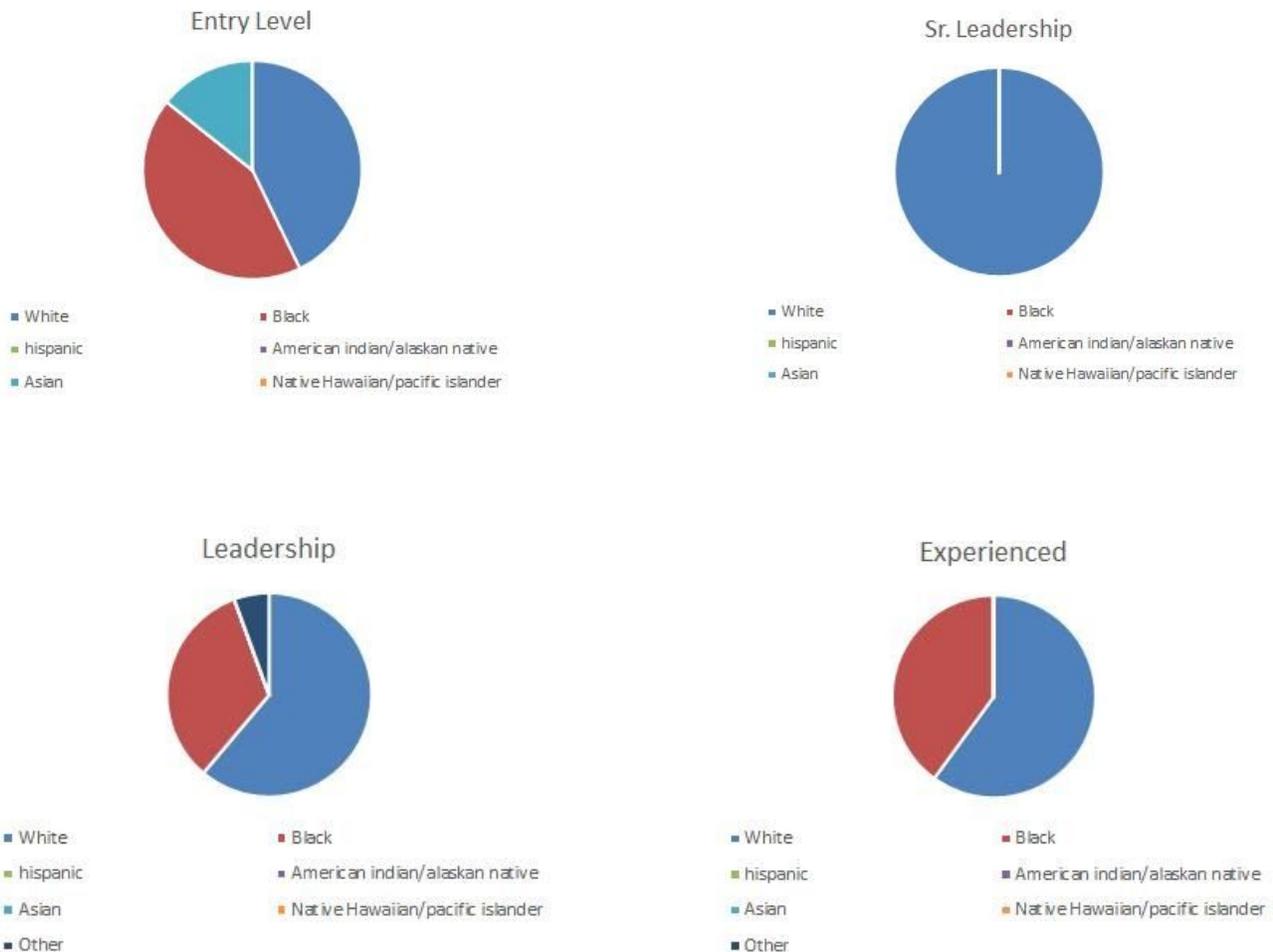




As we have seen a wave of increased emphasis on Diversity, Equity, and Inclusion in our society, ROC would like to help facilitate RedPeg’s efforts to build upon the existing foundation of agency-wide processes. We want to lead by example and set the bar high for our employees, our clients and our industry.

Through our work on Pride, partnership with Urban Alliance and established ERG’s, a clear value has been placed on D&I. However, there is always room for improvement and our goal behind these efforts is to look beyond the spotlight of this current social justice movement and build an equity-driven company culture that is inclusive to all employees, clients/partners and consumers.

Our company culture is powered by the people of RedPeg. When looking at the demographic makeup of our employee workforce, it is clear that improvements in representation can be made across all levels-- from entry level to senior leadership.





The steps listed below will require support and commitment to implement from Senior Leadership and each department at RedPeg, but in working together we can continue to build upon the strong foundation of the culture we all have an immense amount of pride being a part of.

Senior Leadership

- Establish an expectation that all SLT members are active participants in company Diversity & Inclusion initiatives including but not limited to monthly internal meetings, training sessions, and internal programming.

Employee Experience

- Work with employee experience to provide a mandatory company-wide bias and cultural sensitivity training bi-annually.
- Incorporate bias and cultural sensitivity training within the onboarding process for new employees.
- Make a specific, measurable, and public commitment to improve minority representation (BIPOC) at all levels of agency staffing (intern, entry, mid-level, and senior leadership).
- Track and report workforce diversity data, both internally and externally(website), on an annual basis to create accountability for the agency and the industry.
- Develop a culture microsite within the RedPeg webpage.
- Require that members of our ERG's interview potential new SLT hires.

Business Development + Client Services

- Work with the business development team to establish an internal audit process for agency policies and client portfolios to ensure a more equitable and inclusive client base.

Operations

- Make a specific, measurable, and public commitment to improve minority representation (BIPOC) with field staff and vendor relationships.



Ultimately, we are aiming to fully implement the above initiatives by the end of 2021. We would like to regroup once a month for the first 6 months then quarterly to revisit each point, evaluate our progress, and make any necessary adjustments.

In closing, we are asking for full buy-in from Senior Leadership in order to establish the necessary level of expectations for the rest of the company. We believe this letter should be presented to the entire company to encourage accountability and transparency on all levels. As one team, we can come together to further carry out RedPeg's mission to build an equitable and inclusive work environment for all employees.