

AT&T Tops Prestigious List Of Companies That Invest In Recruiting, Developing And Retaining Hispanic Talent

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With a 95 rating - the highest obtained by any other participating company— leading Hispanic advocacy group HACR recognizes AT&T's inclusion of Hispanics

DALLAS, April 18, 2013 /PRNewswire/ -- With nearly 50 million Hispanic consumers in the U.S., Fortune 100 companies are continually doing more to reflect the diverse communities they serve. Among those leading the way is [AT&T](#), as recently recognized by the Hispanic Association on Corporate Responsibility (HACR) in its 2012 *Corporate Inclusion Index* (CII) survey.

AT&T topped the list of 55 participating Fortune 100 companies and HACR corporate members with a 95 rating – the highest received in 2011 and 2012. This is the second year in a row that AT&T obtains a stellar rating in the areas of workforce, procurement, philanthropy and governance. In last year's HACR CII report, AT&T was one of two companies to obtain a 95 rating score – receiving the highest rating for all telecommunication firms.

"We pride ourselves on being an innovation leader that hires, retains and develops talented individuals that reflect our diverse customer base. We have a personal and business responsibility to serve our diverse customers in their preferred language and invest in the communities where they live and work," said Debbie Storey, AT&T senior vice president of Talent Development and chief diversity officer. "This recognition by HACR acknowledges our commitment, and we couldn't be prouder."

The HACR CII, a component of HACR's Corporate Accountability Strategy, takes a comprehensive measurement of Hispanic inclusion at Fortune 100 companies and HACR corporate member companies by focusing on HACR's four pillars of corporate social responsibility and market reciprocity: Employment, Procurement, Philanthropy, and Governance.

"On behalf of HACR's Board of Directors, congratulations to AT&T for their commitment to Hispanic inclusion, which is reflected in their 95 rating," HACR President & CEO Carlos F. Orta said.

Key findings from the 2012 HACR CII include:

- The average Hispanic hiring rate remained steady from 2011 to 2012 at 11 percent
- The average attrition rate for Hispanics was 13 percent
- Fifteen percent of survey participants reported less than one percent procurement spend with Hispanic suppliers
- An average annual philanthropic investment of nine percent of total dollars distributed to Hispanic communities
- Twenty-eight companies reported having a Hispanic on their board of directors, with only one company reporting having two Hispanic board members

Our inclusive culture dates back more than 100 years

AT&T's inclusive culture dates back more than a century. Throughout our history the telecom leader has welcomed individuals from all walks of life and backgrounds. "That's what makes AT&T a desired business partner and telecommunications provider," Storey said. In 2012, the AT&T retention rate for people of color was 88 percent.

AT&T also:

- **Has a 13 percent representation of Hispanics in its workforce** . The total U.S. [AT&T workforce](#) is 38 percent female and 39 percent people of color.
- Sponsors an [award-winning employee resource group](#), [HACEMOS](#) (the Hispanic/Latino Employee Association of AT&T).
- **Is a top-rated global supplier diversity program** that spent more than \$12.8 billion with minority, women and disabled-veteran suppliers in 2012, representing 23.96 percent of the company's procurement base. AT&T's goal is to always achieve 21.5 percent of its procurement from [diverse suppliers](#).

- **Has a strong focus on the [Hispanic Consumer Market](#)**, which includes converting 720 retail stores in high-density Hispanic markets including California, Florida, New York and Texas to a [bilingual AT&T stores](#) (Spanish/English) format; full [AT&T's Spanish-language website](#) and social media presence in Spanish; a strong advertising investment in Hispanic media; and sponsorship of top-rated Hispanic music, television, sports and entertainment programs and events.
- **Supports the Hispanic community** by investing resources to advance education, strengthen communities and improve lives. In 2012, AT&T contributed more than \$131 million to the diverse communities it serves through corporate, employee and [AT&T Foundation](#) giving programs.
- **Has significant representation of Hispanics in its most senior ranks** including [Ralph de la Vega](#), president and Chief Executive Officer of AT&T Mobility; Jose Gutierrez, President-Wholesale Solutions of AT&T Business Solutions; Thaddeus Arroyo, Chief Information Officer of AT&T Services, Inc.; and Carmen Nava, Senior Vice President-Customer Experience of AT&T Services, Inc.

The HACR CII is open to all Fortune 100 companies and HACR corporate members. The 2012 HACR CII saw a record number of participants, and certain industrial classifications were better represented than others. AT&T has been a participant in the HACR CII since its release four years ago.

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