

The background of the page is a white space filled with numerous overlapping, diagonal, semi-transparent streaks of various colors including purple, blue, green, yellow, orange, and red, creating a dynamic, multi-colored effect.

CORPORATE EQUALITY REPORT 2010

Building Strong Lesbian, Gay, Bisexual, and Transgender Communities in Southeastern Wisconsin Since 1982



A Letter from the Executive Director

Creating a thriving Milwaukee is deeply dependent in the ability of our region to attract and retain a high quality workforce. There are several studies that link the idea of place to a community's success in attracting the future worker — those that value not only the employer but the community that employer resides in.

As Milwaukee moves to create that perfect combination of community and business, the connection between a welcoming and inclusive workplace, internal policies, and community engagement will be more pronounced.

Over the years, Milwaukee based companies have taken steps to adopt policies, such as domestic-partner benefits, that reinforce the importance of diversity — including sexual orientation and gender identity. These efforts foster innovation, creativity, and higher bottom line results.

But are these diversity policies staying on pace to what our regional neighbors are doing? And are Wisconsin companies able to transcend policies that impact lesbian, gay, bisexual and transgender (LGBT) employees from the Human Resources world to day-to-day management?

As workplaces become a place to bring all of an employee's talent and experience to the table, they in turn become stronger contributors to their community's development. Cream City Foundation is working to create a picture of where our corporate community and business climate is now in regards to LGBT employee issues, and to help identify steps that help move workplaces forward.

As part of this we support a regional evaluation of the largest employers in the area — from internal policies to community engagement. Using this data, we can more clearly compare our region's status to that of the country, and find ways to improve and grow.

I thank you for your interest in creating a strong corporate and business culture in Milwaukee, and look forward to your support of our efforts.

Sincerely,

A handwritten signature in black ink, appearing to read 'M. Cadenas'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Maria T. Cadenas, Executive Director

Corporate Snapshot

The Human Rights Campaign Foundation (HRC) conducts a nation-wide survey each year on corporate equality, focusing on lesbian, gay, bisexual, and transgender equality in the workplace. Their Corporate Equality Index (CEI) “assesses employment policies, benefits and practices and does not purport to assess a corporation in its entirety.”¹ When HRC first conducted the first CEI in 2002, only 13 companies received a top rating of 100%. Eight years later, there are 337 businesses with a perfect score.

In the 2011 report, 16 Wisconsin corporations were rated, and only two received top rating CEI scores of 100%. Perhaps more troubling is that both Illinois and Minnesota have significantly higher number of top rating CEI companies, 34 and 14, respectively. Wisconsin’s average CEI of 51% falls significantly behind to these neighbors’ rate of 81% and 80%.

But even within Wisconsin, Milwaukee area headquartered employers fall behind. Madison based companies average rating was of 78% to Milwaukee’s 47%. Even when we only review Milwaukee’s largest HRC rated private sector employers, regardless of headquarter location, Milwaukee’s CEI average rating remains below Madison, Illinois and Minnesota’s, going up only to 70%.

So what is going on in Milwaukee? To put it simply, other state employers have move beyond providing non-discrimination policies and same-sex benefits – that is considered the minimum standard. Most have moved to allow for employee resource groups, marketing campaigns, community dollars, and inclusion of gender-identity protections.

Employee Snapshot

As much as the CEI ratings serve as a benchmark, Cream City Foundation realized that a true measure of Milwaukee’s corporate culture would have to take into account employee’s perceptions and experience. Cream City Foundation calls this the “Water Cooler Test.” In other words, if employees can say “I went camping with my partner” or “my partner and I saw that movie” without feeling that they have to guard their words or risk their career the office passes the test.

To understand LGBT professional’s experience in Milwaukee’s corporate culture, Cream City Foundation conducted multiple focus groups of LGBT executives and professionals, as well as an online survey. While the majority of respondents, 85%, feel comfortable being out

or coming out at work, 30% of them are afraid that their sexual orientation could hurt or damage their career.

This was even more pronounced during the focus group sessions with LGBT executives, which echoed the experience or perceived experience of a glass ceiling. Our survey data implies a potential for concern, by showing that almost 50% of those LGBT professionals surveyed have stayed in their current positions and roles for more than 5 years, with 25% having been at their position for 10 years or more.

Recommendations

Wisconsin’s concern on brain drain is real,² and the realization that our neighbors to the south and north have high rated CEI employers and that local perception is one of non-acceptance only means more pressure for local LGBT leaders to look elsewhere for career advancement.

In order to combat this pressure, Cream City recommends direct and explicit action to ensure a welcoming corporate culture for LGBT professionals. Below are our recommendations to corporate partners:

- ▼ Adopt and implement non-discrimination and anti-harassment policies that include sexual orientation and gender identity
- ▼ Adopt domestic-partner and transgender benefit policies for LGBT employees that mirror those offered to heterosexual employees and their families.
- ▼ Identify and support corporate leaders to champion inclusion and respect, regardless of sexual orientation or gender identity
- ▼ Provide diversity training that is inclusive of sexual orientation and gender identity
- ▼ Create an employee resource group for LGBT employees and support your employees’ participation in professional networks, such as QShare.
- ▼ Invest marketing, public relations, and corporate foundation dollars to LGBT organizations and programming

Below find our recommendations for individuals within corporations:

- ▼ Join an Employee Resource Group (ERG) or talk to Human Resources about starting one.
- ▼ Be a vocal supporter of LGBT employees.
- ▼ Speak out against inappropriate jokes and harassment.
- ▼ Support LGBT community and professional organizations.

1. Human Rights Campaign Foundation; Results of 2011 Corporate Equality Index - <http://www.hrc.org/cei2011/index.html>

2. Journal Sentinel, “Poll finds ‘brain drain’ a statewide concern Majority in Wisconsin sees talent exiting,” <http://www.jsonline.com/news/wisconsin/101733478.html>

CORPORATE OVERVIEW

For a full copy of HRC's 2011 Corporate Equality Index, go to <http://www.hrc.org/CEI2011/>.

When Human Rights Campaign first conducted the Corporate Equality Index (CEI) in 2002, only 13 companies received a top rating of 100%. Eight years later, there are 337 businesses with a perfect score. Below is an overview of their 2011 findings.

REGIONAL

| | CEI Rating Average | CEI Rating Median | Number of Respondents |
|---------------------------------------|--------------------|-------------------|-----------------------|
| Wisconsin (Headquarters) | 51 | 43 | 16 |
| Illinois (Headquarters) | 81 | 100 | 63 |
| Minnesota (Headquarters) | 80 | 95 | 30 |
| Milwaukee (Headquarters) | 47 | 30 | 12 |
| Madison (Headquarters) | 78 | 80 | 3 |
| Milwaukee (Out of State Headquarters) | 85 | 100 | 14 |
| Milwaukee | 70 | 92 | 26 |

NATIONAL

TOP FIVE INDUSTRIES

1. Law Firms
2. Banking and Financial Services
3. Retail and Consumer Products
4. Food, Beverages, and Groceries
5. Insurance

NON-DISCRIMINATION POLICIES

99% of companies prohibit discrimination based on sexual orientation

76% of companies prohibit discrimination based on gender identity

DIVERSITY TRAINING

94% of companies provide diversity training covering sexual orientation

79% of companies provide diversity training covering gender identity

HEALTH INSURANCE BENEFITS

95% of companies offer domestic partner health insurance

79% of companies provide at least one transgender-inclusive benefit

PUBLIC ENGAGEMENTS AND DIVERSITY COUNCILS

83% of companies engage positively in the LGBT community

81% of companies have employer-supported, employee resource groups, or firm-wide diversity councils.

SUMMARY OF CCF FINDINGS IN WISCONSIN

| Employer Name | CCFs Rating | Non-Discrimination Policies | Diversity Training | Domestic Partner Benefits | Employee Resource Group | External LGBT Engagement | Location |
|------------------------------|-------------|-----------------------------|--------------------|---------------------------|-------------------------|--------------------------|-----------|
| Aurora Health Care | 95% | ● | ● | ● | ◐ | ● | Milwaukee |
| Bon-Ton | 82.5% | ● | ◐ | ● | ◐ | ◐ | Milwaukee |
| Goodwill Industries | 55% | ◐ | ◐ | ● | ○ | ○ | Milwaukee |
| Medical College of Wisconsin | 60% | ◐ | ● | ● | ○ | ○ | Milwaukee |
| We Energies | 35% | ◐ | ● | ◐ | ○ | ○ | Milwaukee |

SUMMARY OF HRC FINDINGS IN WISCONSIN

| Employer Name | CEI Rating | Fortune 1000 Rank | Largest Milwaukee-Area Private Sector Employers | Non-Discrimination Policies | Diversity Training | Domestic Partner Benefits | Employee Resource Group | External LGBT Engagement | City | State |
|------------------------------------|------------|-------------------|---|-----------------------------|--------------------|---------------------------|-------------------------|--------------------------|-----------------|-------|
| Headquarters in Wisconsin | | | | | | | | | | |
| Quarles & Brady LLP | 100 | | | ● | ● | ● | ● | ● | Milwaukee | WI |
| S.C. Johnson & Son Inc. | 100 | | 23 | ● | ● | ● | ● | ● | Racine | WI |
| Robert W. Baird & Co. Incorporated | 90 | | 46 | ● | ▸ | ● | ▸ | ● | Milwaukee | WI |
| American Family Insurance Group | 88 | 388 | | ● | ● | ▸ | ▸ | ● | Madison | WI |
| Foley & Lardner LLP | 85 | | | ● | ▸ | ● | ▸ | ● | Milwaukee | WI |
| Alliant Energy Corp. | 80 | 588 | | ▸ | ▸ | ● | ● | ● | Madison | WI |
| CUNA Mutual Insurance Group | 65 | 792 | | ▸ | ○ | ▸ | ▸ | ○ | Madison | WI |
| Wisconsin Energy Corp. | 55 | 515 | | ▸ | ▸ | ○ | ▸ | ▸ | Milwaukee | WI |
| Johnson Controls Inc. | 30 | 58 | 14 | ● | ○ | ○ | ○ | ○ | Milwaukee | WI |
| Northwestern Mutual | 30 | 118 | 9 | ▸ | ○ | ▸ | ○ | ○ | Milwaukee | WI |
| Fiserv Inc. | 15 | 482 | | ▸ | ○ | ○ | ○ | ○ | Brookfield | WI |
| Kohl's Corp. | 15 | 155 | 7 | ▸ | ○ | ○ | ○ | ○ | Menomonee Falls | WI |
| Harley-Davidson Inc. | 15 | 412 | 15 | ▸ | ○ | ○ | ○ | ○ | Milwaukee | WI |
| Manpower Inc. | 15 | 119 | | ▸ | ○ | ○ | ○ | ○ | Milwaukee | WI |
| Rockwell Automation Inc. | 15 | 429 | 19 | ▸ | ○ | ○ | ○ | ○ | Milwaukee | WI |
| Oshkosh Corp. | 15 | 349 | | ▸ | ○ | ○ | ○ | ○ | Oshkosh | WI |

Headquarters Out of State – Largest Milwaukee Area Employers (Rated)

| | | | | | | | | | | |
|----------------------------|-----|-----|----|---|---|---|---|---|---------------|----|
| AT&T | 100 | 8 | 13 | ● | ● | ● | ● | ● | Dallas | TX |
| Bon-Ton Department Stores | 100 | 654 | 31 | ● | ● | ● | ● | ● | York | PA |
| JP Morgan Chase | 100 | 16 | 40 | ● | ● | ● | ● | ● | New York | NY |
| Ernst & Young | 100 | | | ● | ● | ● | ● | ● | New York | NY |
| General Electric | 80 | 5 | 6 | ▸ | ▸ | ▸ | ▸ | ● | Fairfield | CT |
| MillerCoors LLC | 100 | 487 | 36 | ● | ● | ● | ● | ● | Chicago | IL |
| PNC Bank | 100 | 278 | | ● | ● | ● | ● | ● | Pittsburgh | PA |
| Prudential | 100 | 84 | | ● | ● | ● | ● | ● | Newark | NJ |
| Southwest Airlines | 95 | 246 | | ● | ● | ● | ● | ● | Dallas | TX |
| Target Corp.* | 85 | 28 | 18 | ● | ● | ● | ▸ | ● | Minneapolis | MN |
| United Parcel Service Inc. | 100 | 43 | 47 | ● | ● | ● | ● | ● | Atlanta | GA |
| US Bancorp | 100 | 129 | 20 | ● | ● | ● | ● | ● | Minneapolis | MN |
| Walgreens Co. | 100 | 36 | 21 | ● | ● | ● | ● | ● | Deerfield | IL |
| Wai-Mart Stores Inc. | 40 | 2 | 3 | ▸ | ▸ | ▸ | ▸ | ▸ | Bentonville | AR |
| Wells Fargo | 100 | 41 | 27 | ● | ● | ● | ● | ● | San Francisco | CA |
| Assurant | 15 | 299 | 29 | ▸ | ○ | ○ | ○ | ○ | New York | NY |
| Cargill | 100 | | 33 | ● | ● | ● | ● | ● | Wayzata | MN |
| Charter Communication | 15 | 385 | 50 | ▸ | ○ | ○ | ○ | ○ | St. Louis | MO |

*Target's rating was impacted by their refusal to apologize or conduct any corrective action regarding a corporate contribution to a political candidate that actively opposed LGBT rights.

● = All, ▸ = Half, ○ = None

Minneapolis-Area Summary

| CEI Rating | Fortune 1000 Rank | Employer Name | City |
|------------|-------------------|---|--------------|
| 85 | 95 | 3M Co. | St. Paul |
| 65 | 539 | Alliant Techsystems Inc. | Minneapolis |
| 100 | | Allianz Life Insurance Co. of North America | Minneapolis |
| 100 | 348 | Ameriprise Financial Inc. | Minneapolis |
| 85 | 56 | Best Buy Co. Inc. | Richfield |
| 95 | | Blue Cross Blue Shield of Minnesota | Eagan |
| 15 | 300 | C. H. Robinson Worldwide | Eden Prairie |
| 100 | | Cargill Inc. | Wayzata |
| 100 | | Carlson Companies Inc. | Minnetonka |
| 100 | | Dorsey & Whitney LLP | Minneapolis |
| 100 | 403 | Ecolab Inc. | St. Paul |
| 95 | | Faegre & Benson LLP | Minneapolis |
| 100 | 193 | General Mills Inc. | Minneapolis |
| 15 | 373 | Hormel Foods Corp. | Austin |
| 88 | 860 | Imation Corp. | Oakdale |
| 100 | 224 | Land O'Lakes Inc. | Arden Hills |
| 80 | | Lindquist & Vennum PLLP | Minneapolis |
| 80 | | Mayo Clinic | Rochester |
| 100 | 196 | Medtronic Inc. | Minneapolis |
| 30 | 276 | Mosaic Company | Plymouth |
| 15 | 492 | Nash Finch | Minneapolis |
| 63 | 687 | Patterson Companies (Patterson Dental Supply) | St. Paul |
| 100 | | RBC Wealth Management | Minneapolis |
| 100 | | Robins, Kaplan, Miller & Ciresi LLP | Minneapolis |
| 100 | 51 | Supervalu Inc. | Eden Prairie |
| 85 | 28 | Target Corp. | Minneapolis |
| 15 | 409 | Thrivent Financial for Lutherans | Minneapolis |
| 100 | 129 | U.S. Bancorp | Minneapolis |
| 100 | 21 | UnitedHealth Group Inc. | Minnetonka |
| 95 | 242 | Xcel Energy Inc. | Minneapolis |

Chicago-Area Summary

| CEI Rating | Fortune 1000 Rank | Employer Name | City |
|------------|-------------------|--|-----------------|
| 100 | | A.T. Kearney Inc. | Chicago |
| 85 | 80 | Abbott Laboratories | Abbott Park |
| 43 | | Allscripts-Misys Healthcare Solutions Inc. | Chicago |
| 100 | 81 | Allstate Corp., The Northbrook | |
| 100 | 307 | Aon Corp. | Chicago |
| 40 | 27 | Archer Daniels Midland Co. | Decatur |
| 63 | | Astellas Pharma US, Inc. | Deerfield |
| 100 | | Baker & McKenzie | Chicago |
| 80 | 219 | Baxter International Inc | Deerfield |
| 100 | 34 | Boeing Co. | Chicago |
| 15 | 491 | Brunswick Corp. | Lake Forest |
| 75 | 44 | Caterpillar Inc. | Peoria |
| 100 | | CDW Corp. | Vernon Hts |
| 100 | | Chapman and Cutler LLP | Chicago |
| 100 | | CNA Insurance | Chicago |
| 38 | 87 | Deere & Co. | Moline |
| 58 | 352 | Discover Financial Services | Riverwoods |
| 100 | 134 | Exelon Corp. | Chicago |
| 15 | 351 | Fortune Brands Inc. | Deerfield |
| 100 | | Harris Bankcorp Inc. | Chicago |
| 100 | | Health Care Service Corp. | Chicago |
| 100 | 65 | Hewitt Associates | Lincolnshire |
| 100 | | Hinshaw & Culbertson LLP | Chicago |
| 100 | 597 | Hospira Inc. | Lake Forest |
| 100 | | Hyatt Hotels Corp. | |
| 73 | 148 | Illinois Tool Works Inc. | Glenview |
| 100 | | Jenner & Block LLP | Chicago |
| 100 | | Katten Muchin Rosenman LLP | Chicago |
| 100 | | Kirkland & Ellis LLP | Chicago |
| 95 | 53 | Kraft Foods Inc. | Northfield |
| 75 | | Locke Lord Bissell & Liddell LLP | Chicago |
| 100 | | Mayer Brown LLP Chicago | |
| 100 | | McDermott WI & Emery LLP | Chicago |
| 85 | 107 | McDonald's Corp. | Oak Brook |
| 100 | 487 | MlerCoors LLC | Chicago |
| 95 | | Morningstar Inc | Chicago |
| 100 | 78 | Motorola Inc. | Schaumburg |
| 100 | | Navigant Consulting Inc. | Chicago |
| 30 | 175 | Navistar International Corp. | Warrenville |
| 100 | 430 | Northern Trust Corp. | Chicago |
| 95 | 313 | OfficeMax Inc. | Naperville |
| 100 | | Orbitz Worldwide Inc. | Chicago |
| 55 | | Perkins + WI Inc. | Chicago |
| 85 | 233 | R.R. Donnelley & Sons Co. | Chicago |
| 100 | 199 | Sara Lee Corp. | Downers Grove |
| 100 | | Schiff Hardin LLP | Chicago |
| 100 | 49 | Sears Holdings Corp. | Hoffman Estates |
| 100 | | Seyfarth Shaw LLP | Chicago |
| 100 | | Sidley Austin LLP | Chicago |
| 30 | 356 | Smurfit-Stone Container Corp. | Chicago |
| 100 | | Sonnenschein, Nath & Rosenthal LLP | Chicago |
| 100 | | Starcom MediaVest Group | Chicago |
| 80 | 31 | State Farm Group | Bloomington |
| 15 | 465 | Telephone & Data Systems Inc. (U.S.Cellular) | Chicago |
| 15 | 416 | Tenneco Inc. | Lake Forest |
| 58 | | U.S. Foodservice Inc. | Rosemont |
| 88 | 123 | UAL Corp. (United Airlines) | Chicago |
| 15 | 475 | United Stationers Inc. | Deerfield |
| 15 | 366 | W.W. Grainger | Lake Forest |
| 100 | 36 | Walgreen Co. | Deerfield |
| 80 | | Wdman, Harrold, Allen & Dixon LLP | Chicago |
| 100 | | Winston & Strawn LLP | Chicago |
| 80 | | Zurich North America | Schaumburg |

MILWAUKEE AREA LGBT PROFESSIONAL SURVEY RESULTS

MESSENGRERS OF EQUALITY

LGBT Executives and Professionals were asked to identify the best messengers for communicating a climate of inclusion and respect

1. **Executives** (78%)
2. **Community Leaders** (76%)
3. **Association/Industry Leaders** (76%)
4. **Chief Executive Officer** (67%)
5. **Board of Directors** (42%)

TOP FIVE INDUSTRIES (ALPHABETICAL)

Based on available LGBT benefits

- ▼ Banking/Finance
- ▼ Education
- ▼ Government
- ▼ Healthcare
- ▼ Legal

OUT IN THE WORKPLACE

- Yes **85%**
No **15%**

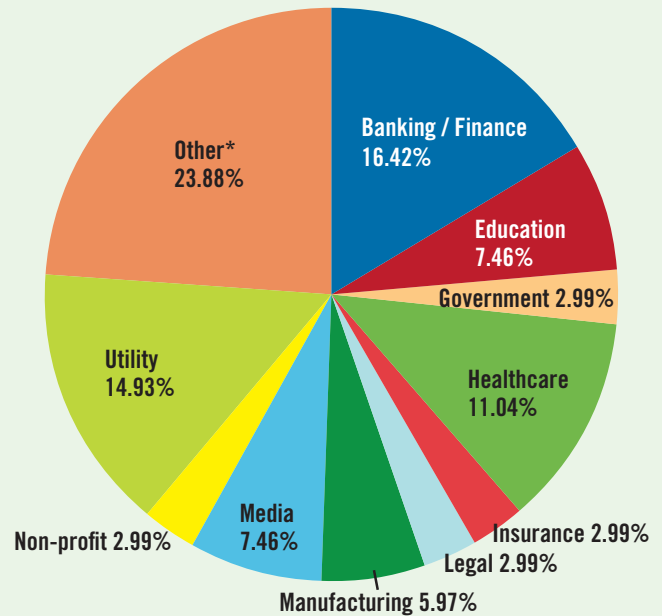
LGBT IDENTITY NEGATIVELY IMPACTS CAREER

- Yes **30%**
No **60%**
Unsure **10%**

YEARS WITH EMPLOYER

- 10 years or more **37%**
5 to 10 years **21%**
1 to 5 years **36%**
0 to 1 year **6%**

Respondents by Industry



*Other category consisted of those who didn't respond to the questions, retail, software, etc.

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