I. Operate in Northern Virginia

II. Collect demographic data on board members and/or c-suite members/executives

III. Complete all questions on this form

The **Northern Virginia Champions for Accountability** badge recognizes employers that are willing to collect, share, and act on data about the diversity of their leadership.

To receive the badge, a business must:

- I. Operate in Northern Virginia
- II. Collect demographic data on board members and/or c-suite members/executives
- III. Complete all questions on this form

This application requests detailed information about your company's board and leadership composition, and may be easiest when completed by a human resource officer. The form should take no more than 10 minutes to complete.

Information that you provide on this form will be kept strictly confidential; all data will be deidentified and combined to quantify the extent to which Northern Virginia businesses are under diverse leadership. Except for information collected expressly for the directory (company name, geography, website, industry), your individual responses will be kept confidential and will be accessible only to the following individuals for research purposes only.

- **Northern Virginia Chamber of Commerce Vice President of Membership:**
  Jennifer Williamson, jwilliamson@novachamber.org

- **Community Foundation for Northern Virginia Senior Director of Insight Region:**
  Elizabeth Hughes, elizabeth.hughes@cfnova.org

- **Northern Virginia Chamber of Commerce Manager of Registration:**
  Homaira Sherdil, hsherdil@novachamber.org

Badge holders will be recognized in a public directory of companies that have received the badge, with their company name, website, industry, contractor status, and the county(ies) in which they operate; those that have diverse ownership, c-suite, and board composition will be acknowledged in a second directory of diverse-led businesses in Northern Virginia. **These directories will be made available beginning in September 2022.**

After completing this form, you may (a) use it to complete the online form, (b) email it to us, or (c) print and mail to:

- **Community Foundation for Northern Virginia**
  c/o Elizabeth Hughes
  2940 Hunter Mill Road, Suite 201 | Oakton, VA 22124
  elizabeth.hughes@cfnova.org
SECTION I. CONTACT INFORMATION AND ELIGIBILITY

Your responses in this section will be kept confidential.

1. How can we contact you about your badge?
   - Name
   - Title
   - Email

2. Where is your business located? [select all that apply]
   Your business must operate in at least one jurisdiction in Northern Virginia to receive this badge.
   - City of Alexandria
   - Arlington County
   - Fairfax, including Fairfax City and Falls Church
   - Loudoun County
   - Prince William, including Manassas and Manassas Park

3. What demographic data do you collect on your business's c-suite and/or board? [select all that apply]
   Your business must operate in at least one jurisdiction in Northern Virginia to receive this badge.
   - Race-Ethnicity
   - Gender
   - LGBTQ+ status
   - Disability status

If you have not selected any responses for Questions 1 and 2, you are not eligible for the Northern Virginia Champions for Accountability badge at this time.
SECTION II. DEMOGRAPHIC DATA COLLECTION AND SHARING PRACTICES

Your responses in this section will be kept confidential.

4  Are individuals asked to self-identify when collecting demographic data?

☐ Yes
☐ No

5  Does your business share data regularly on the diversity of its leaders with staff?

☐ Yes
☐ No

6  Does your business have an individual who leads its diversity, inclusion, and equity work?

☐ Yes
☐ No

7  What is the name, title, and email address for this individual?

Note that this person may receive follow-up communications from the Chamber and Community Foundation.


SECTION III. DIVERSITY EFFORTS

Your responses in this section will be kept confidential.

8  Is your business currently trying to diversify its staff, e.g., recruitment and retention strategies?

If yes, please describe; if no, write ‘n/a’.


9  Is your business currently trying to diversify its board, e.g., the process of nominating, recruiting, and vetting?

If yes, please describe; if no, write ‘n/a’.


10 Is your business currently trying to diversify its executive managers, e.g., promotion and recruitment practices?

If yes, please describe; if no, write ‘n/a’.
SECTION IV. DEMOGRAPHIC DATA

Your responses in this section will be kept confidential.

11. How many full-time employees work for this business?

12. At this time, are you able to report on the demographic composition of staff?
   - Yes
   - No

13. How many staff members identify as...
    [if unknown, leave blank]
    - White, non-Hispanic
    - Black, non-Hispanic
    - Asian
    - Hispanic/Latino/Latina/Latinx
    - American Indian/Alaskan Native
    - Native Hawaiian/Other Pacific Islander
    - Other race-ethnicity, including two or more races
    - Male
    - Female
    - LGBTQ+ (e.g., agender, non-binary, transgender, asexual, bisexual, gay, lesbian, and queer)
    - Persons with a disability (physical, developmental, behavioral, sensory)
    - Other (please specify):

14. How would you describe the ownership of your business?
   At least 51 percent of the business or stock is owned by person(s) who identify as...
   [select all that apply]
   - White (non-Hispanic)
   - Black (non-Hispanic)
   - Asian
   - Hispanic/Latino/Latina/Latinx
   - Middle Eastern and North African
   - Other non-White racial or ethnic identity
   - Female
   - Male
   - LGBTQ+ (e.g., agender, non-binary, transgender, asexual, bisexual, gay, lesbian, and queer)
   - Persons with a disability (physical, developmental, behavioral, sensory)
   - None of the above - business does not have an owner (non-profit)
15 How many executive-level managers (e.g., CEO, CFO, COO) are employed by this business?

16 At this time, are you able to report on the demographic composition of this business's executive-level managers?

   [ ] Yes
   [ ] No

17 How many executive-level managers identify as... [if unknown, leave blank]

   [ ] White, non-Hispanic
   [ ] Black, non-Hispanic
   [ ] Asian
   [ ] Hispanic/Latino/Latina/Latinx
   [ ] American Indian/Alaskan Native
   [ ] Native Hawaiian/Other Pacific Islander
   [ ] Other race-ethnicity, including two or more races
   [ ] Male
   [ ] Female
   [ ] LGBTQ+ (e.g., agender, non-binary, transgender, asexual, bisexual, gay, lesbian, and queer)
   [ ] Persons with a disability (physical, developmental, behavioral, sensory)
   [ ] Other (please specify):

18 How many individuals serve on this business's board?

19 At this time, are you able to report on the demographic composition of this business's board?

   [ ] Yes
   [ ] No

20 How many board members identify as... [if unknown, leave blank]

   [ ] White, non-Hispanic
   [ ] Black, non-Hispanic
   [ ] Asian
   [ ] Hispanic/Latino/Latina/Latinx
   [ ] American Indian/Alaskan Native
   [ ] Native Hawaiian/Other Pacific Islander
   [ ] Other race-ethnicity, including two or more races
   [ ] Male
   [ ] Female
   [ ] LGBTQ+ (e.g., agender, non-binary, transgender, asexual, bisexual, gay, lesbian, and queer)
   [ ] Persons with a disability (physical, developmental, behavioral, sensory)
   [ ] Other (please specify):
SECTION IV. BACKGROUND INFORMATION

21 What best describes your business?

☐ Sole proprietorship
☐ Partnership
☐ Corporation
☐ Nonprofit
☐ Limited liability company (LLC)

22 In what year was your business founded?

☐ [Enter year]

23 What was your business's annual revenue in the most recent calendar year?

☐ Less than $25 million
☐ $25-49 million
☐ $50-$249 million
☐ $250-999 million
☐ $1 billion or more

24 May we contact you for a follow-up discussion / to profile your business as a best practice?

☐ Yes
☐ No
SECTION V. DIRECTORY INFORMATION

Only data collected in this section will be placed in a public, searchable directory of businesses that have received the pledge. If you do not want certain information to be included in the directory, please leave that field blank.

25 What is the name of your company?

26 How can the public find you online? If not applicable, leave blank.

   Website
   Twitter
   Facebook
   Linkedin

27 In what Northern Virginia zip code(s) is your business located?

28 Does your business derive the majority of its revenue from government contracts?

   Yes
   No

29 In which industry (NAICS) is your business licensed to operate?

   11 Agriculture, Forestry, Fishing and Hunting
   21 Mining, Quarrying, and Oil and Gas Extraction
   22 Utilities
   23 Construction
   31-33 Manufacturing
   42 Wholesale Trade
   44-45 Retail Trade
   48-49 Transportation and Warehousing
   51 Information
   52 Finance and Insurance
   53 Real Estate and Rental and Leasing
   54 Professional, Scientific, and Technical Services
   55 Management of Companies and Enterprises
   56 Administrative and Support and Waste Management and Remediation Services
   61 Educational Services
   62 Health Care and Social Assistance
   71 Arts, Entertainment, and Recreation
   72 Accommodation and Food Services
   81 Other Services (except Public Administration)
   92 Public Administration
As a Champion for Accountability, my business pledges to:

1) Ask staff, senior leadership, and board members to provide self-identified demographic detail (such as race-ethnicity, gender, disability status), and share findings regularly with staff
2) Develop clear, attainable pathways for staff to move into management and leadership positions
3) Identify and recruit from candidate pools that represent a more diverse cross-section of talent
4) Regularly review and update position descriptions / requirements to widen the pool of potentially qualified candidates (skills-based hiring)