

Taft Communications 2021 JEDI Plan

For Taft to deliver on our core purpose – for our clients and ourselves – there are few things more important than maintaining an authentic commitment to **justice, equity, diversity, inclusivity – or “JEDI” – for all**. Our inaugural 2021 JEDI action plan outlines concrete steps toward furthering these commitments and holds us accountable for our efforts throughout the year.

2021 Focus Areas

- **TALENT**
 - Increase and balance staff diversity
 - Ensure pay equity for all employees
 - Implement equitable advancement plans for professional growth

- **CULTURAL INCLUSIVITY**
 - Monitor team wellness and culture through quarterly surveys
 - Require all employees to participate in diversity and inclusion webinars and trainings on unconscious bias, intergenerational workplaces, and/or racial justice
 - Provide a forum for employees to celebrate and recognize all diversities (ethnic, cultural, and gender, etc.)

- **PUBLIC EDUCATION AND IMPACT**
 - Conduct 6th Annual New Jersey State of Diversity Survey
 - Provide charitable, volunteer, and pro bono support for equity, inclusion, and justice
 - Participate in public dialogue through quarterly blogs

- **MARKETING & COMMUNICATIONS**
 - Ensure inclusive language and design in all collateral
 - Diversify media outreach to reach broad audiences
 - Use social platforms to draw attention to and speak out against racial disparities

- **BUSINESS OPERATIONS**
 - Diversify vendors for ongoing business operations
 - Support BIPOC-owned businesses
 - Partner with BIPOC creatives and/or agencies

Measuring Success

To ensure implementation and ongoing success, Taft is continually monitoring its progress toward achieving these goals through specific, measurable impact and data tracking, reflected in a detailed scorecard that is shared company-wide.