



GCOMMERCE  
DEI STUDY GROUP

# 2023 Impact Report

2023

# Our Story

In 2022, GCommerce produced a company survey to gather team member insights on its 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, the company presents a recap of the work that has been done and the outcomes it has generated over the past year.

## 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.

Over time, the Study Group has compiled a list of impressive accomplishments. Taken alone, each has inherent value. Taken together over a year's worth of time, one can see the steady march of progress and momentum for a company the size of GCommerce.

## Ongoing 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



# 2023 Accomplishments

- Hosted four hour-long education sessions for the company, with 75% attendance. Topics included Race/Ethnicity, The History of Feminism, Recent Positive Changes In The World, and Binary Thinking.
- Surveyed for interest in a company-sponsored mentorship program, and started brainstorming the best way to implement this.
- Improved the company's recruiting process and standard practices, to call out ADA features and streamline workflow for managers and potential employees.
- Added a section to our company blog for Diversity, Equity & Inclusion content.
- Surveyed the company on how the Study Group is doing, and discussed our approach to DEI based on feedback.
- Established GCommerce as a "Veteran Friendly Organization" and refined standard practices in Human Resources to proactively recruit veterans.
- Internally discussed DEI-related questions within the Study Group, to educate ourselves and inform decision-making for future changes at GCom.
- Encouraged more employee participation from outside of the Study Group, by revitalizing our education session process for easier involvement.
- Discussed gossip during an all-company meeting, to curb the spread of toxic interactions and reduce stress in the workplace.
- Introduced bite-sized "Weekly Thought Starters" in the company's Slack, to connect team members and make discussion of DEI-related topics less intimidating.
- Discussed and evaluated the accessibility of the GCommerce website.

Over  
**\$70,000**  
In service hours given

4 Researched  
**Education  
Sessions**  
Presented

Improved  
**Recruiting  
Process**  
Implemented



# So, What's Next?

The future of the GCommerce DEI Study Group looks very bright indeed. While we've accomplished a lot over the past year, the group is ready to continue launching innovative new programs, engaging 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, Jaylene Van Lin,  
Kaylin Long, Kristina Moon, Lindley Cotton, Lisa McGivney,  
Scott van Hartesvelt, and Stephanie Lutz

