



GCOMMERCE
DEI STUDY GROUP

6 Month Impact Report

2022

Our Story

In 2022 GCommerce produced a company survey to gather team member insights on its current Cultural Pillars. While the primary goal was to evaluate which pillars needed to be updated in a post-pandemic world, GCommerce also found that many team members requested more education and discussion around Diversity, Equity & Inclusion. Survey respondents were proud of the company efforts towards a more equitable workplace, but they wanted those efforts to be more formal and institutional. In response, GCommerce decided to incorporate Diversity, Equity and Inclusion into its foundational "Cultural Pillars."

The company didn't stop there. Formalizing DEI as a culture pillar was an important first step, but GCommerce was looking to make an impact, both within the company and the community.

And that is how the Diversity, Equity & Inclusion Study Group was formed.

At the onset, the team drafted a charter to guide the goals, strategies and desired outcomes of the group. Now, 6 months after establishing the study group, the company presents a recap of the work that has been done and the outcomes it has generated.

Our True North

1. Diversity, Equity and Inclusion does not create just a moral imperative, but also a business one. Companies that embrace diversity and equity perform measurably better in all facets of their business.
2. Leadership from GCommerce is required. We chose to be thoughtful and progressive to achieve our moral and business goals.
3. Forced participation and assimilation with DEI initiatives creates animosity instead of growth and understanding. Therefore, we avoid this whenever possible, instead favoring more integrated efforts.
4. Recruiting, Education, Job Training and Mentoring are the tips of the spear when it comes to making meaningful progress. As such, they will help organize and instruct our overall DEI initiatives.

Policy

Our Mission

GCommerce is dedicated to fostering, cultivating and preserving a culture of diversity, equity and inclusion as both a moral and business imperative.

Our team members are the company's most valuable asset. The collective sum of the individual differences, life experiences, knowledge, innovation, self-expression, unique capabilities and talent that our employees invest in their work represents a significant part of not only our culture, but our reputation and company's achievement. To that end, we not only embrace diversity, equity and inclusion, we seek it out to strengthen our company.

We embrace and encourage our employees' differences in age, color, disability, gender identity or expression, religion, sexual orientation, and other identity characteristics that make our employees unique.

The Golden Rules of DEI Discussion

1. All Perspectives Deserve Respect

Inclusivity is not a set of hard-and-fast rules, but rather an ongoing discussion. Very few things are "right" and "wrong" in every single context, and everyone deserves a chance to be heard.

2. No One Knows Everything

Everyone comes from different backgrounds, with a different level of exposure to various issues. There's no shame in not knowing something - inclusion is a constant state of learning and we're all learning together.

3. Everyone Makes Mistakes

Inclusion is a continuous process, and it takes time for a person to adapt to changes. No one is perfect, and mistakes are just that - mistakes. Use them as an education opportunity, but don't dwell on them.

DEI Study Group

The GCommerce DEI Study Group is composed of volunteers from across all departments interested in helping GCommerce further the mission through new programming and education. Guided by the DEI pillars, the group researches, discusses and ultimately recommends DEI programs to the company as a whole. The work primarily focuses on the four areas of Recruiting, Education, Training and Mentorship but remains largely self-determined while working in the spirit of the company mission and pillars.

Participation in the group is completely voluntary. Members may come and go as their work and personal lives dictate.

While the first six months as an established group were more focused on building a foundation and setting the stage for future opportunities, the study group has compiled a list of impressive accomplishments. Taken alone, each has inherent value. Taken together over a six month period of time, one can see the steady march of progress and momentum for a company the size of GCommerce. Onward.

Original Study Group Goals

- Bring awareness and education internally for GCommerce while providing a safe space for conversation
- Widen individual knowledge and understanding of DEI
- Make GCommerce an inclusive company that others will be drawn to
- Support and encourage other colleagues to be their true selves
- Assisting clients with better representation in marketing
- Become a model for other companies to eventually emulate



6 Month Accomplishments

- Hosted three, one-hour education sessions for the company with 75% attendance. Topics included LGBTQ+ Review, Sociology 101, and Daily Activism.
- Finalized the Golden Rules for company DEI participation and discussions.
- Discussed each individual's personal goals for participation in the study group and developed overall group goals.
- Discussed impressions of GCommerce strengths and weakness.
- Created and distributed an internal company survey measuring current sentiment towards GCommerce DEI culture.
- Established and launched a pro-bono relationship with the Park City LGBTQ+ Task Force, a local non-profit dedicated to fostering inclusion in the community.
- Created an internal Education Calendar (based on survey results) and started to develop individual training content.
- Reviewed our Employment Application and inserted more inclusive language.
- Began developing a library of articles, podcasts and books with varying views on DE&I to allow for self-education by team members.
- Evaluated the accessibility of GCommerce brand colors.
- Created the #dei-discussion Slack channel for all employees to share DEI thoughts, questions, follow-ups to company sessions, and resources.
- Started posting about culturally significant holidays with researched information and facts.
- Created a form to call out daily accomplishments from team members.

Over
\$54,450
In service hours given

3 Researched
Education Sessions
Presented

Updated &
Improved
Hiring Process
Implemented



So, What's Next?

The future of the GCommerce DEI Study Group looks very bright indeed. With a solid foundation underfoot, the group is poised to launch innovative new programs, engaging new educational opportunities, and progressive recruiting and mentoring practices. All in pursuit of the company's lofty goals.

Thank you to the current members
of the DEI Study Group.

Alex Scharpf, Erin Fischer, Jael Dugdale, Kristina Moon,
Lindley Cotton, Lisa McGivney, Scott van Hartesvelt,
Stephanie Lutz, and Taylor Fujimoto

