

# **The History and Evolution of Diversity, Equity, & Inclusion**

Making Equal Opportunity and Anti-Discrimination Standard Operating Procedure

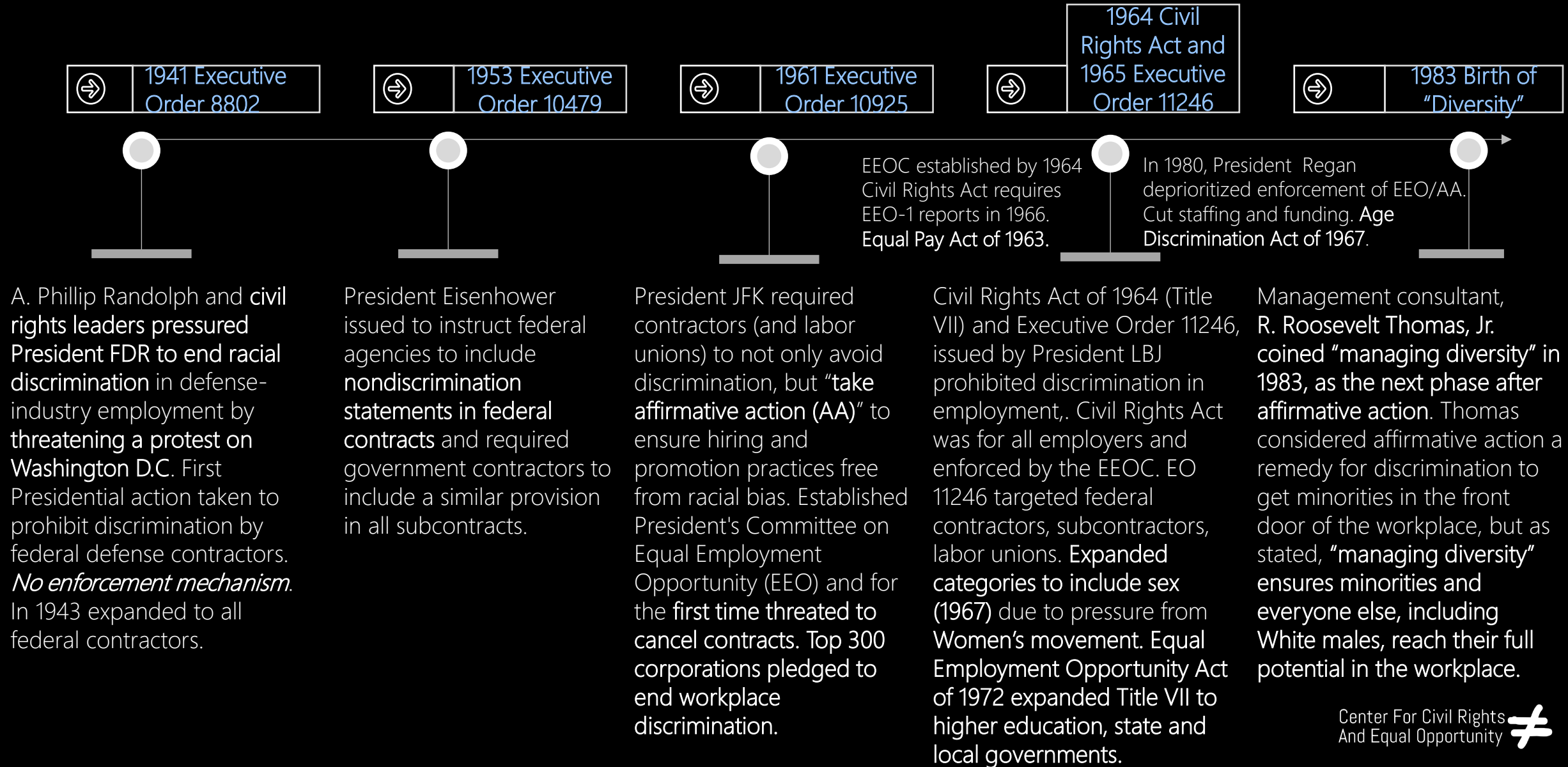
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Center For Civil Rights  
And Equal Opportunity 

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# The Evolution of Diversity, Equity, & Inclusion



# 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	FIRESTONE	NEWPORT NEWS
AEROSPACE	FORD	NEW YORK TEL.
ALLIED CHEMICAL		NORTH AMERICAN
ALLIS-CHALMERS	GARRETT	NORTHROP
ALCOA	GENERAL DYNAMICS	NORTHWESTERN BELL
AMERICAN AIRLINES	GENERAL ELECTRIC	
AMERICAN BOSCH ARMA	GENERAL MOTORS	OHIO BELL
AMERICAN CAN	GENERAL PRECISION	OLIN MATHIESON
AMERICAN CYANAMID	GENERAL TELEPHONE	OWENS-ILLINOIS
AMERICAN MACHINE AND FOUNDRY	GOODRICH	
AMERICAN MOTORS	GOODYEAR	PACIFIC NORTHWEST BELL
A T & T	GREAT A & P	PACIFIC TEL. & TEL.
ATCHISON, TOPEKA RR	GRUMMAN AIRCRAFT	PAN AMERICAN
AVCO		PHILCO
	HERCULES POWDER	PROCTER & GAMBLE
BABCOCK & WILCOX	HUGHES AIRCRAFT	
BELL TELEPHONE OF PENN.		R C A
BELL TELEPHONE LAB.	ILLINOIS BELL	RAYTHEON
BENDIX	I B M	REPUBLIC AVIATION
BOEING	INTERNATIONAL HARVESTER	RYAN
BROWN AND ROOT	I T & T	
BURROUGHS		ST. REGIS PAPER
	LEVER BROTHERS	SANDERS ASSOCIATES, INC.
CATERPILLAR TRACTOR	LING-TEMCO	SINGER
C & P TEL.	LOCKHEED	SOCONY
CHRYSLER		SOUTHERN PACIFIC
CLEVELAND-ELECTRIC	KAISER	SPERRY RAND
COLGATE-PALMOLIVE		STD. OIL OF OHIO
COLLINS RADIO	MARLIN ROCKWELL	STAUFFER CHEMICAL
C B S	MARTIN	
CONTINENTAL CAN	MASSEY-FERGUSON	TEXAS INSTRUMENTS
CONTINENTAL MOTORS	MCDONNELL AIRCRAFT	TEXTRON INC.
COOK ELECTRIC	MERRITT-CHAPMAN	THIOKOL
CUDAHY	MICHIGAN BELL	THOMPSON RAMO
CURTISS-WRIGHT	MINNEAPOLIS-HONEYWELL	
	MONSANTO CHEMICAL	U. S. INDUSTRIES
DOUGLAS AIRCRAFT	MONSANTO RESEARCH	UNION CARBIDE
DOW CHEMICAL		U.S. RUBBER
DU PONT	NATIONAL BISCUIT	
	NATIONAL CASH REGISTER	WALGREEN
EASTMAN KODAK	NATIONAL LEAD	WAYNE STATE UNIVERSITY
	NATIONAL TEA	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 out of compliance, 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 the lack of strong enforcement mechanisms to sustain progress.**

# About Us

The [Center for Civil Rights and Equal Opportunity](#) 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.***

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