

# The 2021 LATINA Style 50 Survey



## The 50 Best Companies for Latinas to Work for in the United States

The August issue of *LATINA Style* will feature its 24<sup>th</sup> Annual *LATINA Style* 50, a report on the Top (50) Companies providing the best career opportunities for Hispanic women in our country.

**PLEASE COMPLETE THIS SURVEY USING 2020 INFORMATION ONLY.**

All completed materials must be emailed no later than ~~Friday, June 11, 2021~~  
**Extended Deadline Friday, July 2, 2021**

Please email to:

EMAIL: [LS50@latinastyle.com](mailto:LS50@latinastyle.com) CC: [beana.d@latinastyle.com](mailto:beana.d@latinastyle.com)

### CONFIDENTIALITY CLAUSE:

**LATINA Style Inc., follows a strict confidentiality policy regarding the provided contact information. The contact information obtained is used for research and analysis purposes only. LATINA Style Inc., will not publish, share, sell or release company employee contact information provided to us, unless otherwise specified in the questionnaire.**

### General Information

|   |             |      |
|---|-------------|------|
| Company Name (as you would like it to be listed in all press materials):  |             |      |
| Please Indicate Participation with the Survey: <i>First Time</i> : YES <input type="checkbox"/> NO <input type="checkbox"/> <i>Most Recent Year</i> : |             |      |
| Person Completing Survey/Primary Survey Contact:  |             |      |
| Title:  | Department: |      |
| Address:  |             |      |
| City:   | State:      | ZIP: |
| Phone:  | Email:      |      |
| Website:  |             |      |
| Company CEO/President:  |             |      |
| Company Headquarters:   |             |      |
| City:   | State:      | ZIP: |
| Phone:  | Email:      |      |
| CEO/President's Executive Assistant:  |             |      |
| Address:  |             |      |
| City:   | State:      | ZIP: |
| Phone:  | Email:      |      |

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**PLEASE NOTE:**

If you cannot answer a question or provide the appropriate information, please make sure to mark the answer with N/A. Any answer left completely unanswered (meaning it is NOT MARKED with N/A) WILL be scored negatively.

## Company Classification

What is the nature of your company's primary business?

|   |  |
|---|--|
| <input type="checkbox"/> Accounting                                   | <input type="checkbox"/> Food, beverage (manufacturing)                            |
| <input type="checkbox"/> Advertising, Marketing, Public Relations     | <input type="checkbox"/> Health Care (including hospitals, medical equipment)      |
| <input type="checkbox"/> Apparel, Textile (manufacturing)             | <input type="checkbox"/> Hospitality   |
| <input type="checkbox"/> Automobile, Automotive Parts (manufacturing) | <input type="checkbox"/> Insurance (includes life, health, property, and casualty) |
| <input type="checkbox"/> Biotechnology                                | <input type="checkbox"/> Pharmaceuticals   |
| <input type="checkbox"/> Chemicals                                    | <input type="checkbox"/> Petrochemicals  |
| <input type="checkbox"/> Commercial Banking                           | <input type="checkbox"/> Retail (all categories)                                   |
| <input type="checkbox"/> Computer Peripherals, Data Services          | <input type="checkbox"/> Scientific, Photographic Equipment                        |
| <input type="checkbox"/> Software                                     | <input type="checkbox"/> Soaps, Cosmetics (manufacturing)                          |
| <input type="checkbox"/> Computers, Office Equipment                  | <input type="checkbox"/> Telecommunications  |
| <input type="checkbox"/> Diversified Financial Services/Company       | <input type="checkbox"/> Toys, Sporting Good (manufacturing)                       |
| <input type="checkbox"/> Electronics (manufacturing)                  | <input type="checkbox"/> Utilities   |
|   | <input type="checkbox"/> Other: _____  |

## PART I - Employee Statistics

### 1. EMPLOYEE COUNT

|  | # of employees |      | % of total employees |      |
|--|----------------|------|----------------------|------|
|  | 2019           | 2020 | 2019                 | 2020 |
| Total Hispanic Women in company:   |                |      |                      |      |
| Total Hispanics (Women + Men) in company:  |                |      |                      |      |
| Total Women in company:  |                |      |                      |      |
| Total Employees in company:  |                |      | 100%                 |      |
| Total % of Hispanic Women retention rate during the 2020 COVID-19 Pandemic:          |                |      |                      |      |
| Overall (Women + Men) % of company retention rate during the 2020 COVID-19 Pandemic: |                |      |                      |      |

### 2. CORPORATE RANKS

Do Hispanic Women, Hispanics, or Women hold any of the following top positions in the company? Place the number of members where applicable.

| TITLE                                      | Hispanic Women (#) | Hispanic Men (#) | Women (#) | New this year (#) | N/A |
|--|--------------------|------------------|-----------|-------------------|-----|
| Board of Directors:<br>*Total number : _ _ |                    |                  |           |                   |     |
| Chairman/CEO                               |                    |                  |           |                   |     |
| Vice Chairman                              |                    |                  |           |                   |     |
| President/COO                              |                    |                  |           |                   |     |
| Chief Financial Officer                    |                    |                  |           |                   |     |
| Corporate Counsel                          |                    |                  |           |                   |     |

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|                         |  |  |  |  |  |
|-------------------------|--|--|--|--|--|
| Chief Diversity Officer |  |  |  |  |  |
| Chief Marketing Officer |  |  |  |  |  |

2a.

▶ Please provide a List of Hispanic Members serving on your company's Board of Directors:

**PART II - Recruitment and Procurement Policies**

### 3. HIGHEST RANKING HISPANICS

Please list Top 5 Ranking Hispanics (male & female) in your company. Please list persons by position.

| NAME | TITLE | DEPARTMENT |
|------|-------|------------|
|      |       |            |
|      |       |            |
|      |       |            |
|      |       |            |
|      |       |            |

**PLEASE READ**

We understand that companies have a variety of structures making it possible for 2 or more Latinas to be tied for the 'Highest Ranking Position' within the company. We allow you to submit a maximum of three Highest Ranking Latina Forms (Please send separate form). If your company is in the Top 12, LATINA Style will select and choose one Latina to be featured in the magazine. Please keep this in mind while filling out the information below and the Highest Ranking Latina form.

4. If LATINA Style Magazine was to produce a feature related to your industry, who would be considered the Highest Ranking Latina available for an interview? \_\_\_\_\_

4a. How many levels away is the Highest Ranking Latina to the President/CEO? (i.e.: Is she a direct report, one away, or two away?) \_\_\_\_\_

4b. Have any High Ranking Latinas been promoted this year? YES  NO   
Who and what is their new title? \_\_\_\_\_

The Latina Style 50 awards Ceremony is one of the most prestigious events that take place in the Hispanic community. A highest ranking Latina must attend the ceremony to accept award. Their absence will disqualify company from submitting a survey for one year. The awards ceremony will be held on February, 2022 in Washington, D.C.

Please initial to acknowledge clause above: \_\_\_\_\_

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|   |             |      |
|---|-------------|------|
| Key Contact for Diversity & Inclusion or Chief Diversity Officer: |             |      |
| Title:  | Department: |      |
| Address:  |             |      |
| City:   | State:      | ZIP: |
| Phone:  | Email:      |      |

### 5. HISPANIC AFFINITY GROUPS

Does your company have a Hispanic Employee Resource Group/Association?

YES

NO

5a. If YES, please list all Hispanic Employee Associations within your company:

|  |
|--|
| <br><br><br><br><br><br><br><br><br><br> |
|--|

5b. Please describe some of its major goals and recent activities:

|  |
|--|
| <br><br><br><br><br><br><br><br><br><br> |
|--|

|  |             |      |
|--|-------------|------|
| President of the Hispanic Employee Resource Group: |             |      |
| Title:   | Department: |      |
| Address:   |             |      |
| City:  | State:      | ZIP: |
| Phone:   | Fax:        |      |
| Email:   |             |      |

### 6. RECRUITMENT

How and where does your company recruit Hispanic Women?

Please explain recruitment policies pertaining to Hispanic Women below.

|  |
|--|
| <br><br><br><br><br><br><br><br><br><br> |
|--|

6a. Does your company have a dedicated program to recruit Hispanic women?

YES

NO

If yes, please name each program endorsed by your company.

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|    |  |
|----|--|
| 1. |  |
| 2. |  |
| 3. |  |

7. Does your company have a dedicated program to recruit military personnel (reserves, veterans, etc.)? YES  NO

7a. Does your company utilize recruitment advertising in any of the following Hispanic media or recruitment outlets?

Place an X or ✓ where applicable and provide a name for each media.

|                |  |  |
|----------------|--|--|
| Newspapers     |  |  |
| Magazines      |  |  |
| Television     |  |  |
| Radio Stations |  |  |
| Websites       |  |  |
| Search Firms   |  |  |

### 8. MINORITY/DIVERSITY PROCUREMENT PROGRAM

Does the company have a Minority Supplier Development Program? YES  NO

### PART III – Employee Benefits

### 9. ALTERNATIVE WORK POLICIES

Does your company have any of the following alternative work policies?

Place an X or ✓ where applicable.

|   |  |
|---|--|
| Traditional Flextime - the employee can change start and end times periodically                       |  |
| Daily Flextime - the employee can change start and end times on daily basis                           |  |
| Compressed Work Week - the employee can put in 40 hours in less than 5 days (i.e. four 10- hour days) |  |
| Telecommuting/Work at Home- working from home with a computer hook-up                                 |  |
| OTHER :   |  |

### 10. HEALTH BENEFITS

10a. Does your company offer a health insurance plan for all full-time employees? YES  NO

10b. Does your company offer a health insurance plan for all part-time employees? YES  NO

10c. What percentage of the employee's premium for personal coverage does your company pay? \_\_\_\_\_%

10d. What percentage of the employee's premium for family coverage does your company pay? \_\_\_\_\_%

10e. What percentage of your workforce does not have health care insurance? \_\_\_\_\_%

### PART IV – Advancement Opportunities for Women

### 11. TASK FORCE PROGRAMS

Does your company have a Task Force that addresses women's issues in the workplace? YES  NO

11a. Is the Task Force considered: Place an X or ✓ where applicable.

INTERNAL \_\_\_\_\_ FORMAL \_\_\_\_\_

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EXTERNAL \_\_\_\_\_

INFORMAL \_\_\_\_\_

Please name each Task Force Program offered by your company:

|    |
|----|
| 1. |
| 2. |
| 3. |

▶ How are the goals of the Task Force set and measured?

11b. Are there any Latinas involved in the company's women's task force?

YES

NO

## 12. MENTORING PROGRAMS

Does your company have a Mentoring Program to encourage the advancement of women employees?

YES

NO

## 13. LEADERSHIP TRAINING & CAREER COUNSELING

Does your company endorse the sponsorship of women at management or leadership training programs?

YES

NO

13a. Does your company have a Fast Track Program that accelerates potential promotions for Hispanic Women employees?

YES

NO

If yes, please name and explain the program's policy:

## 14. CONTINUOUS EDUCATION OPPORTUNITIES

Does your company provide continuous education reimbursements?

YES

NO

If yes, how much per year is reimbursed?

\$ \_\_\_\_\_

OR

\_\_\_\_\_ %

14a. Which employees are eligible to participate in continuous education programs? Salaried Paid \_\_\_\_\_ Hourly Paid \_\_\_\_\_

## 15. IN YOUR OWN WORDS

Please provide your company's CEO/President's mission statement regarding diversity practices below.

- The CEO/President of your company must sign in the signature box provided below to verify the statement and survey information.

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|  |
|--|
|  |
|--|

|                    |                                       |
|--------------------|---------------------------------------|
| <b>Print Name:</b> | <b>Title: Chief Executive Officer</b> |
| <b>Signature:</b>  | <b>Date:</b>                          |

### ADDITIONAL KEY CONTACTS

|   |                             |             |
|---|-----------------------------|-------------|
| <b>Chief Diversity Officer Contact Information:</b> |                             |             |
| <b>Title:</b>                                       | <b>Department:</b>          |             |
| <b>Address:</b>                                     |                             |             |
| <b>City:</b>  | <b>St:</b>                  | <b>ZIP:</b> |
| <b>Phone:</b>                                       | <b>Fax:</b>                 |             |
| <b>Email:</b>                                       | <b>Recruitment Website:</b> |             |
| <b>City:</b>  | <b>St:</b>                  | <b>ZIP:</b> |
| <b>Phone:</b>                                       | <b>Fax:</b>                 |             |
| <b>Email:</b>                                       | <b>Website:</b>             |             |

Thank you for your participation in LATINA Style's 50 Best Companies for Latinas to Work for in the United States Survey. We look forward to working with you and your team to ensure that Latinas take full advantage of the opportunities offered by your company.

### DEADLINES

All completed materials must be emailed or postmarked and no later than **Friday, June 11, 2021.**

**Extended Deadline Friday, July 2, 2021**

Please note that in order to meet our publishing schedules it will not be possible to grant deadline extensions beyond this date.

**Send all materials to:**  
**EMAIL: [LS50@latinastyle.com](mailto:LS50@latinastyle.com)**  
**cc [beana.d@latinastyle.com](mailto:beana.d@latinastyle.com)**  
**Phone: (214) 357-2186**

\*Once the submission has been received, ***the Survey Contact will receive an email confirmation.*** Please ***contact the LATINA Style office*** if confirmation has not been sent after two weeks from the date of submission.

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### SUBMISSION CHECKLIST

Before submitting your company's evaluation, please be sure you have included the following:

☆**NOTE:** *Incomplete surveys will **NOT** be considered for evaluation*☆

- Completed survey including all data, contact information and appropriate signatures
- Please submit High Res Company Logo with any guidelines. This will be used for official messaging if selected as one of the Top LATINA Style 50 Companies.
- A completed **Highest Ranking Latina Form** including an updated professional biography, recent color photo with resolution of at least 300 dpi submitted *electronically via e-mail (with additional Form)*
- Your Company's CEO/President's mission statement regarding your company's diversity practices

On behalf of \_\_\_\_\_ (Company), we understand that should we be selected as a LATINA Style 50 Best Company for Latinas to Work for in the United States, our highest-ranking Latina must be present to receive the award on behalf of the company at the Awards Ceremony & Diversity Leaders Conference on **February, 2022 in Washington, D.C.** We understand that if our highest-ranking Latina's schedule does not permit her attendance, another high-ranking Latina will represent our company in her place.

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