OUR DATA

PROGRESS TOWARD GOALS

In addition to knowing where we are and where we've been, it's important to know where we're going. Setting goals helps us get there. This is our progress toward the goals we set in 2010, as well as our new goals for 2011.

PEOPLE AND COMMUNITIES

Philanthropy

2010 Goal

Conduct program evaluations of 82 grant recipients in 2010 to identify best practices of high school drop-out prevention programs, and use findings to strengthen the impact of future funding.

Progress Toward Goal

- In 2010, AT&T conducted program evaluations of 82 grant recipients. Grantees reported facing a number of obstacles to obtaining individual student record data, motivating AT&T to focus more efforts on improving data access and quality.
- AT&T Aspire High School Success grants serve a high needs population and target resources toward students who are at-risk for poor high school outcomes.
- Prevalent programmatic approaches among Aspire-funded programs are consistent with evidence-based, promising practices for reducing the dropout rate.
- To strengthen the impact of our funding, we continued to build close relationships with leading education organizations and fund valuable research.

2011 Goal

Conduct program evaluations of 76 grant recipients to identify best practices of high school drop-out programs, and use findings to strengthen the impact of future funding.

Volunteerism

2010 Goal

Provide Job Shadow opportunities to a total of 50,000 students by the end of 2010.

Progress Toward Goal

Since the program was started in 2008:

- More than 65,000 students have participated and benefited from Job Shadow.
- Job Shadow events have been held in 211 cities across the United States.
- AT&T employees have volunteered more than 24,000 times for Job Shadow, dedicating nearly 200,000 volunteer hours, to help students learn.

2011 Goal

Provide Job Shadow opportunities for a cumulative total of 86,000 students by year end 2011.

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

Workforce Diversity

2010 Goal

Maintain and develop a diverse and talented workforce using the high school educated national labor force as our benchmark.

Progress Toward Goal

- In 2010, people of color comprised 38 percent of AT&T's total workforce. This compares with 30 percent of the high school educated national labor force who are people of color.
- Among all AT&T new hires in 2010, 46 percent were people of color, further strengthening our representation in this area.
- In 2010, women comprised 40 percent of AT&T's total workforce. This compares with 47 percent of the high school educated national labor force who are female. Among all AT&T new hires in 2010, 41 percent were women, so we are moving closer to the national benchmark in this area.

2011 Goal

Continue to strive to maintain and develop a diverse and talented workforce using the high school educated national labor force as a benchmark.

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Supplier Diversity

2010 Goal

Our long-term goal is to achieve 21.5 percent spend with diverse suppliers.

Progress Toward Goal

AT&T is on track to reach the 21.5 percent spend goal by the end of 2012. In 2010 we spent $9.2 billion dollars with businesses owned by minorities, women and disabled veterans, representing 18.8 percent of our total purchases. This spending is a 34 percent year over year increase and reflects one of the highest levels of supply chain inclusion in the country.

2011 Goal

Our long-term goal is to achieve 21.5 percent spend with diverse suppliers.

Research Diversity

2010 Goal

In 2010, fund and support the AT&T Labs Fellowship Program by providing scholarships and mentoring for up to three women or minority candidates who wish to work toward a Ph.D. in science and engineering.

Progress Toward Goal

AT&T Labs supported 3 ALFP students in 2010.

Ethics and Compliance

2010 Goal

Implement a streamlined Code of Business Conduct in 2010, and achieve a training completion rate of greater than 99 percent across the entire employee base.

Progress Toward Goal

Code implemented and training completed at a rate of 99.5 percent across the entire employee base.

2011 Goal

NEW: BLOG/tSpace - Create a virtual employee community, using internal social media tools, to discuss ethics and compliance topics of interest.

NEW: Officer Training - Introduce Compliance Training for officers that is customized for their leadership of the company, and includes essential information on topics (Antitrust, RIM, FLSA) and suggestions for ways to enhance their advocacy of compliance and a strong ethical corporate culture.

ENVIRONMENT

Fleet

2010 Goal

Replace retiring passenger vehicles with alternative-fuel models and deploy up to 8,000 compressed natural gas (CNG) service vehicles by the end of year 2013.

Progress Toward Goal

- As of year end 2010, AT&T has deployed more than 2,400 CNG vehicles, with nearly 1,600 of those vehicles in California.
- AT&T expects to spend approximately $215 million to replace more than 7,000 passenger cars with alternative fuel models through 2018.
- AT&T currently operates over 1,000 hybrid-electric passenger vehicles across the country.
- AT&T expects to spend an estimated $350 million to purchase up to 8,000 CNG vehicles through 2013.
- AT&T has also deployed two all-electric vehicles (AEVs) – a Smith Newton cargo truck in St. Louis, Missouri and a Ford Transit Connect Electric van in Dallas, Texas. AT&T expects to make additional AEV deployments in 2011.

2011 Goal

Continue progress to replace eligible retiring passenger vehicles with alternative fuel vehicles and deploy up to 8,000 CNG service vehicles by EOY 2013.

NEW: Replace tractor used for the AT&T Fan Zone Tour with a bio-diesel option.

OUR DATA

Energy Consumption

2010 Goal

Reduce the electricity consumption of our company relative to data growth on our network by 16 percent as compared with year 2009.

Progress Toward Goal

We exceeded this goal and used 415 kWh per terabyte of data carried on our network, which is a 16.6 percent decrease from 2009.

2011 Goal

Reduce the electricity consumption of our company relative to data growth on our network by 17 percent as compared with year 2010.

NEW: Renewable energy - Expand by a minimum of 5MW of additional installations.

NEW: 100% of all Corporate Real Estate management employees will have energy goals in their annual performance review scorecards linked to building managers' performance.

NEW: Launch initiatives to reduce energy consumption equivalent to an annualized $40 million when fully implemented. Specific commitments include:

- Optimize energy usage in AT&T Labs by eliminating/consolidating laboratory equipment – saving 3 percent kW/year
- Improve power efficiency by 17 percent as computing hardware is increased by 20 percent in data centers that support internal AT&T business
- Continue data center best practices in energy optimization, resulting in an annual power reduction of 1.8M kilowatt hours.

Consumption

2010 Goal

Complete a water footprint assessment in 2010.

Progress Toward Goal

We worked closely with our bill payment and utility data quality control vendor/partners to analyze and improve the accuracy of our water utility data. We also worked with Vanderbilt University to identify the most appropriate water footprint protocol and determined that the Global Reporting Initative (GRI) Water Protocol was the best method to measure our water usage. Using the protocol, we found that in 2010, AT&T used almost 3.4 billion gallons of water.

Supply Chain

2011 Goal

NEW: Majority of spend will be with suppliers who track GHG emissions or have stated plans to do so by 2012 ("majority" meaning more than 50 percent of spend).

OUR DATA

TECHNOLOGY

Consumer

2010 Goal

In cooperation with device original equipment manufacturer (OEM) suppliers, the following goals apply to new handset models in the AT&T Mobility portfolio:

- By the end of year 2010, avoid virgin materials mined in conflict zones in the Democratic Republic of the Congo.

Progress Toward Goal

- All OEM's have agreed to conflict zone mining efforts.
- Also in 2010, we estimated that we reduced packaging by about 200 tons. Suppliers also switched from petroleum-based ink to a vegetable-based ink and from PVC plastic to PET, which is more recyclable. Also began moving toward having all paperboard in packaging come from 100 percent post-consumer recycled paper. This effort will continue in 2011.

2011 Goal

In cooperation with device OEM suppliers, the following goals apply to new handset models in the AT&T Mobility portfolio:

By the end of year 2011:

- Reduce packaging, use non-petroleum-based inks and use recycled materials in documentation
- Have a majority comply with the GSMA Universal Charging Solution
- Attain 75 percent that meet a recyclability rate of at least 65 percent
- Comply with the EU Restriction of Hazardous Substances (RoHS) standard for reduction of hazardous substances
- Create uniform/standardized handset boxes that reduce current box size by 20 percent across the majority of handset portfolio
- Develop/design a free "eco awareness" device application to create customer awareness of sustainability.

NEW: Commission a study to determine viability of off grid charging solutions for devices.

Enterprise

2010 Goal

- Launch customer tools to quantify carbon emissions avoided from use of specific offerings that reduce travel.
- Establish external advisory board to promote ICT as a sustainability enabler, and develop measurements for the environmental impact of ICT products and services.

Progress Toward Goal

- Significant progress was made on the alpha and beta versions of the customer tool in 2010; however we encountered process delays that pushed our release date for the tool to 2nd Quarter of 2011.
- In late 2009, established the AT&T Business Sustainability Advisory Council. The Council met twice in 2010 and is planning to meet twice in 2011 to continue work on initiatives from 2010, which include methodology and research that supports the measurement tools to calculate environmental impacts of ICT technology travel substitution solutions.

2011 Goal

Introduce methodology and research that supports the measurement tools used to calculate the environmental impacts of information and communications technology travel substitution solutions.

NEW: Demonstrate how data center energy efficiency, driven by adoption of cloud computing, can help cut emissions and help to achieve business benefits.

OUR DATA

Innovation

2010 Goal

- Apply Labs' resources in 2010 to one or more projects that improve society's understanding of/ability to deal with health care, education or assistive services.
- Add to the understanding of energy consumption implications of service and/or equipment platform alternatives.

Progress Toward Goal

- Provided remote monitoring solution for new AT&T ForHealth Business Unit technology; Developed Web page navigation and reading for the blind.
- Labs researcher Steven Phillips wrote a paper with collegues Pete Magill, Sheri Woodward and Mark Feuer titled "A regression approach to infer electricity consumption of legacy telecom equipment", which he presented at the ACM Greenmetrics conference and it was published in ACM SIGMETRICS Performance Evaluation Review. This paper describes the technical approach and overall results of the analysis we did to partition central office electricity consumption according to broad categories of network equipment.

2011 Goal

NEW: Redesign external C&S website to be more interactive.