

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 vibrant, abstract pattern.

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%**

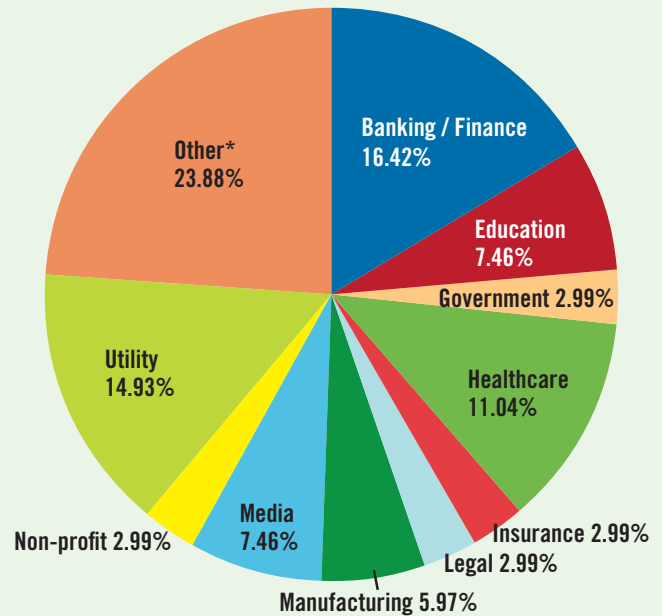
LGBT IDENTITY NEGATIVELY IMPACTS CAREER

- 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.

Acknowledgments

Cream City Foundation is thankful for the support from local corporations, LGBT professionals and donors that made this report possible. Specifically we would like to acknowledge Cream City Foundation's Stacey Herzing Fund and QShare LGBT Professional Network.

In addition, we would like to thank our Cream City Scholars, Emily Dell and Shawntel Lindsay, for the research and commitment to workplace equity.

This report would not have been possible without the research conducted by the Human Rights Campaign.



759 N. Milwaukee Street, Suite 212, Milwaukee, WI 53202 www.creamcityfoundation.org
phone 414.225.0244 *fax* 414.225.0246 *email* director@creamcityfoundation.org