2021-2022 DEI ANNUAL REPORT
TABLE OF CONTENTS

3 Executive Summary
4 DEI Mission
5 Cultural Knowledge and Inclusion
9 Goizueta Society and Beyond
11 DEI Engagement Across Goizueta Business School
13 Goizueta Snapshot
EXECUTIVE SUMMARY

In the 2021-2022 Academic Year, Goizueta’s Office of Diversity, Equity, and Inclusion made great progress in advancing critical conversations and awareness within our community. With support from Goizueta leadership and under the leadership of Jill Perry-Smith, Senior Associate Dean For Strategic Initiatives (appointed in 2020), several critical DEI milestones were reached. To expand outreach, a new full-time position was created and Ama Ampadu-Fofie was named Director of DEI. The DEI Council was relaunched to widen impact of focused educational efforts and share meaningful community resources, and the Student Diversity Advisory Council was tasked with sharing student-centered feedback.

On campus, perhaps most significant is that the vital need for individuals and teams to incorporate a mindset that respects diversity, equity, and inclusion within our community has become ingrained into our collective consciousness. Specifically, by enabling thoughtful community book reads, guest lectures and keynote addresses, group discussions that blend students, faculty, and staff members, and in-class experiential learning, the Office of Diversity, Equity, and Inclusion successfully impacted the way in which individuals interact with each other. This past academic year, Goizueta faculty members have pursued and shared research into such DEI topics as how nonnative accents impact c-level effectiveness with constituents, the positive impact of embracing a diverse team on the creative process, how properties on Confederate-named U.S. streets sell for less, the tangible benefits of a collaborative and diverse workforce to improve business operations, why working-class Americans struggle to make it (and why it matters), and building an equitable workplace.

To further prepare future leaders in the principles of DEI, Goizueta was one of the first institutions nationwide to create a new graduate-level DEI concentration made possible by the addition of several new MBA-level courses developed by faculty members with deep expertise in this important aspect of principled leadership. With roots at Goizueta and reaching beyond campus, new and ongoing initiatives by our internal partners, such as the Business & Society Institute and the Center for Entrepreneurship & Innovation, continue to influence and impact key societal issues.

Start:ME is a place-based accelerator program created to unite Goizueta mentors with promising local micro businesses. The student-run $1 million Peachtree Minority Venture Fund addresses systemic racial inequity in the business world and presented its first $55,000 in venture awards to minority business owners. Now in its third year, the student-founded and run John R. Lewis Racial Justice Case Competition engages national conversation around improving racial equity in business and draws high-powered corporate sponsors and noteworthy speakers.

To develop leadership opportunities and skills for youth and adults, the Office of Diversity, Equity, and Inclusion partners with community members to introduce them to Goizueta. Events included the Beloved Community Leadership Academy (BCLA) partnership with the King Center, Young African Leaders Institute (YALI), 21st Century Leaders, and the Power of Women Conversation Series. This report offers an overview of our work and serves as a springboard for future progress. As Goizueta Business School strives to lead business schools as a place where everyone, without exception, can thrive and grow, we will continue to build upon the work described here.
Goizueta Business School endeavors to be the leader among business schools as a place for thriving and growth for every person without exception, allowing us to attract, develop, and engage the best talent and equip members of our community and our partners to be principled leaders in a diverse society.
CULTURAL KNOWLEDGE & INCLUSION

We aim to enrich our community members with exposure to cultural knowledge with the goal of increased self-awareness.
CO-CURRICULAR

Goizueta frequently holds lectures on many topics related to diversity, equity, and inclusion. The most notable was Thasunda Brown Duckett, the fourth Black woman in history to hold the position of CEO of a Fortune 500 company. Brown Duckett joined the Goizueta Distinguished Speaker Series in 2021, with over over 166 faculty, staff, and students in attendance, to learn about her career experience and offer advice for aspiring leaders.

Fifty students attended the revamped “Out in Business” panel featuring Goizueta alumni. For several years, Goizueta has hosted “Out in Business,” a panel during which alumni can share their experiences about being out–or not–in the workplace with current students and LGBTQ+ allies. Panelists discussed whether they were out or not at work and the challenges associated with their decision to make a part of their personal life public. They provided advice for navigating job searches as an LGBTQ+ individual and tips on what to look for in a company’s culture.

The Ally Education Series was created for faculty, staff, and alumni, to explore a range of topics including understanding stereotypes and unconscious bias, becoming effective allies, and developing anti-racist mindsets. The first common read featured Whistling Vivaldi by Claude Steele and had over 100 participants. The second common read featured The Sum of Us: What Racism Costs all of Us and How we can Prosper Together by Heather McGhee and had approximately 300 participants.

Each reading has multiple small group sessions with faculty and staff advisors who attended training sessions to learn how to be effective facilitators. This reading concluded with a virtual author visit, in November 2021, co-sponsored by seven Emory units including Emory Global Health Institute, School of Medicine, the Law School, the Nursing School, the Laney Graduate School, and Alumni Advancement and Engagement. There were over 395 participants across 4 academics departments, schools, and community partners for the Common Read program.

A Hightower research seminar titled “A Trajectories-Based Approach to Measuring Intergenerational Mobility” was hosted by Goizueta Faculty in collaboration with the departments of Economics, Political Science, QTM, and African-American Studies and presented by the University of Chicago professor Steven Durlauf.

CURRICULAR

Goizueta has several ongoing initiatives for graduate and undergraduate students both within and outside of the classroom.

♦ Diverse Senior Seminars:
At the undergraduate level, we have developed senior seminars that focus on diverse cultures and inclusive business etiquette, such as Atlanta: The Black Music Mecca, Good Trouble: Becoming Advocates and Accomplices for Social Justice, and For the Culture: The Business of Social Justice Students.

♦ DEI Concentration:
At the graduate level, students in the Full-Time MBA programs (One-Year MBA and Two-Year MBA) can now choose a concentration in diversity, equity, and inclusion (DEI). With this addition, Goizueta can better align DEI with our other strategic areas of leadership, business and society, and entrepreneurship and innovation as a top priority within the curriculum. The addition of several new MBA-level courses created by faculty with extensive knowledge in this crucial area of principled leadership makes the DEI concentration possible.

“Bias in the Workplace” launched with an enrollment of over 120 BBA and MBA students. The undergraduate section also satisfies the college race and ethnicity requirement for all Emory college students.
“Peachtree Minority Venture Fund” launched with an enrollment of 22 students across the BBA and MBA programs. The fact that Goizueta is one of the few business schools to implement this level of academic depth into the curriculum positions us as a leader in DEI.
+ **Inclusive Classroom Evaluation Questions:**
A crucial step to further our strategic goal of providing equitable and inclusive opportunities for our community is to understand student perspectives as it relates to their classroom experience. This past fall, we piloted two inclusive classroom questions to better understand equity and inclusion, systematically in the classroom. This pilot included 24 courses across all areas. Over time, the data collected from these questions will help determine whether we are holistically meeting our institutional goals, and guide appropriate growth and development opportunities for interested faculty. These two questions will appear on all course evaluations in fall 2022. Accompanying the launch of the questions, we hosted an inclusive classroom session for all interested faculty in August to provide helpful tips and resources. More than 25 faculty attended. The session was very interactive and all who attended were engaged with the material.

**RESEARCH**
Faculty at Goizueta are continuously conducting research that has been published in scholarly journals. This year, our faculty published 5 papers on topics related to diversity, equality, and inclusion:


- **He, T., & Williams, M. J. (2021).** Interdependence and reflected failure: Cultural differences in stigma by association. *Journal of Experimental Social Psychology, 95*, 104-130.

We aim to inspire our community members to leverage the power of diversity to improve equity in business and society. Goizueta is committed to DEI in our community through our partnerships and involvement in initiatives that focus on communities out of campus.

**BELOVED COMMUNITY LEADERSHIP ACADEMY (BCLA) PARTNERSHIP WITH THE KING CENTER:**
This summer, Goizueta participated in the inaugural year of the Beloved Community Leadership Academy (BCLA), a program offered through The Martin Luther King Jr. Center for Nonviolent Social Change (The King Center). The 15-month, virtual academy for youth and young adults ages 13 to 18 focuses on Nonviolence365®, technology and innovation business, leadership, and entrepreneurship. Goizueta partnered with Morehouse College to deliver eight interactive sessions that centered on business, leadership, and entrepreneurship. Students developed business concepts and put their fundamental entrepreneurial
abilities into practice by working both individually and in teams. Topics included the Beloved Business principles, core values, business idea generation, customer and stakeholder.

**YALI:**
Twenty-four fellows from 18 different nations returned to the Delta Leadership Hub at Goizueta this summer as part of the Young African Leaders Institute to familiarize themselves with the program and atmosphere of the university. These people have received Mandela Washington Fellowships. The program, which was started by former president Barack Obama in 2014, chooses 500 fellows from a pool of more than 50,000 applicants. Twenty university institutions in the United States are home to the fellows, who are divided into three study paths in business and entrepreneurship, public administration, and civic engagement. The program gives young Africans the chance to develop their leadership abilities and forge deep connections with Americans, companies, and organizations in addition to one another. The fellows will continue to visit colleges and businesses in Atlanta for the following six weeks as part of a program at Clark Atlanta University.

**21ST CENTURY LEADERS:**
The 21st Century Leaders summer program was held at Goizueta this summer. Goizueta hosted our weeklong summer institute at Emory with 21st Century Leaders, engaging 75 high school students from across GA. Goizueta hosted several of the session days, including a youth entrepreneurship day that the Start:ME team ran. This exclusive, week-long institute focuses on enhancing high school students skills, personal leadership, and critical thinking while focusing on business and career paths.

**POWER OF WOMEN CONVERSATION SERIES:**
In August 2022, Goizueta sponsored the first of many dialogues geared at empowering women of color. Over 75 women of color, including current and former students, staff members, and residents of Atlanta, participated in panel discussions where experts shared their insights on business, leadership, community, and understanding of problems crucial to women of color. This event was organized in collaboration with the Women’s Entrepreneur Opportunity Project (WEOP), a group that seeks to support the economic progress of women of color who own small businesses and are self-employed through training, resources, and networking opportunities.
DEI ENGAGEMENT ACROSS GOIZUETA BUSINESS SCHOOL

COMMUNICATION & ENGAGEMENT

DEI COUNCIL NEW LEADERSHIP
The Goizueta leadership is advised by the DEI Council, which is made up of faculty and staff. The council’s tasks include influencing and disseminating DEI strategy and initiatives and monitoring progress toward DEI goals and objectives. The DEI Council also creates and collaborates with short-term specialty groups that will solve issues or take on certain projects. Allison Kays and Allison Gilmore, the council’s two new co-chairs, will serve as its leaders in the ensuing academic year.

STUDENT DIVERSITY ADVISORY COUNCIL
A total of 29 students from all academic programs make up the Student Diversity Advisory Council, whose objectives are to give students a cohesive experience, participate in the development and implementation of community- and business-related programs and initiatives, and give the Director of DEI student-centered feedback. Furthermore, by giving the Director of DEI comments on matters of diversity, equity, and inclusion that directly affect students, the SDAC promotes interaction and communication between the student body and the Director of DEI.

PEACHTREE MINORITY VENTURE FUND
Addressing systemic racial inequity in the business world, the Peachtree Minority Venture Fund was launched this fall as an innovative resource to support minority entrepreneurs. Housed in The Roberto C. Goizueta Center for Entrepreneurship & Innovation at Goizueta Business School, the $1 Million fund to support Black, LatinX, and Native American entrepreneurs, was started and is run by students. After a semester of research and analysis, the 24 students in Goizueta Business School’s Venture Capital and Minority Entrepreneurship class announced the first three investments for the Peachtree Minority Venture Fund.

FUTURE OF FINANCE CONSORTIUM
The Future of Finance Consortium was introduced in August 2021 with a cohort of 54 students, and its primary objective is to inspire more women and people of color to consider careers in the financial services sector. The program also serves as a recruitment tool for our Master of Analytical Finance program, whose primary goal is to develop a pipeline
of diverse candidates for the financial services sector. This program also included Goizueta’s merit-based scholarship options for program participants.

**START:ME**

Start:ME is part of the school’s commitment to Diversity, Equity, and Inclusion. The intensive, place-based accelerator program lives in the Business & Society Institute at Goizueta, and was created to serve promising local microbusinesses. This year’s Start:ME class was made up of 48 ventures, bringing the program’s total number of businesses served to over 350 since its inception in 2013. The completion of the program included the investment of $30,000 in grants and $3,000 in awards to 18 of the participants. Grant recipients were peer-selected by the entrepreneurs and mentors within their cohort. The funding was equally divided amongst the three communities where Start:ME is offered: Clarkston, East Lake, and Atlanta’s Southside. Next year’s Start:ME program is already off to a great start as it has been selected by both the Emory Executive MBA and Full-Time MBA programs to be the recipients of their 2022 class gifts. Together they engaged 154 donors to raise more than $20,000.
GOIZUETA SNAPSHOT

GRADUATE STUDENT ENROLLMENT

FALL 2021

Graduate Student Enrollment

- ASIAN (13%)
- BLACK/AFRICAN-AMERICAN (14%)
- HISPANIC/LATINX (6%)
- NON-RESIDENT (21%)
- RACE/ETHNICITY UNKNOWN (5%)
- MULTI-RACE (2%)
- WHITE (39%)

Categories with <1% are excluded

Source: Office of Institutional Research and Decision Support
UNDERGRADUATE STUDENT ENROLLMENT

FALL 2021

Undergraduate Student Enrollment

- ASIAN (22%)
- BLACK/AFRICAN-AMERICAN (4%)
- HISPANIC/LATINX (9%)
- NON-RESIDENT (21%)
- RACE/ETHNICITY UNKNOWN (1%)
- MULTI-RACE (4%)
- WHITE (39%)

Categories with <1% are excluded
Source: Office of Institutional Research and Decision Support
STAFF

FALL 2021

- **ASIAN** (7%)
- **BLACK/AFRICAN-AMERICAN** (31%)
- **HISPANIC/LATINX** (2%)
- **INTERNATIONAL** (2%)
- **MULTI-RACE** (2%)
- **WHITE** (56%)

Categories with <1% are excluded

Source: Office of Institutional Research and Decision Support
FACULTY

FALL 2021

- ASIAN (21%)
- BLACK/AFRICAN-AMERICAN (4%)
- HISPANIC/LATINX (2%)
- INTERNATIONAL (2%)
- MULTI-RACE (2%)
- RACE/ETHNICITY UNKNOWN (2%)
- WHITE (67%)

Categories with <1% are excluded
Source: Office of Institutional Research and Decision Support