

# MAKE THE MARYLAND TECH COUNCIL DEI IN ACTION PLEDGE

The Maryland Tech Council (MTC) launched its Technology Inclusivity Initiative (TI2) to advance diversity, equity and inclusivity (DEI) within the State's technology-based industries and fuel socioeconomic advancement via technological solutions for underrepresented and underestimated groups throughout Maryland.

MTC believes that:

- it makes good business sense and creates a competitive advantage for an organization to develop a diverse, equitable and inclusive workforce, leadership, strategy and culture.
- when all individuals are given the opportunity to feel welcome, valued, appreciated, included and empowered, the world becomes a better place for all.
- it's never enough to simply recognize the importance and value of DEI. It is critical that a commitment to DEI include implementation of an action-oriented approach for achieving DEI.

MTC invites its membership and stakeholders (companies, organizations, agencies and academic entities) within Maryland's technology industries to join us in the commitment to advance DEI by making the MTC *DEI In Action* Pledge.

## THE DEI IN ACTION PLEDGE

As a Maryland Tech Council member and/or stakeholder within Maryland's technology industries, my organization recognizes the value and need to:

- strive for greater diversity, equity and inclusivity internally, and in the community, through intentional development and implementation of actionable strategies
- identify and enable technological solutions for the greater good of the community, our state and the world.

We stand united with the Maryland Tech Council in its TI2 mission noted above.

We are committed to taking actionable steps to increasing DEI awareness, learning and practices within our organization and understand that the Maryland Tech Council can be a valuable resource for helping us do so.

As a sign of our commitment to DEI, we pledge to take these three strategic actions that will promote DEI over the next year in our workplace and/or community:

*(Write in your three DEI action items below. A list of action ideas for consideration is provided on Pages 3-5. Feel free to select action items from the ideas list or to generate your own action items.)*

1. (ACTION 1)  
\_\_\_\_\_  
\_\_\_\_\_
2. (ACTION 2)  
\_\_\_\_\_  
\_\_\_\_\_
3. (ACTION 3)  
\_\_\_\_\_  
\_\_\_\_\_

See next page for continuation of the DEI In Action Pledge commitment form.



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## DEI IN ACTION PLEDGE COMMITMENT FORM

Organization Name \_\_\_\_\_

Contact First Name \_\_\_\_\_ Contact Last Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

I serve in a DEI capacity at our organization.  Yes  No

If yes, please share a brief overview of your DEI role: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Our organization would welcome assistance from MTC with some of our selected Pledge action items. Please contact me.

Please note others who should receive MTC TI2 updates:

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Title \_\_\_\_\_ Email Address \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Title \_\_\_\_\_ Email Address \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Title \_\_\_\_\_ Email Address \_\_\_\_\_

By signing below, I confirm that I am an authorized representative of my organization with the authority to make this pledge on behalf of my organization. I agree to receive MTC TI2 updates and to allow MTC to showcase my logo online as a TI2 Pledge Maker. I also recognize that any DEI data my company provides to MTC will be at my discretion and will remain strictly confidential unless written consent to do otherwise is provided by me/my company/organization/agency/academic entity. I am aware that my pledge commitment may be withdrawn, at my request, at any time, and MTC will then be required to remove my logo from the online TI2 Pledge Makers.

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Upon completion of this form, please email it to [Stacey@MDtechcouncil.com](mailto:Stacey@MDtechcouncil.com), along with your company logo. Questions? Contact Stacey Smith at [Stacey@MDtechcouncil.com](mailto:Stacey@MDtechcouncil.com) or 443-844-0047.*



See the next pages for Pledge action ideas for consideration.



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## DEI IN ACTION PLEDGE IDEAS

You have probably heard business leaders say that building a diverse, equitable and inclusive organization creates a competitive advantage. It opens the market to new possibilities and improves the likelihood of success. Organizations where everyone looks, thinks and acts the same can be the easiest to manage. They aren't taxing on leadership. However, they are also limited in their market reach, slow to adapt to change and more likely to fail. Melding diverse perspectives, cultures and behaviors creates robust challenges for leadership, but it also opens access to large markets and improves the ability to forecast market changes and adapt quickly.

At the Maryland Tech Council (MTC), we agree that it makes good business sense and creates a competitive advantage for an organization to develop a diverse, equitable and inclusive workforce, leadership, strategy and culture. We also recognize this can be a challenging topic to talk about, that it can be intimidating to make a pledge to DEI for fear of discovering how much your organization might need to undertake to begin or enhance its journey to DEI and that it may be tough to admit a need for guidance and help along the way.

We (MTC), too, have had uncomfortable conversations, moments of unpleasant discoveries and a need for learning and adapting along the way. But thanks in part to a strong desire from our staff and leadership, and insights and assistance of incredibly talented and dedicated DEI proponents, innovators, educators and thought leaders, we are well on our way to helping our own organization and others in the tech industry be more diverse, equitable and inclusive. We invite and encourage you to step out of your comfort zone, like we did, and join us by taking our *DEI in Action* Pledge. Together, we can navigate this 'noisy' and sometimes uncomfortable space, and create organizations, communities and a State where diversity, equity and inclusivity thrive and breed a competitive advantage and socioeconomic advancement.

**Here are a few action ideas to consider including in your *DEI in Action* Pledge or that may serve as inspiration for you to create your own action ideas.**

| DEI PLEDGE<br>IN ACTION IDEA  | WHO IS INVOLVED<br>IN THE EFFORT? | STAGE OF<br>DEI JOURNEY |
|---|-----------------------------------|-------------------------|
| Discuss DEI topics regularly in leadership meetings   | Leadership                        | Any                     |
| Increase diversity in our leadership by ___%  | Leadership                        | Any                     |
| Routinely assess compensation, comparing employee salaries to industry, community, and organizational benchmarks. Disaggregate this data by race, gender and other diverse identities | Leadership                        | Any                     |
| Create a budget/commit financial resources to DEI efforts within our organization and/or the community.   | Leadership                        | Any                     |
| Financially support MTC's T12 efforts to help further its mission   | Leadership                        | Any                     |
| Have a rep of our organization serve as a DEI mentor/consultant for MTC's T12 efforts   | Leadership                        | Any                     |



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| DEI PLEDGE<br>IN ACTION IDEA  | WHO IS INVOLVED<br>IN THE EFFORT?          | STAGE OF<br>DEI JOURNEY |
|---|--|-------------------------|
| Research, discuss and implement a landing/ acknowledgement page on our website and include the acknowledgement in opening remarks for events at our organization        | Leadership                                 | Any                     |
| Review our job descriptions and hiring processes to ensure we're creating equal access to the job opportunities in our company and ensuring lack of bias                | Leadership, Management                     | Any                     |
| Increase diversity of our team by ___ %   | Leadership, Management                     | Any                     |
| Identify and implement at least one technology tool that can be used to increase DEI within my organization   | Leadership, Management                     | Any                     |
| Ensure that all employees are given equitable access to professional development opportunities.   | Leadership, Management                     | Any                     |
| Use DEI software and/or a consultant to help integrate DEI across our business operations   | Leadership, Management                     | Any                     |
| Offer DEI training to staff, leadership, Board members, key volunteers, and key partners, at least once per year.   | Leadership, Management                     | Any                     |
| Support team members' attendance at DEI trainings, workshops or programs.   | Leadership, Management                     | Any                     |
| Volunteer with MTC's TI2 to help further its mission and help our organization enhance its own DEI journey  | Leadership, Management                     | Any                     |
| Enable diverse career paths across roles  | Leadership, Management                     | Any                     |
| Embed DEI throughout the employee experience to improve inclusion, growth and trust. For example, offer internal gigs and flexible work arrangements.                   | Leadership, Management                     | Any                     |
| We will create and share strategic inclusion and diversity plans with our stakeholders (if applicable with BoD, Advisory Boards, etc.).                                 | Leadership, Management                     | Any                     |
| We commit to publish/share (internally) our strategic inclusion and diversity plans and progress annually to hold ourselves accountable for progress.                   | Leadership, Management                     | Any                     |
| Survey key organizational stakeholders about diversity, equity and inclusion within our organization (e.g. staff, suppliers, board, customers)                          | Leadership, Management, Other Team Members | Any                     |
| Develop a 1 year DEI plan   | Leadership, Management, Other Team Members | Any                     |
| Generate and incorporate a DEI statement within our organization's policies, team member handbook, etc. and assess whether we reflect that statement on an annual basis | Leadership, Management, Other Team Members | Any                     |



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| DEI PLEDGE<br>IN ACTION IDEA   | WHO IS INVOLVED<br>IN THE EFFORT?            | STAGE OF<br>DEI JOURNEY |
|--|--|-------------------------|
| Host at least one DEI related program within our organization for team members   | Leadership, Management, Other Team Members   | Any                     |
| Create trusting and comfortable places, spaces, methods and platforms for team members to have complex, and sometimes difficult, conversations about DEI within our company  | Leadership, Management, Other Team Members   | Any                     |
| Send a member/members of our team to MTC's Big Ideas Summit in April 2022 to learn, share and network  | Leadership, Management, Other Team Members   | Any                     |
| To attend an annual MTC T12 Summit to share the progress made by our organization and the challenges in accomplishing the three commitments in this pledge, and learn about the progress and challenges of other MTC T12 members                                 | Leadership, Management, Other Team Members   | Any                     |
| Offer employee well-being with programs that support human connectivity and purpose in society   | Leadership, Management, Other Team Members   | Any                     |
| We will implement and expand unconscious bias education.   | Leadership, Management, Other Team Members   | Any                     |
| Have my [leadership team, company] learn more about diversity, equity, and inclusion (DEI) and systemic injustices over the next year by having a facilitated workshop series.   | Leadership, DEI Leader, Chief People Officer | Early                   |
| Affirm that DEI is a strategic priority in all our company communications  | Leadership, Management                       | Early, Mid              |
| Require all senior leadership to establish at least one measurable goal improve DEI within our organization  | Leadership                                   | Early, Mid              |
| Select a member of our team as a designated DEI champion for our company and/or to represent us within the community on DEI efforts and provide appropriate support so their efforts can be successful and everyone else on the team understands it's a priority | Leadership                                   | Early, Mid              |
| Get a baseline assessment of DEI in our company and establish measurable goals to improve over the next year   | Leadership, Management, Other Team Members   | Early, Mid              |
| Add DEI goals to performance plans and reviews   | Leadership, Management                       | Mid                     |
| Create a DEI ERG, committee, working group, etc. to help implement initiatives. Ensure the group has power to effect real change in our company  | Leadership, Management, Other Team Members   | Mid                     |
| Implement a sponsorship and mentoring program for diverse, high performing employees   | Leadership, Management                       | Mid, Advanced           |
| Create structures of accountability for DEI initiatives, for example, appoint multiple Chief Diversity Officers throughout the company   | Leadership, Management                       | Mid, Advanced           |



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