

[AGENCY] DEI Scorecard

AGENCY
LOGO

	Female Representation		Black+ Representation		Latinx Representation		Asian+ Representation	
	vs Survey Responses	vs US census	vs Survey Responses	vs US census	vs Survey Responses	vs US census	vs Survey Responses	vs US census
	Google Account Team	TOP 1/3	●	BOTTOM 1/3	●	TOP 1/3	●	TOP 1/3
Google Creative Team	TOP 1/3	●	TOP 1/3	●	TOP 1/3	●	MIDDLE 1/3	●
Agency Executive Team	TOP 1/3	●	BOTTOM 1/3	●	TOP 1/3	●	BOTTOM 1/3	●
Agency Leadership Team	TOP 1/3	●	TOP 1/3	●	TOP 1/3	●	TOP 1/3	●
Total Agency Workforce	TOP 1/3	●	TOP 1/3	●	TOP 1/3	●	MIDDLE 1/3	●

Legend & definitions	
vs Survey Responses	●●● Triads based on average of survey responses
vs US Census	●●● scoring based on average of US Census Data
Agency Size: Small	
Agency Size: Medium	
Agency Size: Large	
US Metro: Top 10	
US Metro: Not Top 10	
Ownership	
Diversity POC	
Multicultural Marketing	
Certified Supplier	
3rd Party Supplier Diversity	

Agency demographics		
Agency Size	Small	Medium Large
US Metro	Top 10	Not Top 10

Agency operations and DEI			
Women Owned	Black Owned	Latinx Owned	Asian Owned
Diversity POC	Multicultural Marketing	Certified Supplier	3rd Party Supplier Diversity

Industry organization Partners			
Org	Org	Org	Org
Org	Org	Org	Org