

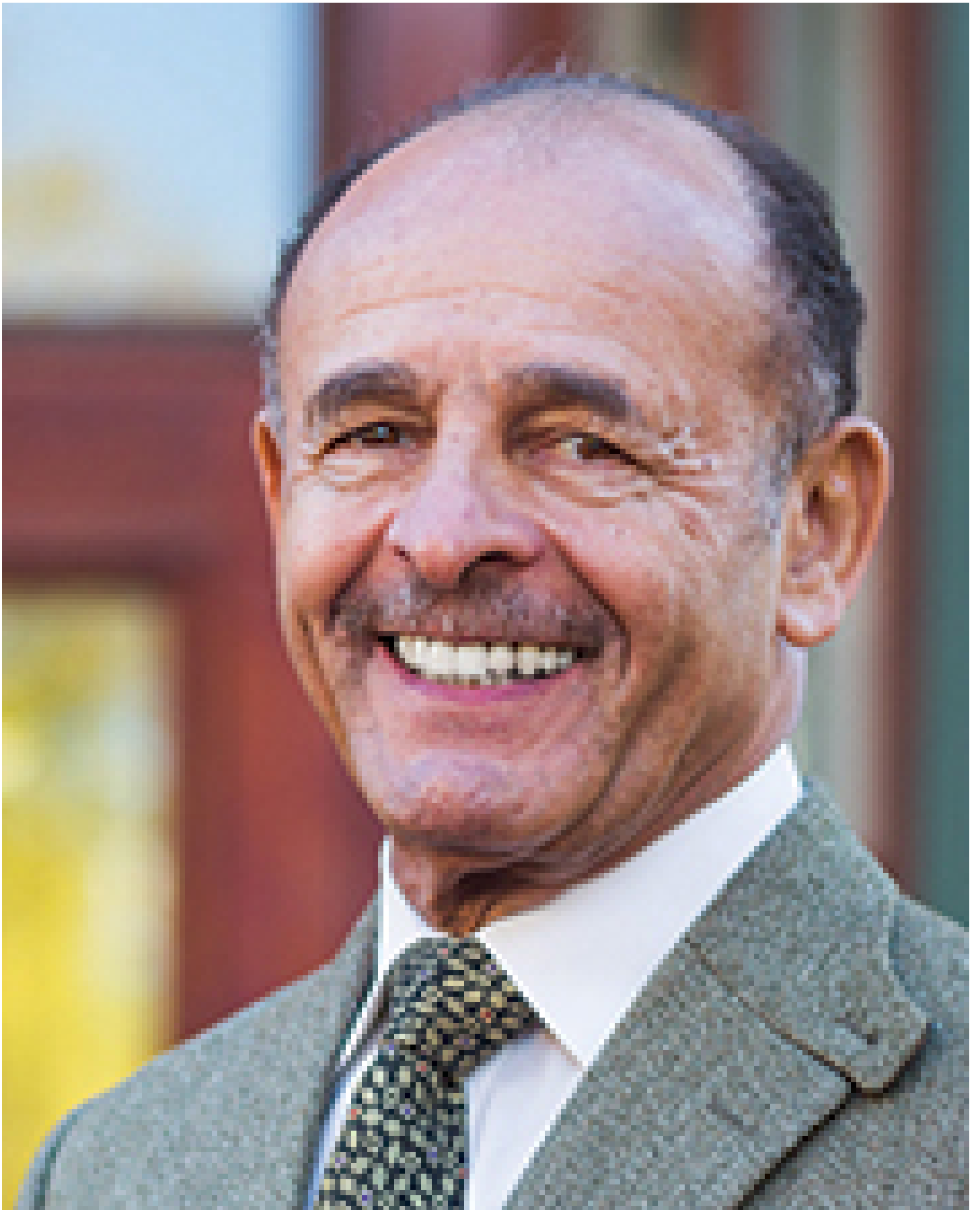


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Taking part in ABC's diversity survey will help your firm

May 20, 2022 - Construction Design & Engineering



John Cruz

The Executive Office of Labor and Workforce Development has awarded our chapter a construction diversity and apprenticeship expansion grant. We're excited that we are the only construction group awarded this grant and look forward to using it to help our members bring new and diverse talent into their organizations.

The grant will be used in part to conduct an internal diversity study of our membership. As part of the study, a survey will be fielded to all ABC members.

The diversity, equity, and inclusion (DEI) survey is completely anonymous, and will be available in multiple languages. We estimate that it will only take approximately 10-15 minutes to complete. Please be assured that all individual responses will remain completely anonymous and confidential. The data collected from this survey will be used to determine steps we can take as an organization to become more diverse, equitable, and inclusive.

The survey results will be distributed to all members and will provide numerous benefits. The results will:

- Equip members to understand their organizations' diversity dynamics and the steps that may be taken to attract and retain diverse talent;
- Create a more inclusive workplace;
- Meet and exceed workforce participation goals on public and private projects.

The ability to attract and retain diverse talent deserves particular attention. If we didn't already know it, we have certainly learned in the last few years that for our businesses to grow and thrive, we can't afford to exclude any hard-working, talented individuals.

With the labor shortage affecting our industry, we all know how hard it is to find the talent we need. We can, however, expand our efforts to tap into new segments of available workers. The information gained from this survey will help our companies do a better job of attracting and retaining employees from backgrounds that are different from our own. This will improve our companies, and our industry.

Over the next few weeks, we'll be sending information about how to access the survey. It is crucial that we receive responses from your employees. In the meantime, thank you in advance for your engagement in this important work and joining with ABC in being proactive in DEI issues. I know we will all benefit from the results.

John Cruz is the chairman of Associated Builders and Contractors Inc.-Mass. Chapter and president & CEO of The Cruz Cos., Roxbury, Mass.