

# Asia Society Asian Pacific American Corporate Survey

## FAQs

<p><b>1. Can I speak with someone from the Best in Class companies/from Asia Society about this information?</b> Yes. To make arrangements, please contact Jonathan Saw at: <a href="mailto:jsaw@asiasociety.org">jsaw@asiasociety.org</a> 212-327-9269</p>
<p><b>2. Why was the Asia Pacific American Corporate Survey developed (APA Corporate Survey)?</b> Asia Society first began conducting the APA Corporate Survey in 2010, to address the need for independent information, backed by statistics, about the APA workforce. At that time, there was very little information about APA employees and their perceptions and experiences working at Fortune 500-level companies.</p>
<p><b>3. How to participate in the survey? / Does it cost anything to participate in the survey?</b> It is completely free. To participate, please contact Jonathan Saw at: <a href="mailto:jsaw@asiasociety.org">jsaw@asiasociety.org</a> The survey has two parts, both of which are administered by a third-party research company via an online portal. Companies will receive separate links for access to each part: Company Programming Survey, answered on line by the Chief Diversity Officer, and Employee Opinion Survey - participating companies receive a link and login information to the online portal which they would then send to their APA employees.</p>
<p><b>4. Why do companies participate?</b></p> <ol style="list-style-type: none"><li><u>Data /Benchmarking</u> – Due to the dearth of data specifically on the APA employee population, companies often like to use their scores as a benchmarking tool for their APA focused efforts and also vis-à-vis other companies.</li><li><u>Best practices</u> – Many companies have done some innovative activities around APA engagement. The survey and subsequent survey report is often a reference tool to see what other companies are doing in this area.</li><li><u>Employee engagement</u> – Often the simple act of asking these questions increases employee engagement. In addition, since the survey questions are tailored for an APA audience, the data provide additional nuance to companies, over and above what they can get from their internal employee engagement survey.</li><li><u>Employee resource group activity</u> – Best practices and the implications from the findings provide a roadmap for companies to help evolve their APA ERGs into more impactful and relevant programming.</li></ol>
<p><b>5. What companies participated / how many companies participated?</b> Because of the sensitive nature of the employee data we do not release company names (apart from the Award Winners and Finalist companies) or the number of companies in the survey. However, with a total response of more than 3,000 employees we know that the findings in the report are broadly significant and applicable.</p>
<p><b>6. What is different about this survey?</b></p> <ul style="list-style-type: none"><li>- <u>Only research survey to compare responses</u> from participating companies':<ul style="list-style-type: none"><li>o Diversity &amp; Inclusion/Human Resources departments</li><li>o Perceptions and opinions from the APA employees themselves.</li></ul></li><li>- <u>First survey to exclusively measure and recognize practices related to developing Asian Pacific Americans</u> working at Fortune 500 level companies. (Inaugural survey took place in 2010.)</li><li>- <u>Questions written specifically for the APA audience</u>, going beyond general diversity questions.</li><li>- <u>Best Practices section provides examples of real life programs</u> that are working in corporations today.</li><li>- <u>Developed in close consultation with Asia Society's Corporate Diversity Council</u> comprised</li></ul>

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of 30 diversity leaders from Fortune 500 companies who are Corporate Members of Asia Society.

- Survey is administered by an independent third-party research company to ensure impartiality and statistical significance of data and scoring.

### 7. What are the key findings in the 2011 results? Key takeaways?

- “Time in US” is a key differentiating factor: APA employees who have been in the US for over 11 years, or who were born in the US, view their companies less favorably than more recent arrivals. Together these groups account for approximately 76% of the Asian American population, according to the 2010 Census. Our research suggests that this may explain some of the perceived differences between countries of origin.

*TAKEAWAY: Current APA development and engagement activities may be missing an important element of success.*

- Evolution has to come from both the employee and the company: Our Best in Class companies demonstrate that successfully providing for APA employee success has many facets. Efforts to change the corporate culture, teaching managers to value differences, and professional development and training for APA employees are all equally important.

*TAKEAWAY: It's not simply a matter of addressing APA employee behaviors.*

### 8. What dimensions did you gauge companies on?

#### Diversity:

General work place culture, commitment to diversity and representation.

#### Professional Growth and Development:

Growth and development opportunities, mentoring, sponsorship and role models.

#### Commitment to the Asian Pacific American Community Internally and Externally:

Ties to the APA community, support for APA ERGs, and relevance of activities within the APA community.

#### Leadership and Company Image:

Employee impressions of company leadership vis-à-vis: APA issues, Asian issues and whether the company has a positive image in the APA community.

#### The Job Itself:

Asks whether APA employees feel they can bring their whole selves to work.

#### Overall Satisfaction, Commitment and Belonging:

Employee commitment to the company, whether they feel the company is a good place to work.

### 9. Who are the Award Winners and other Finalist Companies for 2011?

#### *2011 Award Winners*

- KPMG LLP: Overall Best Employer for Asian Pacific Americans
- Colgate-Palmolive Company: Best Company for Asian Pacific Americans to Develop Workforce Skills
- PepsiCo, Inc.: Best Company in Promoting Asian Pacific Americans into Senior Leadership Positions
- Cardinal Health, Inc.: Best Company for Support of the Asian Pacific American Community
- GE: Best Company with the Most Innovative Practices

#### Other Finalists:

- 3M
- Cisco

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- Corning Incorporated
- Freddie Mac
- Goldman, Sachs & Co.
- HSBC Bank
- Kaiser Permanente
- Kraft Foods
- Lear Corporation
- McDonald's Corporation
- New York Life Insurance Company
- Pfizer
- PG&E Corporation
- Sodexo, Inc.
- Time Warner Inc.

### 10. How are the Best in Class companies chosen?

First, finalist companies were selected by a third-party survey vendor, according to a statistical analysis of the scores from the employee survey for each company. Then Best in Class companies were selected among the finalists using a weighted formula. Eighty percent of the final score came from the employee survey responses. Twenty percent was determined by a judging panel, comprised of five experts in diversity leadership. To maintain the integrity of the scoring, Asia Society staff plays no role in the judging process.

### 11. Why do the companies on this list differ from other Best in Class diversity lists for APA employees?

Our survey is the only one that compares and contrasts employee opinions and perceptions with information provided by each company's diversity department. We give more weight in our rankings to the employee perspective-80%.

By and large, our finalist companies have a lot of overlap with those on other lists. But because of our focus on the employee responses, the award winners will differ.

### 12. What is the methodology?

Asia Society partnered with Questar, a third-party survey vendor, to facilitate a two-part evaluation process. In one part, a targeted employee survey provided APA employees with an opportunity to communicate their experiences around how well their company develops and promotes Asian Pacific American employees, and how well it supports APA culture and community. Simultaneously, Corporate Diversity Officers from each participating company described the programs, policies, and activities they are most excited about that support Asian Pacific American employees.

The Asia Society's 2011 Asian Pacific Americans Corporate Survey process included responses from thousands of Asian Pacific American employees from the ranks of the Fortune 500 and similar-sized companies. The employee survey measured key dimensions of the work environment for Asian Pacific American employees, including Leadership and Company Image, Professional Growth & Development, Involvement in the Asian Pacific American Community, Diversity, The Job Itself, and Overall Satisfaction.

### 13. Any best practices to share?

- Employee Resource Groups can become sources of innovation and community connection;
- Keep high-potentials in the pipeline through tailored career-pathing and coaching for APA employees;
- Create a sense of belonging by valuing differences;
- Show support for the community, beyond festival celebrations, to create value-added and business-relevant community relations;
- Leveraging critical APA employee insights can help boost the development of leadership in Asia;

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- Be aware that APA issues are not always “diversity” issues, addressing other workplace issues, such as flexibility, will have positive add-on effects.

### **14. Can you provide an example of how to operationalize the key findings?**

Offering assertiveness training may be best suited to more recent immigrants, rather than to APA employees who were born in the US. In fact the latter group may find this deeply offensive.

The findings are applicable outside HR and employee engagement as well, for example: Consider having Asian-American faces in advertising and marketing. If there are speaking parts, make sure the characters speak unaccented standard English, like everyone else.

### **15. What new areas are coming in the 2012 survey? What can we expect for 2012?**

The 2012 survey is going “live” at the end of November. Companies that want to participate should contact Jonathan Saw at [jsaw@asiasociety.org](mailto:jsaw@asiasociety.org).

While the questions and dimensions will largely stay the same for longitudinal and comparative purposes, we will also be exploring:

- Talent management in Asia – new for 2012; the in-depth interviews with finalists companies will have an additional focus on the challenges and opportunities facing companies in Asia itself
- Deeper dive in “length of time in the U.S.” – for example by looking at the age in which respondents arrived in the country; job area significance and regional differences (all dependent on having statistically significant results).
- Executive sponsorship– an increasingly large area of focus for companies, we will be looking at best practices in this area by splitting it from the mentorship area from previous years

Presentation of the 2012 findings along with the 2012 APA Survey report will be released at the Asia Society’s Diversity Leadership Forum scheduled for June 11, 2012 hosted by Time Warner.