

OUT  EQUAL
THE BUSINESS OF BELONGING™

**CELEBRATING
TRANSGENDER DAY OF
VISIBILITY YEAR-ROUND**

“Cultivating cultures of belonging requires intentionality, care, support, and collaboration across all parts of an organization. The reward is a thriving environment, rich with innovation, where everyone can contribute to their fullest potential and great work can be done. On TDOV—and every day of the year—we recognize, value, and celebrate the lives and contributions of the transgender and gender expansive community.”

Erin Uritus (she/her)
CEO, Out & Equal



OVERVIEW

March 31st is the International Transgender Day of Visibility (TDOV). **Founded in 2009** by US-based advocate, Rachel Crandall, TDOV serves as a counterbalance to the annual November mourning of those oppressed and lost to anti-transgender bias and violence, **Transgender Day of Remembrance (TDOR)**. Prior to TDOV's creation, TDOR was the only day of awareness serving to recognize the transgender community.

While honoring the lives lost to anti-transgender bias and violence continues to be deeply important, Crandall expressed the added need for a day of concerted celebration for the transgender and gender expansive community. TDOV was established to celebrate the accomplishments of transgender and gender expansive individuals, create a moment of visibility, raise awareness of the discrimination faced by the community across the globe, and inspire action.

Visibility—in the workplace and beyond—plays a key role in shaping the narrative that individuals can be both successful and their authentic selves simultaneously.

For transgender/gender expansive individuals, TDOV is an opportunity to shape this narrative and share their own stories—stories which shed light on the diverse transgender community, on its worthiness of dignity, and on the fact that transgender/gender expansive people continue to thrive despite daily stigma and a society which too often tells them that they don't belong.

Please note: The language used to describe this community is fluid. While we're using "transgender and gender expansive" throughout this document, it should be noted that in many circumstances, including many locations outside of the United States, these terms may not encompass the full range of identities and in some places the term "gender nonconforming" is more common.

“Visibility sends a powerful message: You belong here.”

Erin Uritus, CEO, Out & Equal

THE FACTS

While it is difficult to accurately measure the size of the transgender/gender expansive population, research by the Human Rights Campaign estimates indicate that more than 2 million people in the United States are transgender and The Williams Institute estimates there are 1.2 million people in the US who identify as nonbinary. However, the US census, for example, does not collect comprehensive data on gender identity. Because of this and the continued existence of stigma around transgender identity, current metrics can conflict and likely underestimate the true count of transgender/gender expansive individuals in the country.

What research does concretely indicate is that younger generations identify as transgender/gender expansive at higher rates than older generations. **12% of Millennials identify as transgender/gender expansive** which is double the percentage of those who identify as transgender/gender expansive in Generation X. As younger generations demonstrate a higher level of familiarity and comfort level with gender-neutral terms, US society as a whole has increasingly embraced the transgender/gender expansive community.

In 2022 Gallup reported that 3 in 10 Americans have a friend, relative, or colleague who is transgender and fully half of adults younger than 30 have a transgender person in their lives.

Millennials—members of a generation marked by open-mindedness, inclusive values, and higher rates of LGBTQ identity—now represent the largest share of the US labor force, while members of Generation Z are poised to be the most diverse and gender-fluid generation yet.

Recent studies demonstrate higher levels of support for transgender/gender expansive inclusivity in the workplace. **A 2018 Harris Poll survey commissioned by Out & Equal and Witeck Communications** found that 74% of respondents believe that employers should learn and use employees' pronouns and chosen names* in the workplace. Furthermore, 65% of respondents agree that employers should intervene when an employee regularly misuses a coworker's pronouns and chosen name, while 58% believe that regular misuse is a form of workplace harassment.

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* Many transgender/gender expansive individuals choose to go by a name that is different than the name given to them at birth. A chosen name may be different than the name indicated on official records.

In the last decade the rates at which businesses—chiefly the Fortune 500—have extended gender identity protections, equitable healthcare policies, supportive practices, and other inclusion efforts, have reached historic highs.

TRANSGENDER VISIBILITY AND BUSINESS ENGAGEMENT

For employers, TDOV presents a vital opportunity to engage employees and the community in conversations and programming elevating transgender stories, demonstrating support for the community, and raising awareness of the key issues faced by transgender/gender expansive individuals in the workplace.

At the same time, major businesses have demonstrated that transgender/gender expansive inclusion is central to business priorities year-round. In the last decade the rates at which businesses—chiefly the Fortune 500—have extended gender identity protections, equitable healthcare policies, supportive practices, and other inclusion efforts, has reached historic highs. **Today, the vast majority of the Fortune 500 have full LGBTQ+ workplace protections** (91%), two-thirds have coverage for gender-affirming care, and hundreds of additional major employers have implemented supportive practices such as pronoun socialization and transition guidelines.

Beyond their four walls of business, major employers have risen as some of the most vocal champions of transgender/gender expansive equality in the realm of public policy. Over 500 major businesses publicly support the omnibus LGBTQ+ civil rights bill, the **Equality Act**.

Employers that holistically engage with the transgender/gender expansive community—from its own policies and practices to the communities in which they operate to leveraging their voices for greater public impact, are best positioned to thrive and nurture talent.

Here are five actions employers can take to support transgender/gender expansive community members. It is most meaningful when these actions are engaged in year-round and not only on TDOV:

- 1. ENSURE YOUR POLICIES AND PRACTICES REFLECT YOUR VALUES**
- 2. UNDERSTAND THE CHALLENGES FACED BY YOUR TRANSGENDER/GENDER EXPANSIVE COLLEAGUES**
- 3. INVEST IN TRANSGENDER/GENDER EXPANSIVE LEADERSHIP**
- 4. ELEVATE THE TRANSGENDER/GENDER EXPANSIVE COMMUNITY THROUGHOUT THE YEAR**
- 5. VOICE PUBLIC SUPPORT FOR THE TRANSGENDER/GENDER EXPANSIVE COMMUNITY**

1. ENSURE YOUR POLICIES AND PRACTICES REFLECT YOUR VALUES

One of the very first steps in the journey to support transgender/gender expansive inclusion is to ensure that foundational elements within your company reflect values of inclusion. Here is a simple checklist to ensure your company meets baseline standards for transgender/gender expansive inclusion on a policy and practice level:

- **Include “gender identity and expression” in the list of protected characteristics** in your company’s non-discrimination protections and in your company’s anti-harassment policies. After the landmark June 2021 Supreme Court ruling, *Bostock v. Clayton County*, employment discrimination based on sexual orientation or gender identity is now illegal in every state in the country for employers with at least 15 or more employees.
- **Provide LGBTQ+ cultural competency training** which increases your staff’s understanding of gender identity and expression, issues affecting transgender/gender expansive employees, and how to demonstrate respect towards the community.
- **Have a comprehensive policy and gender transition guidelines in place** for transitioning employees and guidance for their managers.
- **Use the name and pronouns** indicated by your transgender/gender expansive employees and ensure there are mechanisms in place to recognize this on all administrative records.
- **Include pronouns in email signatures** and introduce yourself with your own pronouns to promote greater cultural awareness and inclusivity.
- **Examine and update existing documents, policies, and procedures** to remove gender-specific language and/or include options beyond male and female. This includes expanding options for self-identifying sexual orientation and gender identity on internal forms and surveys.
- **Provide gender-neutral restrooms and/or single stall restrooms** to ensure gender non-conforming people have access to facilities.
- **Allow employees to access the gender-segregated facilities** corresponding to the gender with which they identify.
- **Provide healthcare coverage that is inclusive of transgender/gender expansive employees.**

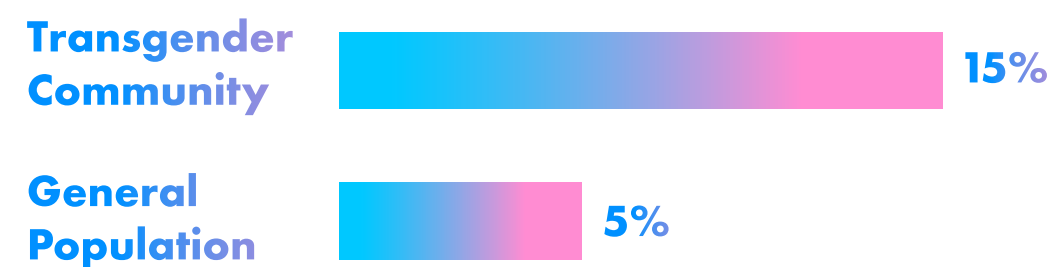
2. UNDERSTAND THE CHALLENGES FACED BY YOUR TRANSGENDER/GENDER EXPANSIVE COLLEAGUES

In order to support and elevate transgender/gender expansive voices, it is important to possess an awareness of the issues faced by the community.

Continued stigma creates significant barriers to employment itself—the unemployment rate for the transgender community is 15% compared to 5% of the general population. Furthermore, according to the 2015 U.S. Transgender Survey, 30% of transgender employees who held a job in the last year reported being fired, subjected to harassment, or denied a promotion due to their gender identity.

In 29 states, there are no laws protecting people from discrimination on the basis of sexual orientation or gender identity in many key areas of life. Since 2015, over 2100 anti-LGBTQ+ have been introduced across the United States. Moreover, advocates are currently tracking over 480 state bills targeting LGBTQ+ Americans, and—especially transgender youth. These bills ban transgender youth from participating in sports, stop doctors from providing gender affirmation treatment, or otherwise target this community.

US Unemployment Rate



Fortunately, there has been progress as well. In 2020, the Supreme Court of the United States ruled that Title VII of the Civil Rights Act of 1964 prohibits employment discrimination based on sexual orientation or gender identity. This means that employment discrimination based on sexual orientation or gender identity is illegal in every state in the country for the first time in history. However, the LGBTQ+ community still lacks federal civil rights protections in housing, public accommodations, credit, education, federally funded programs, and more.

The omnibus civil rights bill that would finally codify these protections, the Equality Act, was introduced in 2015. Since then, it has enjoyed bi-partisan support in both chambers and was most recently passed in the House of Representatives in February, 2021.

Recent polls show that more than three in four, or 76% of Americans support nondiscrimination protections for the LGBTQ+ community—across party lines, religious affiliation, location, and more. Additionally, 83% of all voters supported President Biden’s executive actions prohibiting workplace discrimination based on sexual orientation and gender identity.

Given the evolving state of LGBTQ+ workplace equality, it is important for employers to support consistent awareness of the legal landscape and issues faced by transgender/gender expansive employees by regularly reviewing and updating trainings, educational materials, and employee handbooks—especially for hiring managers, customer/client-facing staff, and supervisors.

3. INVEST IN TRANSGENDER/GENDER EXPANSIVE LEADERSHIP

Employers can continue to celebrate and recognize the transgender community year-round by considering the ways they can support and develop transgender/gender expansive leadership. Due to persistent stigma, transgender/gender expansive employees are often denied promotion or leadership opportunities. In fact, **according to the 2015 US Transgender Survey**, 49% of the individuals who were denied a promotion believed that this was explicitly due to their gender identity or expression while 77% of all respondents went to great lengths to avoid discrimination in the workplace, including refraining from seeking a promotion or raise. Companies should ensure that they are not only protecting their transgender/gender expansive employees from discrimination but are also promoting professional growth and cultivating the transgender/gender expansive leaders within the organization.

Focused support, professional development, and mentorship opportunities are just a few of the ways in which employers can ensure transgender/gender expansive employees are represented in senior leadership positions.

Employee resource groups can be effective mechanisms to facilitate mentorship programs that pair senior employees with junior employees in order to expand leadership opportunities. Reverse mentoring also provides useful opportunities for junior LGBTQ+ staff members to engage with more senior staff. The goal of reverse mentoring is to help senior staff to better understand barriers faced by LGBTQ+ employees in the workplace and beyond. As a whole, mentorship programs promote visibility, leadership skills, and new relationships and opportunities for staff.

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4. ELEVATE THE TRANSGENDER/GENDER EXPANSIVE COMMUNITY THROUGHOUT THE YEAR

It is important to cultivate a workplace culture that values and embraces authenticity while encouraging an intersectional appreciation of all team members. By highlighting transgender/gender expansive narratives in programming and communications throughout the year, companies can continue to build awareness of the issues faced by transgender/gender expansive individuals, as well as instill a sense of belonging.

Here are a few examples of these tactics:

- Regularly highlight transgender/gender expansive issues in ERG programming, particularly those concerning transgender/gender expansive people of color.
- Partner with and support local transgender/gender expansive-led organizations on events and community initiatives.
- Tell transgender stories in internal and external media campaigns and initiatives.
- Disseminate internal messaging from senior leadership that asserts the importance of transgender inclusion and recognizes the contributions of transgender community.

Continue to build awareness of the issues faced by transgender/gender expansive individuals, as well as instill a sense of belonging.

5. VOICE PUBLIC SUPPORT FOR THE TRANSGENDER/GENDER EXPANSIVE COMMUNITY

Because opposition to transgender/gender expansive inclusion is an ever-present reality, opportunities regularly surface for companies to voice their support for the transgender/gender expansive community throughout the year. This is especially true when public policy issues arise on the federal, state, and local level.

Employers can voice support of the transgender/gender expansive community by making public statements, signing onto amicus briefs on legal cases concerning LGBTQ+ issues, and joining public policy coalitions, especially those at the federal and state levels. For example, **more than 200 major corporations signed a “friend of the court” brief in support of LGBTQ+ workers**, which was filed with the US Supreme Court in the successful case that established federal workplace nondiscrimination protections based on gender identity and sexual orientation.

Since the rapid onslaught of anti-LGBTQ+ bills since 2015, approximately 350 businesses have weighed in to push back state to state on so-called bathroom bills, anti-transgender sports bills, among others. In addition to the direct impact on transgender/gender expansive employees, businesses are increasingly relying on the voices of, for example parents of transgender/gender expansive youth, to center their public policy efforts on the needs of their own workforce and clients/customers. Efforts like these play a key role in shaping the national discussion around transgender inclusion and can ensure your transgender/gender expansive employees feel supported at work.

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CLOSING

On TDOV, Out & Equal celebrates the accomplishments of transgender/gender expansive individuals everywhere and expresses sincere gratitude to the countless and brave transgender/gender expansive advocates who share their stories on this day—and throughout the year—to generate visibility, fight against stigma and discrimination, and shape the conversation around gender across the world.

We encourage businesses to continue their fight to put an end to transphobia and efforts aimed at harming the community, while supporting transgender/gender expansive employees throughout the year so that they can contribute to their fullest potential and thrive.

OUT & EQUAL'S TDOV SOCIAL MEDIA TOOLKIT

Leverage the graphics and language below as a starting point for your social media engagement on TDOV.

Sample Language for Social Media

"On this #TransDayOfVisibility, [company name] celebrates the bravery and resilience of our transgender and gender expansive employees, customers and the entire transgender community. At our company, we value full inclusion, belonging and LGBTQ+ equality for everyone. #TDOV"

"Today, [company name] stands with the transgender community for #TransDayOfVisibility. [company name] encourages our employees to bring their full selves to work every day and celebrate the diversity that makes us who we are. #TDOV"

"Today, [company name] stands with the transgender community for #TransDayofVisilibility. Transgender and gender expansive people belong in the workplace, they are here and they are thriving. #TDOV"

Hashtags

#TDOV
#TransDayOfVisibility
#BusinessOfBelonging
#OutandEqual



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