ageism, and many more categories and combinations of marginalization.”](#) Our most impactful efforts to foster inclusion and belonging have and will come from building systems that acknowledge and celebrate the interconnected nature of identity.

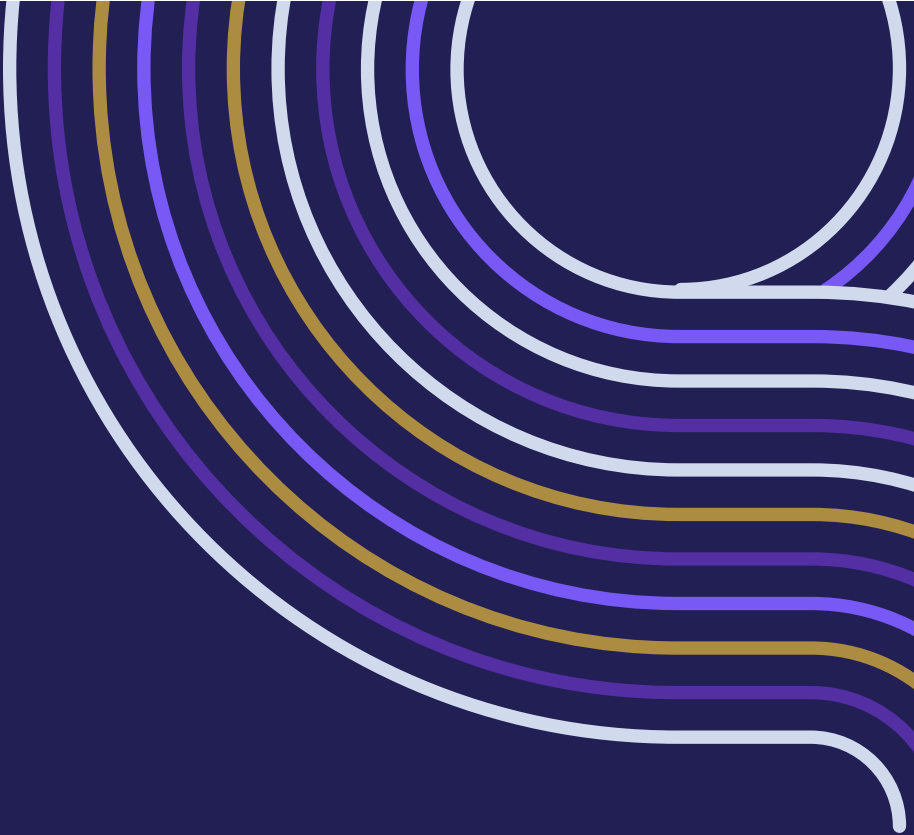




# The Path for Progress

Quorum's Inclusion and Diversity Report is intended to provide an illustration of where we are today. Since inclusion and diversity at Quorum means trust and progress, we regularly chart a path for progress. We outline and pursue specific actions to help us realize and pursue our aspiration of being a world-leader in fostering diverse perspectives and supporting conditions for everyone to thrive. Over the next twelve months, our path for progress includes, but is not limited to:

- Updating and expanding our mentor programs to address belonging uncertainty and allyship.
- Expanding our outreach efforts to include larger segments of the veteran communities (e.g. veteran spouses)
- Expanding our management training program to invite underrepresented groups management skills training and role shadowing opportunities.
- Organizing events that inspire hard conversations and providing resources on how individuals can modify their behavior to be more inclusive
- Increasing our People Operations knowledge of inclusion, diversity, and equity issues to better consult team members and managers such as hosting People Operations University training.
- Expanding our Path for Progress Slack Community that creates a virtual space for individuals from organizations across the world to share resources, ask questions, and discuss lessons learned on building inclusion and diversity programs from the ground -up. Our community is 500+ and growing! You can [sign-up to participate in this mission here](#)
- Creating safe spaces in our global headquarters to practice such as our mother's room and focus rooms to allow a space to practice religious customs and meditation practices.
- Investing in external educational programs (e.g., Spoon Theory Training) and professional development opportunities (e.g., LinkedIn Learning Diversity Certificate, CatalystXProfessional Certificate) that will help team members advance their understanding of inclusion and diversity issues.



Thank you for taking the time to read our complete Inclusion and Diversity Report. If you have questions on practices that Quorum has implemented or suggestions to improve our Path for Progress, please reach out at [path4progress@quorum.us](mailto:path4progress@quorum.us).

We are always seeking help and hoping to help others on the shared journey to build diverse and inclusive work environments across the United States and around the globe.