

# ***LEAGUE at AT&T***



***Rick Gomez, Executive Director – AT&T Diversity & Inclusion***

***Debbie Lang, LEAGUE at AT&T National Workplace and Mentoring Chair***

***Mark Patterson, LEAGUE at AT&T National Board CEO***

***Rick J. Wilson, Director – AT&T Diversity & Inclusion***

## Our Core

### What is LEAGUE at AT&T?

LEAGUE at AT&T is the first Lesbian, Gay, Bisexual, and Transgender (LGBT) employee resource group (ERG) established in corporate America. Its current configuration established in 1987 as a charitable membership organization, LEAGUE at AT&T was comprised only of individual chapters, with the first being established in Denver, Colorado.

### Who is LEAGUE at AT&T?

We are lesbian, gay, bisexual, transgender, and ally employees & retirees that champion diversity, networking, professional development, and community involvement, while also contributing to the success of the company by leveraging our identities to create a mutually beneficial relationship between AT&T and its customers.

### About LEAGUE at AT&T

*Membership* - 5,800+

*Representing* – 49 states plus DC & Puerto Rico and St Thomas

*Supporting* - 10 Business units

*Volunteer Hours* (2015) – 27,000+

*Chapters* – 26

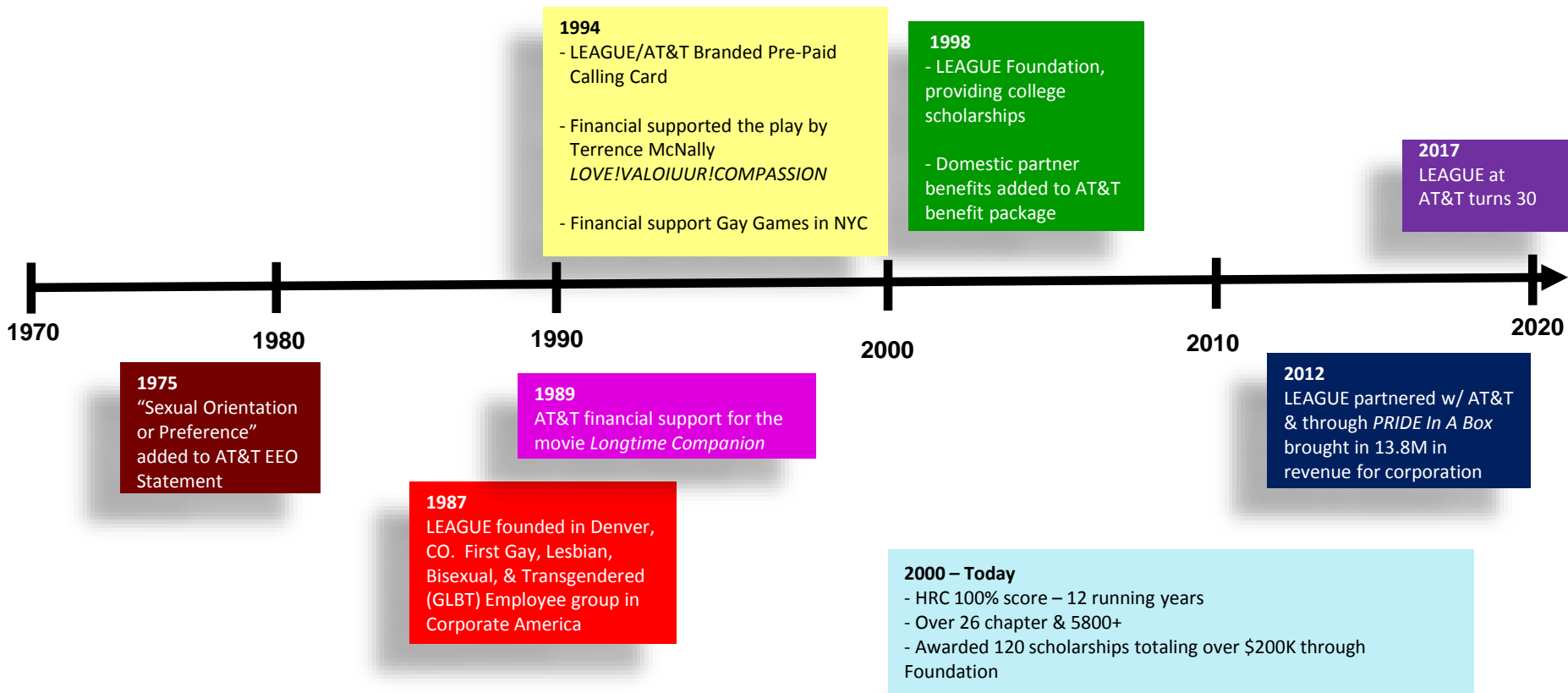
*Foundation Scholarships* – 120

*Facebook* - 600+ followers

*Twitter* - 890 followers

*Instagram* - 282 followers

# History / Timeline of LEAGUE at AT&T



## Programs / Initiatives / Partnering

### LEAGUE at AT&T Cares about Bullying

- A nationwide initiative to educate employees on the dangers of bullying

### Straight for Equality

- 101 & 201

### Safe Space

- Promotes a work environment that is inclusive of lesbian, gay bisexual and transgender employees



### #DAY1

- Partnering with AT&T Corporation and the Tyler Clementi Foundation

**Raised over \$15K for the Orlando Resource Center**

### LEAGUE at AT&T's Women Program - Not Your Mother's Wearables

- How to leverage “wearables” to take your health, fitness, and networking, to the next level

### NoH8 Campaign



### Our Health, One Community

- General health specifically for the LGBT community highlight HIV/AIDS, heart disease, and mental health

### Transgender Advocacy

- Workplace Advocate through National Board
- Created workplace transition checklist
- Increased Transgender benefits

**PIAB (Pride In a Box) Initiative**



# Pride/Event in a Box Program

## ERG/AT&T Partnership

Increase Brand Awareness/Revenue by Leveraging Relationships within Local Communities



# The LGBT Promise of the Brand



# Conduct Research - LGBT Community Profile

- **Powerful**

- Buying Power of U.S. Gays and Lesbians was \$917 Billion in 2015
- More dual income households and fewer children mean more disposable income

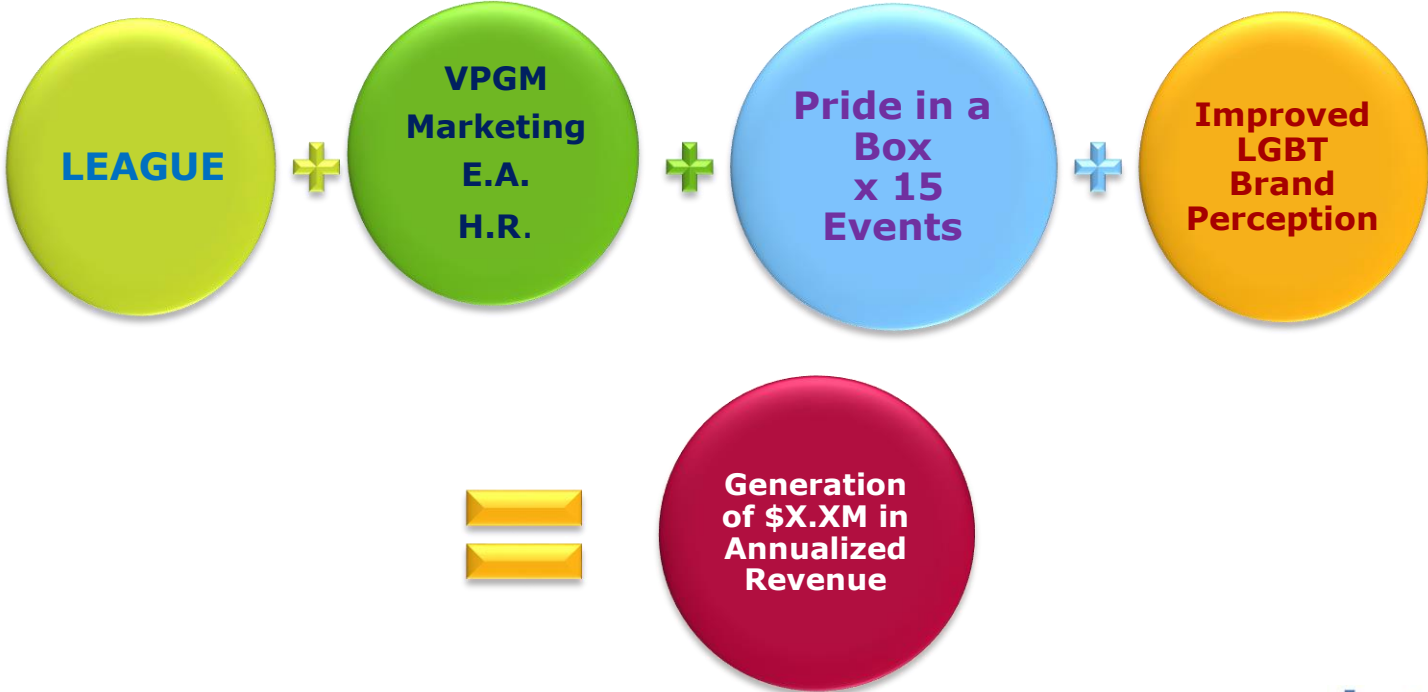
- **Loyal**

- In-reach: 89% of gay male consumers are more likely to buy from companies that treat their gay and lesbian employees equally to other employees
- LGBT consumers are more likely (92%) to support companies that proactively support the LGBT community

- **Untapped**

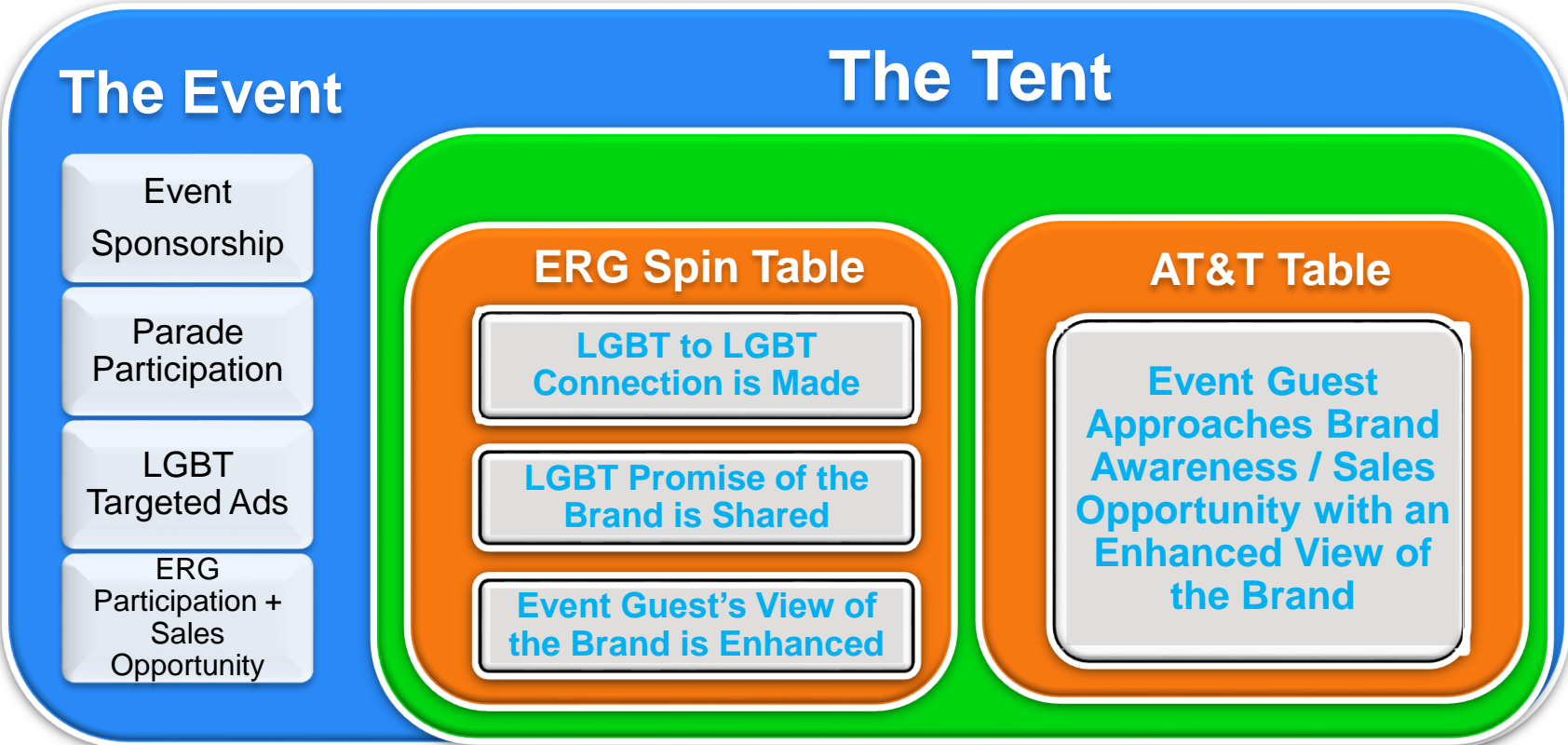
- 77% of gay and lesbian consumers would switch brands to a company with a gay-friendly stance
- 35% of adults own a smartphone, while LGBT consumers are 2½ times more likely to own a smartphone (94%).

# High Level View of Partnership





# Leveraged The LGBT Promise of the AT&T Brand with Pride in a Box



# Pride in a Box Replication

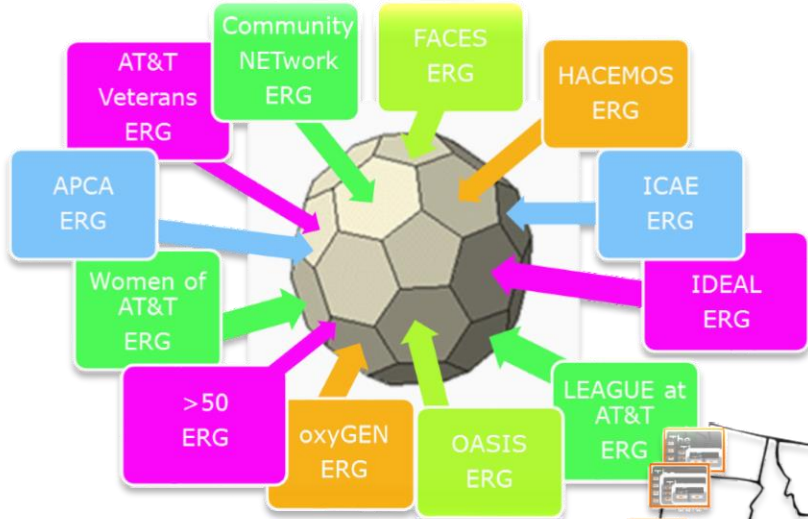


## Considerations

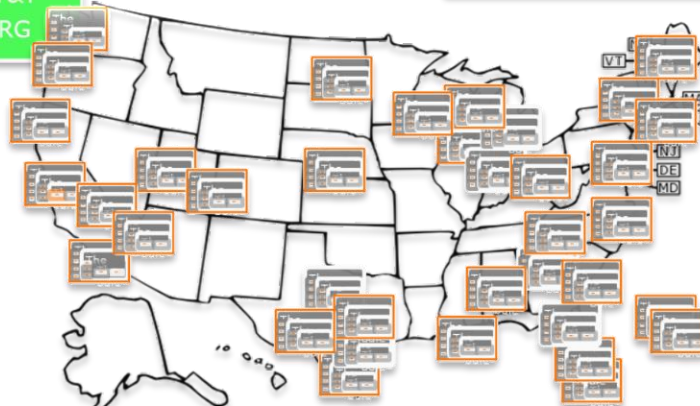
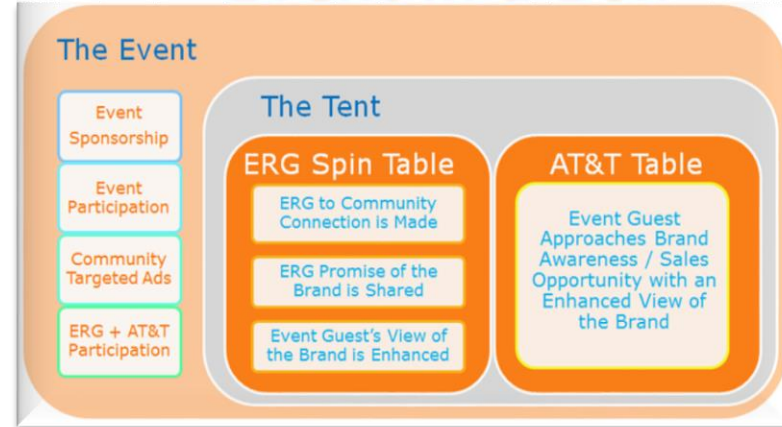
- Budget
- Chapter support
- Dept Resources

# Event in a Box Replication

## Images of the Brand



## Event in a Box



# The View of the Brand

Placing ERGs as the first point of contact with sales opportunities at diverse community events allows like minded people to connect in a way that will bring more promise to the brand.

That promise is leveraged as the customers and potential customers approach the sales opportunity with a view of the brand that is favorable and personal, one that is specific to them and their community.

The ERG's view of the brand represents one very specific image of a successful partnership with the company. It has been successful by the promises that AT&T has made and kept to its diverse employees.

Each of AT&T's 12 ERGs hold their own specific and favorable view of the brand, forming a multi-faceted image that can be leveraged into sales opportunities at other ERG's community events.



# Event in a Box Toolkit

## Considerations

- Sales support
- Marketing support
- HR Talent Acquisition Support
- Chapter involvement
- Logistics chairperson
- Connections and out of box thinking

## ROI Calculation

1 out of every 1000 community member engaged in event

Average annual revenue based on one device





# Questions?



# ERG/Company Partnership

Increase Visibility/Involvement/Revenue by Leveraging Relationships  
within Local Communities

**Now it's your turn!**

# Group Exercise

- Split into groups of six
- BRAINSTORM - share your ideas on something you would like to initiate within your ERG
- Decide on one idea
- Take some notes and make an outline of what that would look like (it doesn't have to be perfect)
- Spokesperson will share and everyone in the room can offer suggestions to enhance it