Liberty Bell Methodology

Following the heightened focus on social injustice and racial inequality, the Liberty Bell Project has curated a methodology to score companies on how well they perform in critical measures of diversity, equity and inclusion in a company's overall performance.

We use diversity, equity and inclusion (DEI) data that has been pulled from annual reports, ESG reports, Twitter, Linkedin and more to analyze the different ways companies have implemented DEI strategies to create a more inclusive workplace for their employees.

We score each company on how well they perform based on our 4 pillars of DEI which are:
- **Workforce Promise**
- **Workplace Culture**
- **Workforce Protections**
- **Corporate Social Responsibility**

Values for each of the 4 pillars are calculated with a simple average of its measures. The overall rating is then the simple average of all 4 pillars.

Key points around the Ranking methodology are:

- All data measures are equally weighted
- Percentile scores at a data-measure level are calculated based on data reported by companies for all 14 data measures
- Non-disclosure of a Boolean data measure results in a score of zero for that item
- Data measure scores are summed up at company level
- Final percentile scores between 0-1 are derived for each company based on summed data measure scores
- Percentile scores can be converted to ranks

I. Workforce Promise (x/x)

    i. **Workforce Race Diversity (%)**
- *Leadership positions*
- *Board Positions*
- *Labor force positions*

    ii. **Workforce Gender Diversity (%)**
- *Leadership positions*
- *Board Positions*
- *Labor force positions*

    iii. **Retention of positions (%)**
    iv. **Application Pool vs. Actual Hires (%)**
    V. **Wage disparity (Y/N)**
    vi. **Diversity Process (Y/N)**

2. Workplace Culture (x/x)

    i. **LGBTQ+ (Numeric)**
- *HRC scorings*

    ii. **Employee Resource Groups (Y/N)**
    Iii. **Employees with Disabilities (Y/N)**
    iv. **Promotion Opportunities (Y/N)**
    v. **Employee Satisfaction (%) - survey possibility**
    vi. **Diversity/Inclusion Training (Y/N)**

3. Workforce Protections (x/x)

    I. **DEI Policies (Y/N)**
    ii. **CEO Pledge (Y/N)**
    iii. **Diversity and Opportunity Controversies (Numeric)**
    iv. **Wages and Working Conditions Controversies (Numeric)**

4. Corporate Social Responsibility (x/x)

    i. **Supplier Diversity Suppliers (Y/N)**
    ii. **Outreach/Engagement in minority and underrepresented communities(Y/N)**
- *Mentorship programs*
- *Leadership Programs*

    iii. **Philanthropy (Y/N)**
    iv. **Customer Diversity (Y/N)**