The History and Evolution of Diversity, Equity, & Inclusion

Making Equal Opportunity and Anti-Discrimination Standard Operating Procedure

May 2025



Legal Disclaimer

Center for Civil Rights and Equal Opportunity LLC is not engaged in legal professional services. Center for Civil Rights and Equal Opportunity LLC disclaims liability for any damages, claims or losses that may arise from any errors or omissions in these materials, whether caused by Center for Civil Rights and Equal Opportunity LLC or its associates, or reliance upon any recommendation made by Center for Civil Rights and Equal Opportunity LLC. Please always consult with your general counsel and legal team before implementing any diversity, equity, and inclusion policies, practices or programs.

The Evolution of Diversity, Equity, & Inclusion



A. Phillip Randolph and civil rights leaders pressured President FDR to end racial discrimination in defense-industry employment by threatening a protest on Washington D.C. First Presidential action taken to prohibit discrimination by federal defense contractors. *No enforcement mechanism.* In 1943 expanded to all federal contractors.

President Eisenhower issued to instruct federal agencies to include nondiscrimination statements in federal contracts and required government contractors to include a similar provision in all subcontracts.

President JFK required contractors (and labor unions) to not only avoid discrimination, but "take affirmative action (AA)" to ensure hiring and promotion practices free from racial bias. Established President's Committee on Equal Employment Opportunity (EEO) and for the first time threated to cancel contracts. Top 300 corporations pledged to end workplace discrimination.

Civil Rights Act of 1964 (Title VII) and Executive Order 11246, issued by President LBJ prohibited discrimination in employment,. Civil Rights Act was for all employers and enforced by the EEOC. EO 11246 targeted federal contractors, subcontractors, labor unions. Expanded categories to include sex (1967) due to pressure from Women's movement. Equal **Employment Opportunity Act** of 1972 expanded Title VII to higher education, state and local governments.

Management consultant,
R. Roosevelt Thomas, Jr.
coined "managing diversity" in
1983, as the next phase after
affirmative action. Thomas
considered affirmative action a
remedy for discrimination to
get minorities in the front
door of the workplace, but as
stated, "managing diversity"
ensures minorities and
everyone else, including
White males, reach their full
potential in the workplace.

Center For Civil Rights

And Equal Opportunity

The Evolution of Diversity, Equity, & Inclusion (cont.)

Top Federal contractors made commitments to equal opportunity and ending racial discrimination in 1961 by joining the President's Plans for Progress Committee.

Some of the same companies that made similar commitments after George Floyd in 2020, made the same commitments in the 1960s.

This was due to compliance not commitment, and a fear of losing billion-dollar contracts. Not a change of hearts and minds.

Source: JFK Library,

John F. Kennedy. Presidential Papers

PARTICIPANTS IN PLANS FOR PROGRESS

AEROJET-GENERAL
AEROSPACE
ALLIED CHEMICAL
ALLIS-CHALMERS
ALCOA
AMERICAN AIRLINES
AMERICAN BOSCH ARMA
AMERICAN CAN
AMERICAN CYANAMID
AMERICAN MACHINE AND FOUNDRY
AMERICAN MOTORS
A T & T
ATCHISON, TOPEKA RR
AVCO

BABCOCK & WILCOX
BELL TELEPHONE OF PENN.
BELL TELEPHONE LAB.
BENDIX
BOEING
BROWN AND ROOT
BURROUGHS

CATERPILLAR TRACTOR
C & P TEL.
CHRYSLER
CLEVELAND-ELECTRIC
COLGATE-PALMOLIVE
COLLINS RADIO
C B S
CONTINENTAL CAN
CONTINENTAL MOTORS
COOK ELECTRIC
CUDAHY
CURTISS-WRIGHT

DOUGLAS AIRCRAFT DOW CHEMICAL DU PONT

EASTMAN KODAK

FIRESTONE FORD

GARRETT
GENERAL DYNAMICS
GENERAL ELECTRIC
GENERAL MOTORS
GENERAL PRECISION
GENERAL TELEPHONE

GOODRICH GOODYEAR GREAT A & P GRUMMAN AIRCRAFT

HERCULES POWDER HUGHES AIRCRAFT

ILLINOIS BELL
I B M
INTERNATIONAL HARVESTER
I T & T

LEVER BROTHERS LING-TEMCO LOCKHEED

KAISER

MARLIN ROCKWELL
MARTIN
MASSEY-FERGUSON
MCDONNELL AIRCRAFT
MERRITT-CHAPMAN
MICHIGAN BELL
MINNEAPOLIS-HONEYWELL
MONSANTO CHEMICAL
MONSANTO RESEARCH

NATIONAL BISCUIT NATIONAL CASH REGISTER NATIONAL LEAD NATIONAL TEA NEWPORT NEWS
NEW YORK TEL.
NORTH AMERICAN
NORTHROP
NORTHWESTERN BELL

OHIO BELL OLIN MATHIESON OWENS-ILLINOIS

PACIFIC NORTHWEST BELL
PACIFIC TEL. & TEL.
PAN AMERICAN
PHILCO
PROCTER & GAMBLE

R C A
RAYTHEON
REPUBLIC AVIATION
RYAN

ST. REGIS PAPER
SANDERS ASSOCIATES, INC.
SINGER
SOCONY
SOUTHERN PACIFIC
SPERRY RAND
STD. OIL OF OHIO
STAUFFER CHEMICAL

TEXAS INSTRUMENTS TEXTRON INC. THIOKOL THOMPSON RAMO

U. S. INDUSTRIES UNION CARBIDE U.S. RUBBER

WALGREEN
WAYNE STATE UNIVERSITY
WESTERN ELECTRIC

The Evolution of Diversity, Equity, & Inclusion (cont.)

- Pressure from the Civil Rights Movement and later the Women's Movement forced attention to address racial discrimination and later gender discrimination.
- Diversity, Equity and Inclusion was born <u>out of compliance</u>, not commitment to equal opportunity and antidiscrimination.
- The roots of DEI are preventing discrimination (civil rights movement 1940-1960s), proactively removing barriers and promoting equal opportunity (affirmative action 1960s) and managing the workplace to create environments where everyone can thrive (diversity management 1980s).
- While executive orders and laws were passed, and the business case for diversity was made, the critical missing piece has always been <u>the lack of strong enforcement mechanisms to</u> <u>sustain progress</u>.

About Us

The <u>Center for Civil Rights and Equal Opportunity</u> is a think tank and consulting firm that produces data and reports that measure racial inequality and identifies the systems and structures that sustain racial inequality.

Founded by Bird Guess, CEO of the **Racial Equity Group**, our team of consultants provide policy analysis and design expertise for public and private sector organizations, as well as training and policy-making tools that measure and monitor discrimination, bias, and advance equal opportunity.

Our mission is to measure, monitor and validate if the United States is a meritocracy and color-blind society.

Our vision is to make advancing equal opportunity and anti-discrimination standard operating procedure within the core operations of public and private sector organizations throughout the United States.

We believe if you don't have data, all you have is an opinion.



Center For Civil Rights And Equal Opportunity

E: info@centerforcivilrights.com

P: 888.369.1339

W: https://centerforcivilrights.com