



Building Success. Together.



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Association®

Meaningful Metrics

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Learning Objectives



Quantitative
measures



Qualitative
measures



Using meaningful
data to inform
strategy and measure
success

Defining Diversity, Equity, & Inclusion

Diversity

The presence and representation of difference related to identity in an organization or group, including but not limited to: gender, race or ethnicity, socioeconomic class, age or generation, gender identity and expression, sexual orientation, ability or accessibility, caregiver and/or family status, veteran status, national origin and/or citizenship status, neurodiversity, languages spoken, education level, religion, marital status, cultural affiliations, learning style, and any combination thereof.

Equity

Ensures fair treatment, access, opportunity, and advancement while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups.

Inclusion

The act of creating environments and cultures of belonging in which any individual or group with different identities can be and feel welcomed, respected, supported, and valued to fully participate.

Why measure?

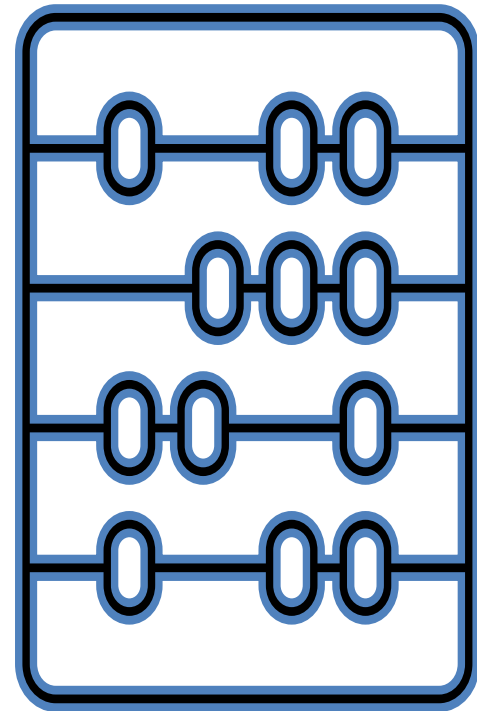
Organizational
Pain Points

Meaningful
Data

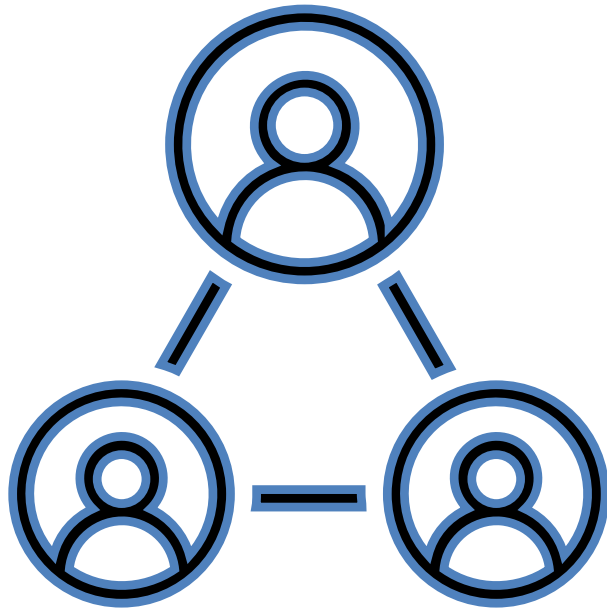
Measurement →
Action

Quantitative Measurements

- Go beyond the “visual”
- Recruiting and hiring
- Professional development opportunities
- Promotion
- Evaluation
- Leadership and succession planning
- Negative factors



Qualitative Measurements



- Build trust
- Engagement surveys
- Pulse surveys
- Focus groups
- Stay & exit interviews
- Community advisors

Making Measurement Meaningful



- Use benchmarking data
- Measure outcomes, not output
- Focus on retention
- Incorporate intersectionality

Key Takeaways

- **Diversity** is measured through **quantitative** data
- **Equity** is measured through **quantitative** and **qualitative** data
- **Inclusion** is measured through **qualitative** data
- Use metrics that provide **meaningful** data for your organization
- **Listen** to the data to inform strategy

Questions to take with you:

What are your organization's pain points?

What types of quantitative measurements does your bank use?

What types of qualitative measurements does your bank use?

What types of measurement should they be using?

Questions?

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