



GCOMMERCE
EQUITY & ADVOCACY TEAM

2024 Impact Report

2024

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 Equity & Advocacy Team 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 Discussion

1. All Perspectives Deserve Respect

Equity and Advocacy are 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 - Equity and Advocacy are a constant state of learning and we're all learning together.

3. Everyone Makes Mistakes

Equity and Advocacy are 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.

Equity & Advocacy Team

The GCommerce Equity & Advocacy Team 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 Team 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 Team 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



2024 Accomplishments

- Hosted three hour-long education sessions for the company, with 85% attendance. Topics included:
 - Age
 - The Fluidity of Identity
 - Seasonal Mental Health Tips & Tricks, for World Mental Health Day
- Published various DEI-related content to our website. Topics include:
 - [Promoting DEI In The Workplace](#)
 - [DEI Origins at GCommerce](#)
 - [Celebrating Womanhood: GCommerce Traditions](#)
- Enabled and encouraged the option for team members to add preferred pronouns on their individual Slack profiles.
- Implemented various initiatives to encourage new team members to join the group, such as rescheduling Equity & Advocacy Team meetings for availability and hosting an informational “Open House” session on the group.
- Implemented an anonymous Submission Box, to provide a safe space for team members to share personal stories and provide feedback to the company.
- Internally discussed DEI-related questions within the Equity & Advocacy Team, to educate ourselves and inform decision-making for future changes at GCommerce.
- Re-evaluated GCommerce website content to better align with the Equity & Advocacy Team’s ongoing goals.

Over
\$70,000
In service hours given

3 Researched
**Education
Sessions**
Presented

Improved
**Non-Group
Participation**
Implemented



So, What's Next?

The future of the GCommerce Equity & Advocacy Team 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 Equity & Advocacy Team.

Abby Rosenberger, Alex Scharpf, Alexandra Thomas,
Erin Fischer, Jael Dugdale, Kaylin Long, Lindley Cotton,
Lisa McGivney, Maddie Holifield, Meg Reynolds,
Nikki Abrego, and Scott van Hartesvelt

