

# AIMM Diversity, Equity, And Inclusion (DEI)

## Self-Assessment Tool





# AIMM MISSION

To be a powerful force prioritizing diverse consumers and advancing inclusive and multicultural marketing to achieve business growth and equity for all.





# AIMM PLEDGE

As ANA/AIMM members, we pledge to hold ourselves and the industry accountable for promises made to rid our industry of systemic racism and institutional bias.



# AIMM DEI STATEMENT

At AIMM, we value the unique perspectives and experiences that every person brings to advance our mission of equality and justice across the marketing and advertising industry for business growth. We strive to be a compassionate, reflective, learning community, actively reaching out to bridge differences for equity through the transformation of ourselves, our organizations, and our industry.



# INTRODUCTION: WHAT IS THE DEI ASSESSMENT PERFORMANCE TOOL?

## PURPOSE

The AIMM DEI Self-Assessment tool was developed as a complimentary mechanism to the AIMM DEI Maturity Model that can be used to self-assess the organizations' current position across multiple dimensions of DEI and identify opportunities to further DEI focus (e.g., current DEI policies, procedures, initiatives, participants) and other interventions to maximize their impact internally and externally. This Self-Assessment tool consists of 50 thought-provoking questions accessible through an Excel sheet or Google Form. The AIMM DEI Self-Assessment tool was created by AIMM DEI Track Members.

## APPLICATION

Organizations can conduct an internal self- assessment using the AIMM DEI Self-Assessment Tool via a Google Form or an Excel format. This tool can also be applicable for those who are just starting their DEI journey. AIMM encourages any organizational leader, DEI practitioners, marketers, agencies, and other stakeholders to use this tool to deepen their understanding about their current state of DEI and DEI maturity level and develop strategies to advance inclusion and a culture of belonging.



### ASSESS

Take inventory of current DEI efforts to determine current maturity levels



### BLIND SPOTS

Identify gaps and opportunities



### DEI ROADMAP

Determine how far you want to go in the Maturity Model



### TAKE ACTION

Develop a strategic action plan for DEI in your organization



### EVALUATE

Use the DEI Scorecard to measure progress



# AIMM SELF-ASSESSMENT TOOL: INTRODUCTION

## THE TOOL IS AVAILABLE VIA EXCEL, GOOGLE SHEET, AND GOOGLE FORM

AIMM DEI Self-Assessment Tool			
Goal: For organizations to self-assess their current position across multiple dimensions of DEI. Identify opportunities to further DEI-focus (e.g., current DEI policies, procedures, initiatives, participants, and other interventions to maximum their impact internally and externally). Also, map responses back to DEI maturity model to develop an action plan or path forward.			
Questions	Key Organizational Areas	Response	
Q.1-50	7 Key Areas	Yes (2pts)	No (0 pts)
<b>Key Area 1</b>	<b>Business Integration</b>		
1	Our DEI strategy is embedded into the enterprise business strategy and a consideration in all decisions we make.		
2	Our DEI leader reports directly to the CEO, People Officer or other C-Suite Level leader and has access to resources and budgets to activate against the strategy.		
3	Senior leadership is actively and visibly demonstrating and communicating their commitment to DEI both internally and externally.		
4	DEI business and performance goals are aligned with executive/senior leadership compensation.		
5	Our DEI efforts are agile, proactive, innovative, and industry leading.		
6	DEI efforts are measured, monitored, and reported internally and externally at the highest of levels.		
7	Our DEI efforts are recognized externally (awards, accolades, media coverage).		
<b>TOTAL BUSINESS INTEGRATION</b>		<b>0</b>	<b>0</b>
<b>Key Area 2</b>	<b>Talent Management</b>		
8	Do you understand the current diversity demographics of your workforce and your team?		
9	Do you have a plan for hiring diverse talent across the various levels of roles within your organization?		
10	Does your talent management use representation demographics for recruitment planning, retention programs, bonuses/merits, and promotions?		
11	Do you have a plan in place to hold talent management and hiring managers accountable to meet representation indicators in recruiting and hiring?		
12	Does your organization have formal or structured DEI development programs such as mentoring, rotation, leadership or educational/training for technical or non-technical development?		
13	Does your organization provide easy access to DEI development programs for employees?		
14	Does your organization have succession plans targeted to underrepresented groups?		
15	Does your organization have a dedicated resource to research and implement DEI initiatives?		
<b>TOTAL TALENT MANAGEMENT</b>		<b>0</b>	<b>0</b>

AIMM DEI Self-Assessment Tool			
Goal: For organizations to self-assess their current position across multiple dimensions of DEI. Identify opportunities to further DEI-focus (e.g., current DEI policies, procedures, initiatives, participants, and other interventions to maximum their impact internally and externally). Also, map responses back to DEI maturity model to develop an action plan or path forward.			
Questions	Key Organizational Areas	Response	
Q.1-50	7 Key Areas	Yes (2pts)	No (0 pts)
<b>Key Area 1</b>	<b>Business Integration</b>		
1	Our DEI strategy is embedded into the enterprise business strategy and a consideration in all decisions we make.		
2	Our DEI leader reports directly to the CEO, People Officer or other C-Suite Level leader and has access to resources and budgets to activate against the strategy.		
3	Senior leadership is actively and visibly demonstrating and communicating their commitment to DEI both internally and externally.		
4	DEI business and performance goals are aligned with executive/senior leadership compensation.		
5	Our DEI efforts are agile, proactive, innovative, and industry leading.		
6	DEI efforts are measured, monitored, and reported internally and externally at the highest of levels.		
7	Our DEI efforts are recognized externally (awards, accolades, media coverage).		
<b>TOTAL BUSINESS INTEGRATION</b>		<b>0</b>	<b>0</b>
<b>Key Area 2</b>	<b>Talent Management</b>		
8	Do you understand the current diversity demographics of your workforce and your team?		
9	Do you have a plan for hiring diverse talent across the various levels of roles within your organization?		
10	Does your talent management use representation demographics for recruitment planning, retention programs, bonuses/merits, and promotions?		
11	Do you have a plan in place to hold talent management and hiring managers accountable to meet representation indicators in recruiting and hiring?		
12	Does your organization have formal or structured DEI development programs such as mentoring, rotation, leadership or educational/training for technical or non-technical development?		
13	Does your organization provide easy access to DEI development programs for employees?		
14	Does your organization have succession plans targeted to underrepresented groups?		
15	Does your organization have a dedicated resource to research and implement DEI initiatives?		
<b>TOTAL TALENT MANAGEMENT</b>		<b>0</b>	<b>0</b>



**AIMM Diversity, Equity, & Inclusion (DEI)**


### AIMM DEI Self-Assessment Tool

The AIMM DEI Self-Assessment Tool was developed by the AIMM DEI Track to complement the AIMM DEI Maturity Model. The AIMM Self-Assessment consists of 50 thought-provoking questions that will enable organizations and leaders to assess their current DEI efforts. It is intended to be used as an internal tool that will self-assess multiple dimensions of DEI and help identify opportunities to further DEI areas (e.g., current DEI policies, procedures, initiatives, participants, and other interventions to maximum their impact internally and externally). The AIMM Self-Assessment tool can also be applicable for those who are just starting their DEI journey.

Each question in the tool is valued at 2 points per question totaling up to 100 points overall. Upon completion of this form, AIMM members will be able to review their total score and evaluate each area. The total calculation will also help users identify the level of maturity that is aligned with the AIMM DEI Maturity Model.

We encourage any organizational leader, DEI practitioners, marketers, agencies, and other stakeholders to use this tool to deepen their understanding about their current state of DEI and develop strategies to advance inclusion and a culture of belonging.

If you have any questions or need more information about the AIMM DEI Self-Assessment tool, please email us at [info@anaaimm.net](mailto:info@anaaimm.net).

*\* Required*

[Excel Sheet](#)

[Google Sheet](#)

[Google Form](#)

# EXCEL SHEET AND GOOGLE SHEET

## Instructions

The Excel Sheet and the Google Sheet are accessible and downloadable by All AIMM Members.

To access the Excel Sheet, open the file from [anaaimm.net](http://anaaimm.net). Click File and then Save As and save to desired location to begin.

To access the Google Sheet, click on the hyperlink from the [anaaimm.net](http://anaaimm.net). Then click on File and Make a Copy of the self-assessment before beginning.

Each question in the tool has a value of 2 points, totaling up to 100 points. If your answer is "Yes" to any of the questions type in "2" in the yes column to the right of the question. If your answer is "No" proceed to the next statement.

Upon completion of this form, AIMM members will be able to review their total score and evaluate each area. There will be a quick data analysis that will include a few charts generated by responses.

AIMM DEI Self-Assessment Tool			
Goal: For organizations to self-assess their current position across multiple dimensions of DEI. Identify opportunities to further DEI-focus (e.g., current D&I policies, procedures, initiatives, participants, and other interventions to maximum their impact internally and externally). Also, map responses back to DEI maturity model to develop an action plan or path forward.			
Questions	Key Organizational Areas	Response	
Q,1-50	7 Key Areas	Yes (2pts)	No (0 pts)
Key Area 1	Business Integration		
1	Our DEI strategy is embedded into the enterprise business strategy and a consideration in all decisions we make.		
2	Our DEI leader reports directly to the CEO, People Officer or other C-Suite Level leader and has access to resources and budgets to activate against the strategy.		
3	Senior leadership is actively and visibly demonstrating and communicating their commitment to DEI both internally and externally.		
4	DEI business and performance goals are aligned with executive/senior leadership compensation.		
5	Our DEI efforts are agile, proactive, innovative, and industry leading.		
6	DEI efforts are measured, monitored, and reported internally and externally at the highest of levels.		
7	Our DEI efforts are recognized externally (awards, accolades, media coverage).		
TOTAL BUSINESS INTEGRATION		0	0
Key Area 2	Talent Management		
8	Do you understand the current diversity demographics of your workforce and your team?		
9	Do you have a plan for hiring diverse talent across the various levels of roles within your organization?		
10	Does your talent management use representation demographics for recruitment planning, retention programs, bonuses/merits, and promotions?		
11	Do you have a plan in place to hold talent management and hiring managers accountable to meet representation indicators in recruiting and hiring?		
12	Does your organization have formal or structured DEI development programs such as mentoring, rotation, leadership or educational/training for technical or non-technical development?		
13	Does your organization provide easy access to DEI development programs for employees?		
14	Does your organization have succession plans targeted to underrepresented groups?		
15	Does your organization have a dedicated resource to research and implement DEI initiatives?		
TOTAL TALENT MANAGEMENT		0	0

# AIMM SELF-ASSESSMENT TOOL: BUSINESS INTEGRATION

## EXCEL AND GOOGLE SHEET TEMPLATE

AIMM DEI Self-Assessment Tool			
Goal: For organizations to self-assess their current position across multiple dimensions of DEI. Identify opportunities to further DEI-focus (e.g., current D&I policies, procedures, initiatives, participants, and other interventions to maximum their impact internally and externally). Also, map responses back to DEI maturity model to develop an action plan or path forward.			
Questions	Key Organizational Areas	Response	
Q.1-50	7 Key Areas	Yes (2pts)	No (0 pts)
Key Area 1	Business Integration		
1	Our DEI strategy is embedded into the enterprise business strategy and a consideration in all decisions we make.		
2	Our DEI leader reports directly to the CEO, People Officer or other C-Suite Level leader and has access to resources and budgets to activate against the strategy.		
3	Senior leadership is actively and visibly demonstrating and communicating their commitment to DEI both internally and externally.		
4	DEI business and performance goals are aligned with executive/senior leadership compensation.		
5	Our DEI efforts are agile, proactive, innovative, and industry leading.		
6	DEI efforts are measured, monitored, and reported internally and externally at the highest of levels.		
7	Our DEI efforts are recognized externally (awards, accolades, media coverage).		
TOTAL BUSINESS INTEGRATION		0	0



# AIMM SELF-ASSESSMENT TOOL: TALENT MANAGEMENT

## EXCEL AND GOOGLE SHEET TEMPLATE

Key Area 2	Talent Management		
8	Do you understand the current diversity demographics of your workforce and your team?		
9	Do you have a plan for hiring diverse talent across the various levels of roles within your organization?		
10	Does your talent management use representation demographics for recruitment planning, retention programs, bonuses/merits, and promotions?		
11	Do you have a plan in place to hold talent management and hiring managers accountable to meet representation indicators in recruiting and hiring?		
12	Does your organization have formal or structured DEI development programs such as mentoring, rotation, leadership or educational/training for technical or non-technical development?		
13	Does your organization provide easy access to DEI development programs for employees?		
14	Does your organization have succession plans targeted to underrepresented groups?		
15	Does your organization have a dedicated resource to research and implement DEI initiatives?		
<b>TOTAL TALENT MANAGEMENT</b>		<b>0</b>	<b>0</b>

# AIMM SELF-ASSESSMENT TOOL: EMPLOYEE ENGAGEMENT

## EXCEL AND GOOGLE SHEET TEMPLATE

Key Area 3	Employee Engagement		
16	DEI messaging is embedded into all internal communications, highlighted regularly and a robust employee engagement strategy is present.		
17	ERG/BRG/AG operate like a business, are aligned to the enterprise business strategy, are embedded into business processes, and pulled in by business leaders and report and measure all activity.		
18	The DEI learning/training strategy is robust, measured for efficacy and all employees actively participate and commit to taking actions.		
19	We measure inclusion via employee listening methods or platforms (annual engagement survey, pulse surveys, etc).		
20	Our organization has an inclusive and safe environment where employees feel valued and are free from harrassment/hostility.		
21	Are your formal or structured development methods showing a large impact of success for underrepresented groups?		
22	Is your mentoring and coaching accessible to all employees?		
23	Are your executives/sponsors engaged in development of underrepresented leaders?		
<b>TOTAL EMPLOYEE ENGAGEMENT</b>		<b>0</b>	<b>0</b>

# AIMM SELF-ASSESSMENT TOOL: BRAND RECOGNITION

## EXCEL AND GOOGLE SHEET TEMPLATE

Key Area 4	Brand Recognition		
24	Is diverse representation being considered and adopted during the development of ads, programming and marketing campaigns?		
25	Is content cultural relevancy of all segments being measured across brands and serve as a metric for media placement?		
26	Are cultural insights, nuances, and cues infused across marketing processes from the development of creative briefs and communications development process?		
27	Do you have a plan for responding to DEI related situations (e.g., media response to bad press)?		
28	Does your public relations respond to external DEI questions with collaboration and input from DEI, HR or ERG/BRG/AG?		
29	Do you include inclusion messages used across social and digital channels for talent recruiting and/or multicultural events?		
30	Are ads and marketing campaigns deployed with a DEI lens when testing?		
31	Does your organization use CIIM as the tool to conduct inclusivity testing?		
32	Our organization consistently showcases inclusion on all communications channels internal and external.		
TOTAL BRAND RECOGNITION			

# AIMM SELF-ASSESSMENT TOOL: DATA TRANSPARENCY

## EXCEL AND GOOGLE SHEET TEMPLATE

Key Area 5	Data Transparency		
33	Diversity metrics are looked at as best-in-class, known at all levels, shared internally and externally, and are used to drive continual change.		
34	Is organization securing data sources across consumer purchase behavior, targeting, audience, and results to provide marketing decision makers with the same breadth and level of visibility across all segments?		
35	Are data providers required to provide independent accuracy validations and comply with standards across all segments and report on progress?		
36	Metrics have been identified as KPIs for DEI initiatives and actions. We compare our DEI metrics with external diversity metrics.		
37	The data is reviewed at least on a quarterly basis.		
TOTAL DATA TRANSPARENCY			



# AIMM SELF-ASSESSMENT TOOL: SUPPLIER DIVERSITY

## EXCEL AND GOOGLE SHEET TEMPLATE

Key Area 6	Supplier Diversity		
38	Does your organization set goals and share them often to hire/use diverse suppliers for multicultural and inclusive projects regardless of segments?		
39	Does your organization work to expand the pipeline for greater diversity among investment advisors and vendors?		
40	Has your organization modified its supplier criteria to invest, and train its diverse suppliers to enable them to thrive?		
41	Our supplier diversity procurement spent is embedded across the business in multicultural and inclusive markets.		
42	Does your organization mandate supplier diversity engagement in your creative and production departments?		
43	We track diversity suppliers in the different areas of the creative and production process and measure them against supplier diversity performance KPIs.		
TOTAL SUPPLIER DIVERSITY			

# AIMM SELF-ASSESSMENT TOOL: SOCIAL IMPACT

## EXCEL AND GOOGLE SHEET TEMPLATE

Key Area 7	Social Impact		
44	Does your organization make charitable contributions, support social media messages, and/or build alliances with multicultural and inclusive communities?		
45	Does your organization actively lead and engage with external organizations to drive DEI in the community and the marketplace like AIMM, HRC, AdCouncil, ANA, etc.?		
46	Does your organization have a strategy and invest in the future workforce through education?		
47	Does your organization support and engage in any of the 17 Social Development Goals (SDGs) set by the United Nations?		
48	Does your organization sponsor special events or conferences supporting multicultural and inclusive communities such as professional conferences, marathons to help people with disabilities, cancer patients fundraisers, mental health awareness, etc.?		
49	Does your social responsibility strategy include funding/investments to communities of color?		
50	Do you collaborate with other businesses, peers, or industry partners to elevate and address important issues to advance DEI for greater social impacts?		
TOTAL SOCIAL IMPACT			

# AIMM SELF-ASSESSMENT TOOL: SUMMARY POINT SCALE

## EXCEL AND GOOGLE SHEET TEMPLATE

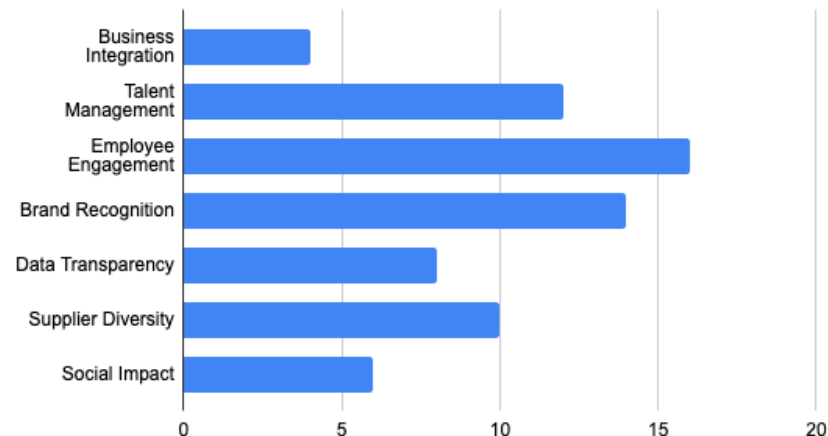
GRAND TOTAL		0	0
	Point Scale	Rating	DEI Maturity Level
	80-100	Excel	Leading
	60-80	Above Average	Advanced
	40-60	Average	Integrated
	20-40	Satisfactory	Foundation
	0-20	Unsatisfactory	Initial

# RESPONSE DATA REPORTS AVAILABLE VIA EXCEL AND GOOGLE SHEETS

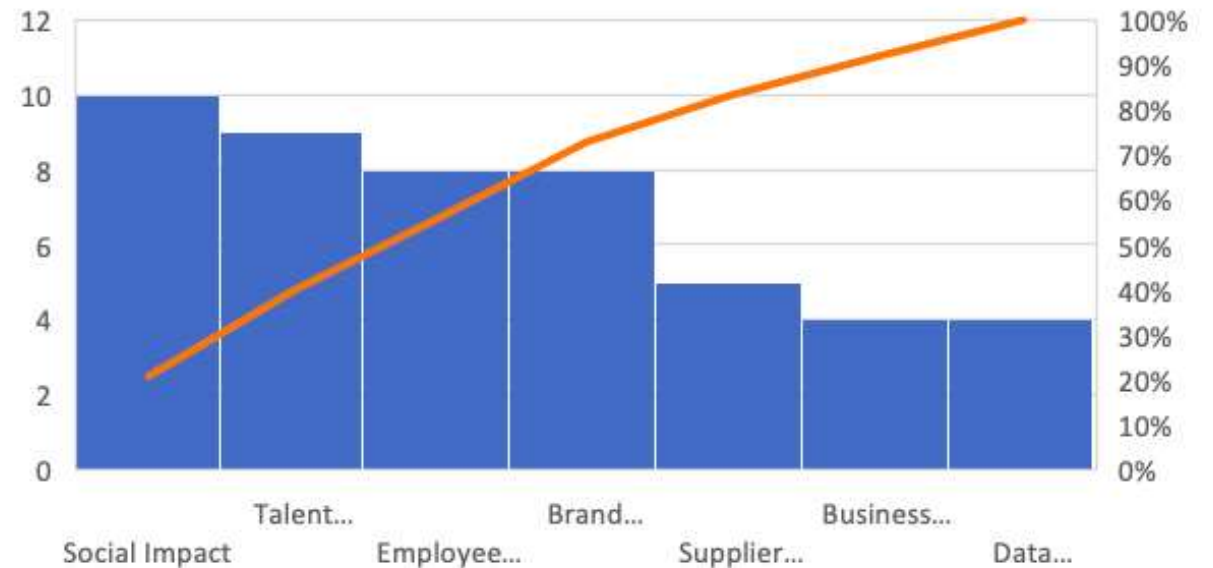
Key Organization Areas for DEI Integration



Key Organization Area for DEI Integration



Key Organization Areas for DEI Integration (Percentage)





# GOOGLE FORM: INSTRUCTIONS

## Form Request

AIMM members interested in the Google Form version of the AIMM DEI Self-Assessment Tool must submit a request via email to AIMM DEI Director Nancy Diaz at [nancy@anaaimm.net](mailto:nancy@anaaimm.net) with the subject line "AIMM DEI Self-Assessment Form Request."


Access will be granted in the order of the waitlist. Those on the waitlist will be notified when access is granted to fill out the form and review their results. Each user will have 48 hours to access the form before access is disabled.

During temporary access users will be designated "Collaborator" to the Google Form. Users will be able to complete the self-assessment and review scores according to the DEI Maturity Model Point Scale. Users are prohibited from sharing this link or make any changes to the form during the 48-hour access window.

If self-assessment is completed before the 48 hours or access is no longer needed, please email AIMM DEI Director Nancy Diaz at [nancy@anaaimm.net](mailto:nancy@anaaimm.net) with the subject line "AIMM DEI Self-Assessment Form-Completed."


All contact information, company, and scores are only accessible and viewable by the Collaborator. All information provided will be deleted/removed upon expiration of the 48 hours access window.





AIMM  
ALLIANCE FOR INCLUSIVE AND  
MULTICULTURAL MARKETING

AIMM Diversity, Equity, &  
Inclusion (DEI)




#SeeALL




# DIGITAL ALTERNATIVE VIA GOOGLE FORM

An automated form that collects responses and calculates scores upon completion.



AIMM  
ALLIANCE FOR INCLUSIVE AND  
MULTICULTURAL MARKETING

AIMM Diversity, Equity, &  
Inclusion (DEI)



#SeeALL

Company \*

Your answer

First and Last Name, Title \*

Your answer

Email \*

Your answer

# DIGITAL ALTERNATIVE VIA GOOGLE FORM: BUSINESS INTEGRATION

Business Integration 		14 points	
	Yes	No	
Our DEI strategy is embedded into the enterprise business strategy and a consideration in all decisions we make.	<input type="radio"/>	<input type="radio"/>	
Our DEI leader reports directly to the CEO, People Officer or other C-Suite Level leader and has access to resources and budgets to activate against the strategy.	<input type="radio"/>	<input type="radio"/>	
Senior leadership is actively and visibly demonstrating and communicating their commitment to DEI both internally and externally.	<input type="radio"/>	<input type="radio"/>	
DEI business and performance goals are aligned with executive/senior leadership compensation.	<input type="radio"/>	<input type="radio"/>	
Our DEI efforts are agile, proactive, innovative, and industry leading.	<input type="radio"/>	<input type="radio"/>	
DEI efforts are measured, monitored, and reported internally and externally at the highest of levels.	<input type="radio"/>	<input type="radio"/>	
Our DEI efforts are recognized externally (awards, accolades, media coverage).	<input type="radio"/>	<input type="radio"/>	



# DIGITAL ALTERNATIVE VIA GOOGLE FORM: TALENT MANAGEMENT

Talent Management \* 16 points

	Yes	No
Do you understand the current diversity demographics of your workforce and your team?	<input type="radio"/>	<input type="radio"/>
Do you have a plan for hiring diverse talent across the various levels of roles within your organization?	<input type="radio"/>	<input type="radio"/>
Does your talent management use representation demographics for recruitment planning, retention programs, bonuses/merits, and promotions?	<input type="radio"/>	<input type="radio"/>
Do you have a plan in place to hold talent management and hiring managers accountable to meet representation indicators in recruiting and hiring?	<input type="radio"/>	<input type="radio"/>
Does your organization have formal or structured DEI development programs such as mentoring, rotation, leadership or educational/training for technical or non-technical development?	<input type="radio"/>	<input type="radio"/>
Does your organization provide easy access to DEI development programs for employees?	<input type="radio"/>	<input type="radio"/>
Does your organization have succession plans targeted to underrepresented groups?	<input type="radio"/>	<input type="radio"/>
Does your organization have a dedicated resource to research and implement DEI initiatives?	<input type="radio"/>	<input type="radio"/>



# DIGITAL ALTERNATIVE VIA GOOGLE FORM: EMPLOYEE ENGAGEMENT

Employee Engagement <sup>\*</sup> 16 points

	Yes	No
DEI messaging is embedded into all internal communications, highlighted regularly and a robust employee engagement strategy is present.	<input type="radio"/>	<input type="radio"/>
ERG/BRG/AG operate like a business, are aligned to the enterprise business strategy, are embedded into business processes, and pulled in by business leaders and report and measure all activity.	<input type="radio"/>	<input type="radio"/>
The DEI learning/training strategy is robust, measured for efficacy and all employees actively participate and commit to taking actions.	<input type="radio"/>	<input type="radio"/>
We measure inclusion via employee listening methods or platforms (annual engagement survey, pulse surveys, etc).	<input type="radio"/>	<input type="radio"/>
Our organization has an inclusive and safe environment where employees feel valued and are free from harassment/hostility.	<input type="radio"/>	<input type="radio"/>
Are your formal or structured development methods showing a large impact of success for underrepresented groups?	<input type="radio"/>	<input type="radio"/>
Is your mentoring and coaching accessible to all employees?	<input type="radio"/>	<input type="radio"/>
Are your executives/sponsors engaged in development of underrepresented leaders?	<input type="radio"/>	<input type="radio"/>

# DIGITAL ALTERNATIVE VIA GOOGLE FORM: BRAND RECOGNITION

Brand Recognition \* 18 points

	Yes	No
Is diverse representation being considered and adopted during the development of ads, programming and marketing campaigns?	<input type="radio"/>	<input type="radio"/>
Is content cultural relevancy of all segments being measured across brands and serve as a metric for media placement?	<input type="radio"/>	<input type="radio"/>
Are cultural insights, nuances, and cues infused across marketing processes from the development of creative briefs and communications development process?	<input type="radio"/>	<input type="radio"/>
Do you have a plan for responding to DEI related situations (e.g., media response to bad press)?	<input type="radio"/>	<input type="radio"/>
Does your public relations respond to external DEI questions with collaboration and input from DEI, HR or ERG/BRG/AG?	<input type="radio"/>	<input type="radio"/>
Do you include inclusion messages used across social and digital channels for talent recruiting and/or multicultural events?	<input type="radio"/>	<input type="radio"/>
Are ads and marketing campaigns deployed with a DEI lens when testing?	<input type="radio"/>	<input type="radio"/>
Does your organization use CIIM as the tool to conduct inclusivity testing?	<input type="radio"/>	<input type="radio"/>
Our organization consistently showcases inclusion on all communications channels internal and external.	<input type="radio"/>	<input type="radio"/>

# DIGITAL ALTERNATIVE VIA GOOGLE FORM: DATA TRANSPARENCY

Data Transparency *	Yes	No
Diversity metrics are looked at as best-in-class, known at all levels, shared internally and externally, and are used to drive continual change.	<input type="radio"/>	<input type="radio"/>
Is organization securing data sources across consumer purchase behavior, targeting, audience, and results to provide marketing decision makers with the same breadth and level of visibility across all segments?	<input type="radio"/>	<input type="radio"/>
Are data providers required to provide independent accuracy validations and comply with standards across all segments and report on progress?	<input type="radio"/>	<input type="radio"/>
Metrics have been identified as KPIs for DEI initiatives and actions. We compare our DEI metrics with external diversity metrics.	<input type="radio"/>	<input type="radio"/>
The data is reviewed at least on a quarterly basis.	<input type="radio"/>	<input type="radio"/>

# DIGITAL ALTERNATIVE VIA GOOGLE FORM: SUPPLIER DIVERSITY

Supplier Diversity <sup>\*</sup> 12 points

	Yes	No
Does your organization set goals and share them often to hire/use diverse suppliers for multicultural and inclusive projects regardless of segments?	<input type="radio"/>	<input type="radio"/>
Does your organization work to expand the pipeline for greater diversity among investment advisors and vendors?	<input type="radio"/>	<input type="radio"/>
Has your organization modified its supplier criteria to invest, and train its diverse suppliers to enable them to thrive?	<input type="radio"/>	<input type="radio"/>
Our supplier diversity procurement spent is embedded across the business in multicultural and inclusive markets.	<input type="radio"/>	<input type="radio"/>
Does your organization mandate supplier diversity engagement in your creative and production departments?	<input type="radio"/>	<input type="radio"/>
We track diversity suppliers in the different areas of the creative and production process and measure them against supplier diversity performance KPIs.	<input type="radio"/>	<input type="radio"/>



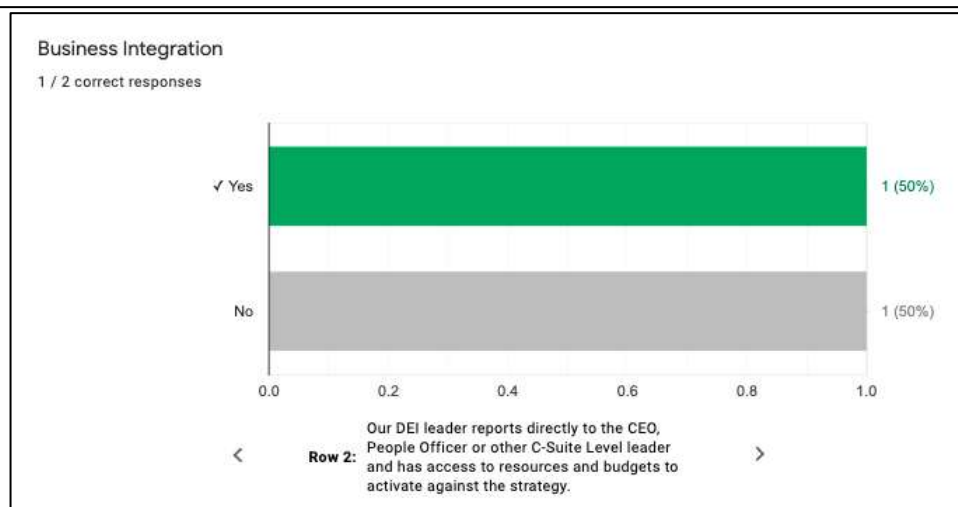
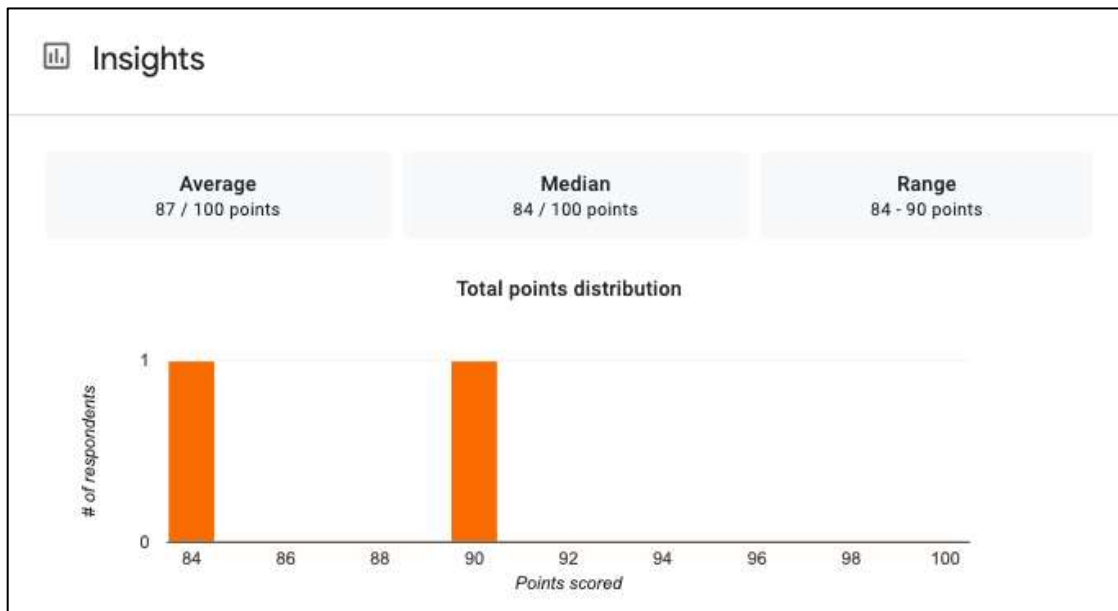
# DIGITAL ALTERNATIVE VIA GOOGLE FORM: SOCIAL IMPACT


Social Impact \* 14 points

	Yes	No
Does your organization make charitable contributions, support social media messages, and/or build alliances with multicultural and inclusive communities?	<input type="radio"/>	<input type="radio"/>
Does your organization actively lead and engage with external organizations to drive DEI in the community and the marketplace like AIMM, HRC, AdCouncil, ANA, etc.?	<input type="radio"/>	<input type="radio"/>
Does your organization actively lead and engage with external organizations to drive DEI in the community and the marketplace like AIMM, HRC, AdCouncil, ANA, etc.?	<input type="radio"/>	<input type="radio"/>
Does your organization have a strategy and invest in the future workforce through education?	<input type="radio"/>	<input type="radio"/>
Does your organization support and engage in any of the 17 Social Development Goals (SDGs) set by the United Nations?	<input type="radio"/>	<input type="radio"/>
Does your organization sponsor special events or conferences supporting multicultural and inclusive communities such as professional conferences, marathons to help people with disabilities, cancer patients fundraisers, mental health awareness, etc?	<input type="radio"/>	<input type="radio"/>
Do you collaborate with other businesses, peers, or industry partners to elevate and address important issues to advance DEI for greater social impacts?	<input type="radio"/>	<input type="radio"/>


# DATA COLLECTION AND REPORTS VIA GOOGLE FORM

Using the self-assessment Google Form limits to bar chart data insights per category.





**AIMM Diversity, Equity, & Inclusion (DEI)**



**#SeeALL**

## AIMM DEI Self-Assessment Tool

Thank you for submitting your assessment! Based on your score see how your Self-Assessment ranked.

Point Scale:	Rating:	Maturity Level:
80-100	Excel	Leading
60-80	Above Average	Advanced
40-60	Average	Integrated
20-40	Satisfactory	Foundation
0-20	Unsatisfactory	Initial

[View score](#)

[Edit your response](#)

[Submit another response](#)



# AIMM DEI TRACK

AIMM brings together industry leaders to collaborate for the advancement of equity and social justice. The DEI Track was established in the fall of 2020 with a mission to “Elevate DEI as a main business driver to achieve growth and create impact in the marketing and advertising industry.” The team is represented by leaders from the DEI community, media, advertisers, research agencies, and various brands.

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