



Workforce Diversity

Materiality Assessment Topic: Employee diversity

Issue Summary

A diverse workforce reflects society's makeup and is a foundation for good business.

Our Position

We believe that our success begins with our people, and a diverse and inclusive workforce benefits our business, employees, customers, investors and communities. With a diverse workforce, we can better understand the different needs of our customers and can deliver products and services that enable them to do more.

Data Highlights

2012 Key Performance Indicators

- Total 50-state workforce diversity: **38 percent** women; **39 percent** people of color
- Total 50-state management diversity: **38 percent** women; **32 percent** people of color
- Total 50-state workforce retention rate: **87 percent** women; **88 percent** people of color

2012 Goal

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 these positions as a robust pipeline for diverse leadership for AT&T.

2012 Progress Toward Goal

- In 2012:
- We saw the largest jump in ERG membership in our company history, growing from 16,000 members at the start of the year to more than **44,000** by the end of the year.
 - Our third annual ERG National Conference was **50 percent** larger than the 2011 conference and had more than **1,700** employees attend, including more than **100** corporate officers and senior managers.
 - In 2012, we also trained **55** national ERG leaders and **250** local chapter ERG leaders.

2013 Goal

Engage our Employee Resource Group (ERG) members in opportunities for career development (training, mentoring, exposure and experiences) with the goal of enhancing the diversity of our talent pipeline.



Our Action

Our people are the foundation of our company's success. That's why we invest so much to ensure they have opportunities to learn and grow. We also strive to cultivate an inclusive environment so employees know how they contribute to the company's success.

Workforce Inclusion

We have long been a leader in providing an inclusive work environment and offering performance-based rewards.

Today, our 50-state workforce is **38 percent** female and **39 percent** people of color. Women are **38 percent** of our managers, which compares to 32 percent of managers at top technical companies, according to third party benchmarks. **Thirty-two percent** of our managers are people of color, which compares nationally to 22 percent of managers, professionals and related occupations, according to the U.S. Bureau of Labor Statistics.

- Since 1988, hundreds of recent college graduates hired have successfully completed AT&T's Leadership Development Program; **42 percent** of the participants are women and **46 percent** are people of color.
- We employ the best people from all backgrounds and perspectives to provide products and services that meet our customers' needs. Our excellent network of employees gives us the leading edge in our industry. The retention rate for all women in 2012 was **87 percent**, while the retention rate for people of color was **88 percent**.

In 2012, we launched the Champions of Diversity Award to recognize general managers who make a significant impact on diversity and inclusion at work and in our communities. We

recognized **14** general managers from several business units within the company.

Supporting and Reaching Our Diverse Customers

Our customers are becoming more diverse. We understand diverse customers and actively market to them. It is essential to conduct business in the preferred language of our customers where feasible and offer culturally-relevant products and services. We are very proud of the fact that **888** representatives at **23** call centers and **323** company-owned stores with **2,590** sales representatives provide service to millions of wireline and wireless contacts in languages other than English.

But our marketing and advertising goes beyond the languages we use to communicate with customers, especially when working with African-American, Latino, LGBT, military and disability groups. We seek to respect cultural and other nuances in our communications. We also strive to ensure that general-market advertisements are inclusive and embrace diversity, reinforcing positive perceptions and effectively reaching audiences of all cultures and backgrounds.

For example, LEAGUE at AT&T — the company's ERG that raises awareness on LGBT issues — generated millions in incremental revenue for the company. LEAGUE created a program called Pride in a Box. It was created to showcase AT&T products and services and our nationally-recognized LGBT policies at LGBT community events.



To learn more about workforce diversity please visit AT&T's Diversity Management website at www.att.com/diversity.