**Spectra Diversity Inclusion Assessment**

*Communications Support*

# Suggestions for open-ended questions:

Here are some ideas for open-ended questions. Please feel free to use one of these or create your own. We recommend having one question that is positive and idea-generating, and a second one that could be used to identify potential challenges or issues.

* In your opinion, what are the most important skills that demonstrate inclusion in the workplace.
* What suggestions do you have that would foster more diversity and inclusion at [company name]?
* What kind of diversity and Inclusion challenges have you had? Please describe.
* Here at [company name] what are instances of inclusion that you've seen demonstrated.
* Is there an instance where you've felt excluded? Please describe.

# sample ALLOW list letter

*Note: Spectra Diversity Partner sends this to the client to forward to the IT department. Allow listing must be done prior to creation of the assessment*

To: IT Department

From: Client

Re: Allow listing needed

Copy: [Our company name] will be conducting an assessment involving [x number] of employees. The Spectra Diversity Inclusion Assessment (Spectra Assessment) will be conducted by our assessment partner (Spectra Diversity) and will have automatic system-generated emails sent to our employees. The dates it is scheduled to run are [start date] to [stop date].

To make sure that the emails get through and are not seen as spam by our servers, please allow list the following:

* IP address 67.207.87.224
* info@spectradiversity.com
* info@spectradiversity.net
* info@spectradiversity.online

If you have any questions, please send them to Spectra Diversity: info@SpectraDiversity.com Thank you for your help in making our assessment running smoothly and successfully.

[Client signature]

# Sample “heads-up” letter:

A heads-up email, alerts participants that the assessment is coming. This email has been shown to increase participation. It should come from the CEO or Senior VP.

*Note: It is important that this heads-up email comes from a high-level executive.*

Subject line: From the CEO

Dear [employee]

I am excited to announce that we have decided to participate in a new Diversity & Inclusion Assessment which is scheduled to launch to all employees on [date]. Diversity & Inclusion efforts are critical in making us a stronger, more effective organization and will help us better serve our [customers/members].

Your responses will be collected by Spectra Diversity and held in strict confidence, so please be candid. The assessment results will be used to determine our Diversity & Inclusion plan going forward. We will communicate the results shortly after the conclusion of the assessment. Thank you for your participation! We look forward to leveraging the insights from this assessment as we continue to promote diversity and inclusion at [our organization]. We have work to do in this area and we are making it a priority.

You will see many benefits as we become a more diverse and inclusive organization. Most importantly, we will empower you to contribute your authentic viewpoints, thoughts, and ideas in support of our business strategies. We will also broaden our ability to attract, develop, and retain critical talent by broadening the net to find talent that more closely represents the communities we serve.

Watch for your invitation email from [primary client contact] on [date] with a link to the Spectra Assessment: Spectra Diversity Inclusion Assessment™.

Sincerely,

[CEO signature]

# Sample invitation letter:

*Note: This invitation letter is usually sent by the client (HR contact or other similar role) but could instead be sent by the Spectra Diversity Partner.*

Subject line: Please respond by [date].

To All Staff,

I am writing to invite you to participate in a very important survey. I feel very strongly that diversity and inclusion are critical in making us a stronger and more effective organization. We recognize the importance of starting some of our work closer to home – with ourselves. One step we have taken is to collaborate with a consulting firm to help in this diversity and inclusion work. This firm, Spectra Diversity, has developed a research validated Diversity and Inclusion Assessment.

The assessment considers differences and similarities based on factors such as ethnicity, race, gender, sexual orientation and gender identity, age and physical ability. This short, 10-minute survey will collect data regarding management, culture and 3Ps (policies, practices, procedures). I ask that you join me in participating in this survey. You will receive an Individual Report outlining your Beliefs and Interpersonal Skills related to Diversity and Inclusion. Your answers will be kept in strictest confidence. We will receive an Organization Report with all responses combined as anonymous aggregate data.

It is a 2-step process to answer the questions to create your Individual Assessment Report.

* Step 1 - Group passcode and link
	+ Copy the passcode below and click on the link. You will be taken to a login page where you will paste the passcode and enter the email address that you used to access the page.
	+ Link: [insert group link here]
	+ Passcode: [insert group passcode here]
	+ Click the word “Verify”.
* Step 2 - Personal link
	+ You will receive an email from Spectra Diversity. It will contain a personal link.
	+ When you click on the link and it will open a page in which you will see the word “start”. Click on the word “start” to begin.
	+ Take the assessment! It will take you about 10 minutes to complete the assessment. Make sure you hit “submit” to complete the assessment.
	+ Wait for the “thank you” screen to appear after you hit “submit”. If you missed any items, they will be highlighted in red.

Your results will be delivered to your preferred email address within minutes.

Thank you in advance for your assistance.

Sincerely,

[HR Leader or D&I sponsor signature]

# current automatic participation reminders

Note: These are the automatic reminders that are sent to anyone taking the Spectra Assessment who *has not yet participated*. The reminder dates are chosen jointly by the Partner and Client and implemented into the system by Spectra Diversity. Code exists in these reminders. Code must not be changed.

## Reminder #1

Yoo hoo. This is a friendly reminder that the Spectra Diversity Inclusion Assessment (Spectra Assessment) is ready and waiting for your participation. You have until %%PROFILE\_END\_DATE%% at %%PROFILE\_END\_TIME%% to complete the self-assessment.

Your individual responses to the profile questions remain anonymous. Confidentiality is assured. Your preferred email listing is required as part of the assessment and it allows Spectra Diversity to send your individual report via email. Please make note of the email address you submit, as this will be the address associated with your results.

This is a simple process.

Step 1. Please copy and paste the link below into your browser. Your organization's passcode is also shown below.

Link: %%PROFILE\_LINK%%

Passcode: %%PROFILE\_PASSCODE%%

Step 2. You will be sent an email. The second step is to click on the new link, complete the assessment and hit "submit" when you're done.

## REMINDER #2

Did you forget something? It happens. Spectra Diversity is ready for your participation in the Spectra Diversity Inclusion Assessment. You have until %%PROFILE\_END\_DATE%% at %%PROFILE\_END\_TIME%% to complete the self-assessment.

Your individual responses to the profile questions remain anonymous. Confidentiality is assured. Your preferred email listing is required as part of the assessment and it allows Spectra Diversity to send your individual report via email. Please make note of the email address you submit, as this will be the address associated with your results.

This is a simple process.

Step 1. Please copy and paste the link below into your browser. Your organization's passcode is also shown below.

Link: %%PROFILE\_LINK%%

Passcode: %%PROFILE\_PASSCODE%%

Step 2. You will be sent an email. The second step is to click on the new link, complete the assessment and hit "submit" when you're done.

## reminder #3

We’re a little down today. We haven’t seen you lately. This is a reminder that we’ll only wait for you until %%PROFILE\_END\_DATE%% at %%PROFILE\_END\_TIME%%. After that, the doors to the self-assessment profile will be shut. Locked. The key thrown away.

It is estimated to take 10 minutes or less to complete the Spectra Diversity Inclusion Assessment. Your individual responses to the profile questions remain anonymous. Confidentiality is assured. Your preferred email listing is required as part of the assessment and it allows Spectra Diversity to send your individual report via email. Please make note of the email address you submit, as this will be the address associated with your results.

This is a simple process.

Step 1. Please copy and paste the link below into your browser. Your organization's passcode is also shown below.

Link: %%PROFILE\_LINK%%

Passcode: %%PROFILE\_PASSCODE%%

Step 2. You will be sent an email. The second step is to click on the new link, complete the assessment and hit "submit" when you're done.