



What They're Saying About...

# Internet Association's Inaugural Diversity & Inclusion Benchmark Report

Internet Association's 2019 Diversity & Inclusion (D&I) Benchmark Report provides first-of-its-kind workforce data for companies in the internet industry. This report goes beyond traditional workforce data by examining existing D&I efforts and infrastructure of IA member companies that vary in age, size, and business model to better understand the current landscape of historically underrepresented populations in the workforce.

IA's D&I Benchmark Report is the first step in a collaborative effort among IA member companies to identify areas where companies can share best practices, adopt and expand existing successful initiatives, and develop evidence-based standards to improve overall D&I efforts among the internet industry.

**Sean Perryman***Director, Diversity & Inclusion Policy & Counsel*

Internet Association was the first industry trade association to create the role of Director of D&I Policy and Counsel to spearhead internet companies' collaboration among each other, with policymakers, and with other key stakeholders.

Sean Perryman, IA's Director of D&I Policy, serves on the 2019 FCC Advisory Committee on Diversity and Digital Empowerment.

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There is a fact-based imperative for diversity and inclusion. The lack of diverse representation means that many of our best and brightest – the problem solvers, critical thinkers, and those that challenge conventional thinking are not included, and America's global competitiveness suffers as a result. I have been proud to work in Congress to respond to this disparity but still, much work needs to be done. I commend the Internet Association for showing leadership in promoting the need and importance of diversity and inclusion. It is my hope that other companies will be able to use this D&I Benchmark Report to guide them as they not only recognize the need for D&I, but to also put their efforts and resources into ensuring diversity recruitment goals are met and retention of employees is prioritized.

**Congressman G. K. Butterfield**

(NC-01)

*Congressional Black Caucus  
Diversity Task Force Co-Chair*

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The lack of diversity in the tech industry remains a concerning issue. We know that without the perspective, opinions, and life experiences of people from all walks of life, we open the door to subconscious or unintentional biases that can negatively affect products and services used by Americans. Creating the broad changes necessary to promote greater workforce diversity, something I've been actively pushing for in Congress, requires a baseline set of data. I applaud the Internet Association's willingness to take on this endeavor, as well as their eagerness to engage with policymakers and industry stakeholders to create this report. I'm hopeful that companies will look at this report and take this opportunity to implement diversity and inclusion best practices, which strengthen the industry as a whole. This is an important step and I look forward to future engagement.

**Congressman Emanuel Cleaver, II**

(MO-05)

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Knowing where you stand is a critical first step towards improvement. I applaud the Internet Association for taking this important step and would call on all industries to take seriously the challenge of improving diversity and inclusion among their workforces and vendors. I look forward to working with the Internet Association to make sure that the technology sector can use this report to grow their Hispanic and minority representation in a meaningful way.

**Congresswoman Sylvia Garcia**

(TX-29)



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I welcome the release of the Internet Association's first-ever Diversity and Inclusion (D&I) Benchmark Report. The information on best practices and efficacy of D&I efforts are a helpful step forward, but we know more needs to be done. Companies must move boldly with investments to address the huge lack of diversity in the industry. As policy makers, we remain committed to advancing these efforts and to increasing accountability across the industry.

**Congresswoman Barbara Lee**  
(CA-13)

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AnitaB.org commends the Internet Association and all of its members on the release of the inaugural IA Diversity & Inclusion Benchmark Report. As the entire technology ecosystem strives for a more equitable and inclusive environment—for both moral and business imperatives—specific sectors have the opportunity to show their leadership and share best practices. Importantly this report calls attention to understanding how money is invested in D&I as an emerging practice across internet companies. Measuring what matters and acting to address gaps and opportunities is critical to drive tech equity in all of technology, and we applaud this effort.

**Stephanie Rodriguez, Ph.D.**  
VP Policy & Engagement  
*AnitaB.org*

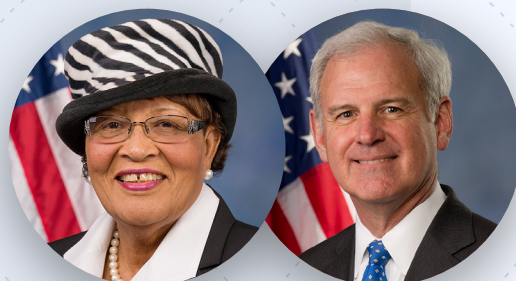
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The Thurgood Marshall College Fund (TMCf) commends the Internet Association for undertaking this study and, more importantly, releasing the results of that work in the inaugural Diversity and Inclusion (D&I) Benchmark Report. The results of the report bear witness to what we, at TMCf, have long-known, that companies who invest and commit to diversity and inclusion have proven success in meeting their desired results. Diverse and inclusive organizations are frequently stronger and more dynamic organizations, and we hope that this report helps encourage more companies within the industry to make a formal commitment to D&I and that the Internet Association will keep us abreast on the progress their constituency is making in this regard.

**Dr. Harry L. Williams**  
President and CEO  
*Thurgood Marshall College Fund (TMCf)*

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We applaud the Internet Association for the commission of their first Diversity and Inclusion Benchmark Report. The HBCU Partnership Challenge stresses the importance of implementing intentional policies that increase the recruitment and retention of diverse talent in America's workforce through substantive engagement with HBCUs — one of our nation's largest producers of diverse talent. Keeping thorough data on the success of these efforts is crucial to creating best practices that can be replicated across industry. It is our hope that the findings of this survey will encourage others to lean in and develop initiatives to promote diversity and inclusion in our economy.

**Congresswoman Alma Adams**  
(NC-12)  
*HBCU Co-Chair*

**Congressman Brad Byrne**  
(AL-1)  
*HBCU Co-Chair*

### About Internet Association

Internet Association represents over 40 of the world's leading internet companies. IA's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit [www.internetassociation.org](http://www.internetassociation.org)