



# Diversity Elite Scorecard

1 = Ranked in top 15 companies (of the total listed) in category  
 2 = Appeared in upper half of the rankings (no. 16 - 30) in category  
 3 = Appeared in lower half of the rankings (No. 31 - 45) in category  
 4 = Ranked in bottom 15 companies (of the total listed) in category

## BEST COMPANIES

Rank	Company	Board, Leadership & Personnel	Diversity Recruitment	Diversity Retention & Promotion	Marketing & Community Outreach	Supplier Diversity
1	McDonald's Corporation	1	3	3	3	1
2	AT&T Inc.	2	2	1	1	1
3	Verizon Communications	3	2	1	1	1
4	Southern California Edison	1	1	1	2	1
5	Bank of America	2	1	1	1	1
6	PG&E Corporation	1	2	2	3	1
7	JPMorgan Chase & Co.	1	1	2	1	3
8	Hyatt Hotels Corporation	1	1	1	3	2
9	Macy's Inc.	1	1	3	1	2
10	Marriott International, Inc.	2	1	1	3	1
11	Sodexo	2	1	1	1	3
12	Union Bank of California	1	1	3	2	2
13	Consolidated Edison Co. of New York	2	1	2	3	1
14	Comerica Inc.	1	3	3	4	1
15	Toyota Motor North America Inc.	3	1	4	2	1
16	Darden Restaurants, Inc.	2	2	2	2	2
17	Sempra Energy	2	1	2	4	1
18	General Mills	3	3	1	2	2
19	CSX Corporation	2	4	1	4	1
20	Freddie Mac	3	3	2	1	2
21	NextEra Energy Inc. (formerly FPL Group Inc.)	1	2	3	1	3
22	Ernst & Young, LLP	3	4	1	1	4
23	Health Net, Inc.	1	3	2	2	4
24	Pitney Bowes Inc.	2	4	1	1	3
25	Prudential Financial	3	4	1	1	3
26	The Coca-Cola Company	1	2	3	3	2
27	American Express Company	2	2	2	2	3
28	American Airlines	1	1	3	3	4
29	MGM Mirage	1	2	4	1	4
30	PNM Resources	1	1	4	2	4
31	Wells Fargo & Company	2	2	2	3	4
32	Citigroup	3	3	3	2	1
33	S.C. Johnson & Son, Inc.	3	4	1	1	2
34	Abbott	2	2	2	3	3
35	WellPoint Inc.	3	3	2	2	2
36	Exelon Corporation	3	3	4	1	3
37	Qwest Communications	4	3	3	2	2
38	Comcast	4	2	3	2	3



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39	Sprint	4	1	4	1	3
40	Chrysler LLC	4	4	2	3	1
41	Kellogg Company	2	4	4	3	3
42	Xerox Corporation	3	4	1	4	2
43	KPMG	4	4	1	4	2
44	Pepco Holdings, Inc.	2	3	4	2	4
45	U.S. Bank	3	3	4	3	3
46	Allstate Insurance Co	3	2	3	3	4
47	United States Postal Service	1	3	3	3	4
48	American Electric Power (AEP)	4	4	2	4	1
49	New York Life Insurance Company	3	3	2	4	3
50	UPS	4	2	3	4	2
51	State Farm Insurance	2	1	4	2	4
52	MetLife	4	4	4	2	2
53	Accenture	4	3	2	4	3
54	Southwest Airlines	3	4	4	3	2
55	Morgan Stanley	4	4	3	4	4
56	FedEx Express	4	2	3	4	4
57	US Airways Inc.	4	3	4	4	4
58	NV Energy	4	2	4	4	4
59	Ford Motor Company	4	4	4	4	3

### Hispanic Business Diversity Elite 2010: Best Companies, Best Practices

#### The Project: Methodology

The factors for determining the Diversity Elite 2010 involve more than 32 variables that measure a company's commitment to Hispanic hiring, promotion, marketing, philanthropy, and supplier diversity. To compile the list, HispanicBusiness Magazine contacted the top Fortune 1000 companies, American subsidiaries of Global 500 companies, and large U.S. public and private companies. The final directory lists the top 60 companies, based on a weighted processing of company data conducted by HispanTelligence®, the research arm of Hispanic Business Inc.

In accordance with survey methodology and privacy requirements, HispanicBusiness Magazine does not publish information from a specific company that is not publicly available. Tables and charts depicting the cumulative data from all Top 60 Companies appear in the directory and accompanying article.

#### Issues addressed by the survey include:

**Board & Leadership:** Hispanic and other minority representation on the board of directors and at the executive level.

**Recruitment:** Efforts to hire from minority groups, including Hispanics, and outreach efforts at colleges and universities.

**Retention & Promotion:** Efforts to support, retain, and promote Hispanic and other minority employees through incentives, employee support groups, executive training, and diversity awareness and sensitivity training.

**Marketing & Community Outreach:** Marketing and advertising to reach Hispanic consumers, as well as involvement in and expenditures on philanthropic or community services that benefit minority groups.

**Supplier Diversity:** Support or sponsorship of supplier-development programs, executives involved with supplier diversity, incentives tied to supplier diversity, and procurement goals.