

MOTHERSHIP STRATEGIES 2019 DIVERSITY REPORT

In 2019, Mothership Strategies continued our commitment to prioritize diversity and inclusion in our hiring practices and our office culture. We published our 2nd annual Diversity Report with data from our 2018 team to take stock of where we were as a company and to set the goals we wanted to accomplish over the course of the year. The goals we aspired to complete were:

- Raise our overall percentage of full-time staff of color to at least 40%.
- Hire a recruitment manager. This person will diligently administer our hiring processes, and implement marketing and recruitment strategies to strengthen diversity in our hiring.
- Educate our management and leadership through diversity and unconscious bias trainings.
- Create a Mothership Code of Conduct to identify in our own voices how we want to build a more inclusive culture. We plan to open this up to anyone at Mothership who wants to contribute.

As we will lay out below, we were able to increase the diversity of our overall staff and our manager level. But through turnover, our senior leadership team (Partners, Principals and Chiefs) became less diverse. Overall, while some progress was made, we were not able to fully complete our goals. In 2020, we will strive to complete all the goals we list at the end of our report.

The analysis we conducted in our 2018 Diversity Report used statistics encompassing staff employed at any time during 2018. In order to be more consistent, we will base this and future reports on employees employed as of December 31st. As of the end of 2018, here is our how team stacked up:

- We had 68 full-time employees. 64.7% of our team members identified as female, up from 64% at the end of 2018. 38.2% identified as non-white, up from 34.7% at the end of 2018. At the end of 2019, non-white full-time employees broke down into: 5.9% Asian, 11.8% Black/African American, 17.7% Hispanic/Latino, and 2.9% identify as two or more races.
- We hired 53 people, 33 hired full-time and 20 hired as Fellows. 75.5% of all hires identified as female, up from 69.6% in 2018, and 49.1% identified as non-white, up from 35% in 2018. For 2019, non-white new hires broke down into: 9.4% Asian, 18.8% Black/African American, 17% Hispanic/Latino, and 3.8% identify as two or more races.
- Our senior leader level decreased from 10 to 6 people in 2019. Senior leaders are comprised of the levels of Partner, Principal, and Chief. At the end of 2018, 5 of our 10 senior leaders identified as female and 2 of those 5 leaders were non-white. The other 5 were white males. At the end of 2018, 1 of the 6 leaders was a Black/African American female. The other 5 were white males.

- Our management level decreased from 23 to 20 people from the end of 2018 to the end of 2019. The management level is comprised of those with the title of Fundraising Manager, Content Specialist, Deputy Director, Senior Developer, Graphic Design Manager. 60% of our management team members identified as female, up from 56.5% at the end of 2018. 35% identified as non-white, down from 39.1% at the end of 2018. At the end of 2019, non-white management level employees broke down into: 10% Asian, 15% Black/African American, 25% Hispanic/Latino. 0% identify as two or more races.

The first stated goal of our 2018 Diversity Report was to raise our overall percentage of full-time staff of color to at least 40%. At the end of 2019, 38.2% of our full time staff identified as non-white, up from 34.7% at the end of 2018. While we improved our percentage, we fell short of our 40% goal.

The second stated goal of our 2018 Diversity Report was to hire a recruitment manager. This goal was scrapped in 2019 as it was ultimately decided that we had sufficient coverage from our HR team and outside recruiters that could meet our needs.

The third stated goal of our 2018 Diversity Report was to educate our management and leadership through diversity and unconscious bias trainings. We were able to identify partner organizations that could implement these trainings, but we failed to commit by the end of 2019. We will work on completing this goal in 2020.

The fourth stated goal of our 2018 Diversity Report was to create a Mothership Code of Conduct to identify in our own voices how we want to build a more inclusive culture. Our staff Diversity and Inclusion Council spent significant time and effort working on and outlining a Code of Conduct in 2019. The Diversity and Inclusion Council was ultimately unable to finalize a Code of Conduct and recommended that we contract with an outside organization to help manage creating one.

For 2020, our diversity goals are as follows:

- Raise our overall percentage of full-time staff of color to at least 42%. While we fell just short of our 40% goal in 2019, we hope to pass it in 2020. We recognize that recruitment of minority candidates is only part of the strategy to get here, and that retention is just as important. As employees move on from Mothership, either voluntarily or by our decision making, we want to ensure that our minority team members aren't disproportionately impacted by our retention rates. We plan to monitor this over the next year and collect more data.
- Work with an outside organization to conduct unconscious bias training and develop a Mothership code of conduct. We believe we can complete both of these with one organization by the end of 2020.

JOINING OUR TEAM

At Mothership, we're experts in email fundraising, online advocacy and digital advertising. Digital is a rapidly evolving field and we've learned to embrace innovation and collaboration in all aspects of our work. We work as a highly-skilled organization to craft the digital strategies that are setting the tone for this electoral cycle. Our clients range from highly-competitive electoral races to some of the most dynamic PACs and organizations working in progressive politics.

We offer entry-level positions on our email fundraising, online advocacy and digital advertising teams that require no prior digital experience. We're also looking for talent at all levels to join our growing team. We love to bring new folks on, teach them the tools they need to succeed, and nurture their individual growth. If you're passionate about progressive politics, there's a place for you to thrive at Mothership.

Our base salary for entry level full time employees is \$48,000 annually. We also offer both part-time and full-time fellowships at \$15/hour. In addition to skills training, we offer industry-leading benefits, including but not limited to:

- Premier medical/dental/vision health insurance options with low employee costs.
- Metro and transportation stipends up to \$260/month (the tax-free federal maximum).
- Student loan repayment through Gradifi.
- 18 days of Paid Time Off (PTO) per year.
- 12 weeks paid parental leave.
- 401k and 4% employer match immediately vested from Day 1!
- Up to \$50/month towards a gym membership, ClassPass, studio classes, etc.
- A budget annually for continued learning and networking opportunities
- A fully-stocked kitchen filled with snacks, drinks and more!

Check out our careers page on our website -- <https://mothershipstrategies.com/careers/> -- to learn more about us and joining our team and to see our available positions.

