

# Engaging Employees in Their Communities



## Issue Summary

Successful sustainability programs depend on employee support and enthusiasm. Employees are effective agents of change and champions of important causes.

## Our Position

Our sustainability commitment reaches across the company. Employees enjoy working for a company that is a responsible participant in the community and steward of the environment. We also recognize that the dedication, passion and support of our nearly 260,000 employees, as of year-end 2011, makes our sustainability efforts possible. That's why we've made a commitment to continue engaging our employees around our sustainability efforts. Furthermore, we believe when employees are actively engaged, there is a significant positive impact on the overall well being of the company, and that's a benefit to our customers and shareholders.

## Our Action

### Key Performance Indicators:

**Number of hours that AT&T donated through employee & retiree volunteer programs:** *More than six million*

**Dollar amount associated with volunteerism (financial equivalent based on the 2011 industry standard from nonprofit Independent Sector):** *More than \$133 million*

### Progress Toward 2011 Goals:

**Provide job shadow opportunities for a cumulative total of 86,000 students by year end 2011.**

*In 2011, we exceeded our goal by providing job shadow opportunities for a cumulative total of nearly 94,000 students by year-end 2011.*

**Expand the company legal department's participation in pro bono legal work in both number of participants and total hours. The goal is to continue the increase in year over year participation and hours. Additionally, the goal is to expand the AT&T Excellence in Pro Bono Award / Scholarship Program to all regions, and encourage additional programs within regions.**

*AT&T achieved its 2011 goal of year over year increases in both the number of in-house counsel participating and the number of attorney hours reported in the AT&T legal department pro bono program. AT&T also successfully met its goal to expand the AT&T Excellence in Pro Bono Award/Scholarship Program to all regions served by the company, including adding additional programs at law schools within regions previously served.*

### 2012 Goals:

**Continue to increase hours reported and numbers of in-house AT&T attorneys who provide pro bono services, expand involvement in existing AT&T approved legal pro bono programs and increase selected law firm collaborations with AT&T in-house attorneys to do pro bono work.**

**Enhance the Employee Resource Group (ERG) leadership positions to provide more experience, development and exposure for our ERG leaders with the goal of more fully leveraging those positions as a robust pipeline for diverse leadership for AT&T.**

**Achieve 55 percent of current employees participating in annual giving campaign.**



## Materiality Assessment Topics: *Employee engagement; Volunteerism*

### *Do One Thing (DOT)*

DOT is a voluntary companywide effort that encourages employees to commit to regular, measurable actions (DOTs) that are good for themselves, their communities and/or the company. We believe that when employees are actively engaged in improving themselves, their communities and/or their company, there's a benefit for all involved. We developed DOT to meet the following three objectives:

- Educate employees about sustainability.
- Increase internal understanding of our commitment to social and environmental good.
- Create a simple way for interested employees to get involved in sustainability efforts.

DOT was piloted in select business units and geographic locations in 2010. Focus was given to building a strong foundation for DOT by designing a comprehensive internal web portal, creating robust education tools, and developing the necessary resources to make DOT self-serviceable and accessible. Formally launched to all employees in May of 2011, more than 11,000 employees voluntarily chose and tracked DOTs on the Impact Calculator website.

Nearly 800 employees volunteered to become DOT Connectors, the sustainability ambassadors responsible for bringing DOT to the frontlines of our company. DOT materials supported employee awareness of our sustainability efforts and resulted in a 14 percent increase from the previous year in employees able to name three things that we are doing to be more sustainable.

All across our organization, employees are unleashing their human potential with DOT. Whether it's through volunteering, recycling, innovatively using our technologies or much more, employees are activating their DOTs to save money, spark innovation, support One AT&T and build healthy communities. Take a look at the infographic above to get a snapshot of how employees made an impact with DOT in 2011.

### *Volunteerism*

One of our core values is to "unleash our human capabilities." We encourage our employees to support the company's sustainability goals and to engage in their local communities. Community service is part of our roots and ingrained in our culture. For 100 years, we have been donating our time and talents to support underserved populations and strengthen our communities.

Each year, our employees and retirees, including the AT&T Pioneers and Employee Resource Groups, take time to enhance their communities.

In 2011, our employees and retirees donated **more than six million hours** of time to community outreach activities — worth more than **\$133 million**.<sup>1</sup>

Employees can choose to be involved in our sustainability efforts through our companywide volunteer initiative that provides comprehensive and flexible volunteerism options.

AT&T celebrated National Volunteer Week for the second year in a row, in April 2011, giving employees the chance to present their favorite nonprofit volunteer project or activity, apply for funding dollars to support the project and rally other employees to vote for it. More than 8,800 employees cast their votes for their favorite employee volunteer project during this special fundraising event. We contributed a total of \$25,000 to fund the top four projects receiving the most employee votes.

Through these initiatives, millions of hours of time and talents are devoted to a variety of causes. Some of our company and AT&T Pioneers initiatives in 2011 include:

- **Restoring a National Historical Landmark** — The AT&T Pioneers Arkansas Chapter supports the restoration of the L.C. and Daisy Bates House Museum in Little Rock, Arkansas and provides technology elements that will greatly enhance the current educational programs. This house is designated as a National Historical Landmark for its role in the Central High School desegregation in 1957. The Bates house served as a haven for the nine African American students, known as the Little Rock Nine, who desegregated the school. Components of the project include the restoration of the basement to a functional education center, installation of a wheelchair ramp, development of a website to include virtual tours, installation of audio/visual equipment, participation in a neighborhood cleanup day during the Great Arkansas Clean-Up, development of a collaboration with Martin Luther King Elementary School and coordination of a block party at the Bates home for National Night Out.
- **Building an Outdoor Classroom** — The AT&T Pioneers Texas Pride Chapter, in collaboration with People Empowerment Project, is in the process of building an outdoor classroom for students at CF Carr Elementary and BH Macon Elementary schools, two inner-city Dallas schools. Both have raised vegetable garden beds for fall and spring planting. Plans at both schools include the existing vegetable gardens, a butterfly garden and an outdoor classroom. Staff members at both schools plan to use the outdoor classroom facilities to teach students life science, and sociology lessons. Many students believe that vegetables come from a can, or the store. With the addition of the vegetable gardens and outdoor classrooms, students will learn that vegetables are grown from the ground. Teachers will also use vegetables from the gardens to teach how different cultures prepare food.
- **Revitalizing Neighborhoods** — The AT&T Kansas Chapter worked with the City of Wichita Parks and Recreation Department to build on the revitalization momentum in the Woodland Park neighborhood. The chapter built an Americans with Disabilities Act (ADA) accessible picnic shelter with six picnic tables, refurbished 20 others, and added a grill, ash can and a trash can to the shelter. They planted 20 trees, trimmed low branches on existing park trees and installed three benches along the walking path. One of the biggest rewards has been watching the senior walking program grow due to the benches that allow folks who can't make it the entire way around to rest along the way. Many others seem to enjoy the benches as well, and the picnic shelter is already seeing heavy usage.
- **Refurbishing Parks** — AT&T chapters from Florida to Wisconsin volunteered to look after public parks. To highlight the AT&T Pioneers' 100th anniversary, a Centennial Spark in the Park helped cities across the state of Florida to refurbish 12 parks. More than 500 volunteers from the AT&T Florida Chapter, Employee Resource Groups and local community organizations participated. They planted 100 trees, added park benches, planted bushes and flowers and cleaned and painted park structures such as playground equipment, restrooms and pavilions. The AT&T Wisconsin Chapter installed an ECO Box in ten Wisconsin state parks. These boxes allow park managers to program messages and highlight park features. The chapter also built an information kiosk at Pike Lake State Park, built a walkway from the road to an observation tower and cleared invasive plants at Richard Bong State Recreation Area and stained and painted buildings at Kohler-Andrae State Park.

In addition, the dedication of our employees continues to be recognized nationally. We were one of only a handful of companies to receive the Presidential Volunteer Service Award – Gold Level, through our collaboration with Junior Achievement. This is the highest presidential award given to recognize employee volunteerism.

Read more about how our employees support the military and help out after disaster strikes.

### **Employee Resource Groups**

In 2011, we held our third national Employee Resource Group Conference in Dallas, where more than 900 employees, including 75 officers and members from 11 ERGs, attended the successful two-day event themed "Engage. Align. Achieve." Conference attendees had the opportunity to attend leadership workshops, network with employees from across the country and interact with company leaders.

### **Champions of the Environment**

Across the country, our employees are doing their part to make a positive impact on the environment, and their efforts haven't gone unnoticed. Now in its 17th year, our Champions of the Environment program honors individuals and teams who've made noteworthy environmental contributions in their communities and our company.

Each year, we select five community winners for their efforts to become more environmentally sustainable and five winners for environmental projects undertaken in the workplace. Winning projects this year included helping nonprofits install solar roofing, bringing farms and environmental groups together, organizing sustainable job shadow events and maintaining an e-waste donation and recycling drive. All winning projects receive a \$1,000 donation to the environmental nonprofit of the winner's choice.

<sup>1-2</sup>Note: The financial equivalent is determined by using \$21.79 per volunteer hour, which is based on the 2011 industry standard from Independent Sector, a leading nonprofit organization that determines the financial equivalent for a variety of volunteer initiatives.