

# Diversity + Inclusion Best Practices Case Study

**Arconic Corporation:**  
Growing Diversity and Inclusion Efforts  
Through A Social Justice Campaign



# About Arconic Corporation

Arconic Corporation, headquartered in Pittsburgh, Pennsylvania, is a leading provider of aluminum sheet, plate and extrusions, as well as innovative architectural products, that advance the ground transportation, aerospace, building and construction, industrial and packaging markets.

The company is built on an extraordinary heritage of innovation that began with the founding of Alcoa in 1888. Arconic businesses have helped shape the aerospace, automotive and building and construction industries since the days of the Wright brothers and Henry Ford. Today the company continues to build on more than a century of innovation to help transform the way the world flies, drives, and builds.

## Program Summary

With its legacy of being a leader in industry for over a century, Arconic recognizes its responsibility to create a better society for everyone by cultivating an inclusive and diverse culture that advocates for equity. They have committed themselves to being cognizant and supportive of social issues both internally and externally as they consider their place in the global social justice dialogue. To initiate action, CEO Tim Myers brought together various leaders and departments including his management team, HR, Communications, and the Arconic Foundation to develop a program called Grow Together. The purpose of Grow Together was two-fold: First, to spur action among employees as part of a collective initiative which would lead to individual employees learning about or taking action on social justice issues in a way that was appropriate for them personally. Second, the program sought to support nonprofit organizations aligned with Arconic and Arconic Foundation's social equity values.

Grow Together launched in August of 2020. From August-November, employees could choose to take one of three types of actions: learning, donating, or volunteering. For each action taken and recorded via a survey, Arconic Foundation would pledge a donation of \$25 to each of six selected nonprofit organizations.

To select the six nonprofit organizations, each of the company employee resource groups (ERGs) coordinated with Arconic Foundation to identify a nonprofit organization to receive the pledge donations. Each of the organizations also presented a webinar to Arconic employees to share more about their respective missions and how to get involved.

### Tags



Internal, External, Corporate Social Responsibility (CSR)

### Launch Time



Ongoing initiative

### Location



Global

### Budget



Arconic Foundation made 6 grants of \$60,000 each for a total of \$360,000, but budget can be varied per company

### Complexity



2 out of 3 light bulbs

“When thinking about launching the initiative, we considered our company values, what was important to employees and what would advance the DEI conversation. We landed on “Grow Together” as the name of the initiative as this allowed people to start from wherever they were on the DEI journey.”  
–Tracey Hustad, Vice President HR, Inclusion and Diversity.

# Program Impact

Grow Together has seen a large amount of participation from Arconic employees and has already realized success across Arconic locations. Despite the restrictions imposed by COVID-19, locations found creative, socially distant ways to encourage participation in the program. Some of these strategies included unique advertising campaigns and leveraging existing meetings and employee groups to share information about Grow Together and even conducting a micro-learning session as part of the meeting.



Initially, Arconic set a goal of 2,000 collective actions. Arconic employees exceeded that goal and the final contribution was \$60,000 to each organization for a total of \$360,000.

Through the employee collective actions, Arconic was able to gather over 500 suggestions related to ways in which the company could do more to improve its efforts in social equity, diversity, and inclusion. These suggestions were the results of employee discussions that likely would not have happened without the Grow Together program. The program offered employees an incentivized opportunity to share their activities, learnings, and questions in a safe and supported space.

## Steps for Implementation

1. Assemble a leadership team with the positional authority to design, implement, and champion a multi-faceted fundraising program.
2. Outline the ways in which employees can take and record actions related to inclusion, diversity, or social justice to meet the goals of the fundraising campaign.
3. Work with employees to determine the nonprofit organizations that align with your company's vision for social change and will be the recipients of donations.
4. Put mechanisms in place for the transparent tracking of collective actions, educational activities, and donations.



Our "Grow Together" Inclusion & Diversity Awareness Campaign encourages action, education and volunteerism so that you can take action as an individual, while driving funding to organizations that advance social equity, inclusion & diversity.

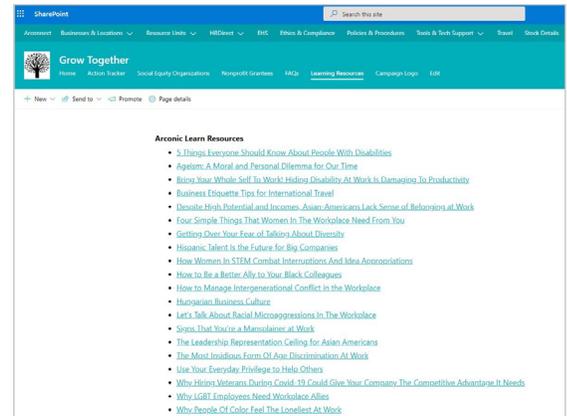
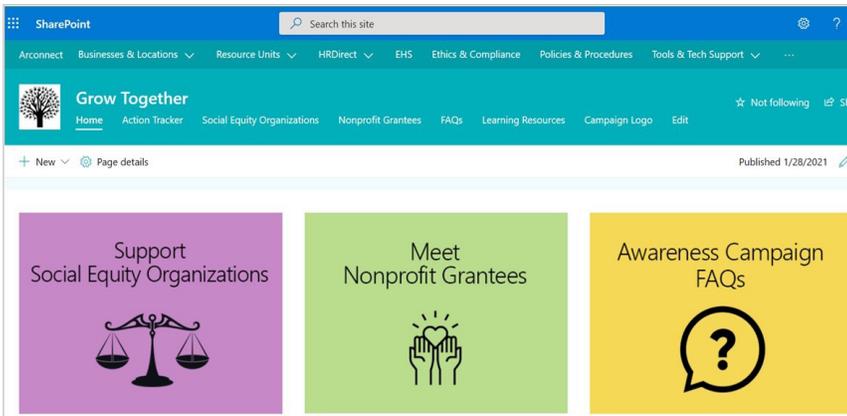
How Does It Work?
<ul style="list-style-type: none"><li>• From <b>now until December 1</b>, employees who take up to <b>three actions</b> will drive Foundation grants to six organizations selected by our ERGs, totaling <b>up to \$50,000 for each organization</b> at the end of the campaign.</li><li>• For <b>each action taken</b>, the Foundation will grant <b>\$25 to each of the six grantees</b>.</li><li>• Employees may <b>take/report up to 3 actions each</b>.</li></ul>

Optional Actions
<ol style="list-style-type: none"><li>1. Make a <b>personal donation</b> to an organization suggested by the ERGs or one that meets the social equity funding priority outlined by Foundation.</li><li>2. Select a training program, reading material or podcast to <b>educate yourself</b> on diversity and inclusion.</li><li>3. <b>Volunteer</b> with an organization that has a social equity mission or a focus on diversity.</li></ol>

**Make Your Action Count!**

If you take one or more actions, use this QR code or go to [www.surveymonkey.com/r/GrowT](http://www.surveymonkey.com/r/GrowT) to record them in the "Action Tracker" so we can count your actions toward the grant for each of the six organizations!





## Best Practices

- Commitment to diversity, equity, and inclusion (DEI) must go beyond a single program. While Arconic is proud of the Grow Together program, they know that DEI must be embedded throughout the organization. This starts at the top of the organization where DEI is infused into the values of the company and expands into the mission and vision of the Arconic Foundation.
- It is important to not underestimate the value of individual employee contributions and actions to a company's overall DEI strategy. When the Grow Together campaign ended, Arconic employees had exceeded the original goal, logging more than 2,200 actions, which included approximately 1,500 education actions, 260 volunteering actions, and more than \$100,000 in personal donations to nonprofits of their choice. This combined with the 500 employee recommendations to enhance Arconic DEI efforts, represent an enormous collective effort.
- Employees at Arconic come from various countries, regions, backgrounds and experiences. While they share the same values, they are all at different points on their social justice journey which is informed by life experience, friends, family, and many other elements. As such, it's important to get creative with the types of communication and engagement strategies that are deployed throughout the program. It's critical that the Grow Together program and accompanying diversity and inclusion initiatives are approachable for all employees and all regions across the globe.

