



HINTON & COMPANY



Urban League of
Greater Chattanooga, Inc.

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ONE WEEK REMAINS TO PARTICIPATE IN CHATTANOOGA'S INAUGURAL COMMUNITY CULTURE INDEX SURVEY

CHATTANOOGA, TN - (November 7, 2022) - With one week left to take part in Chattanooga's **Community Culture Index (CCI)**, the initiative's sponsors are encouraging local business owners, executives, and nonprofit leaders to complete the CCI survey before it closes on November 14.

The Community Culture Index (CCI) is one of the first highly-localized, data-driven assessment tools meant to quantify a region's performance to diversity, equity, and inclusion (DEI) best practices. The tool includes questions about an organization's workforce, talent management strategies, external partnerships, governance, and DEI strategy. The CCI was developed by the staff of **Hinton & Company**, a Chattanooga-based consulting and advisory firm focused on helping organizations create impact through inclusive leadership.

"The response we have seen so far has been really encouraging," says Hinton & Company founder **Wade Hinton**, who designed the CCI survey. "The number of organizations that have responded indicate to us that there is a clear appetite among local leaders to understand the state of DEI at their organizations and to see how some of the most impactful employers in our region are making progress in this. I think there is a collective sense that while everyone wants to make Chattanooga a more inclusive city for all but we need to know where we are as business community leaders. The CCI will use data to create a window into how our local employers are doing and where there still may be areas of opportunity."

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"The Urban League of Greater Chattanooga has been working for years to bring attention to endemic racial disparities in our region, most notably through our recent *State of Black Chattanooga* report that documented how Black households continue to fall behind with regard to educational attainment, employment, and earnings," says **Candy Johnson**, President and CEO of the Urban League of Greater Chattanooga, which is partnering with Hinton & Company on the CCI. "Local employers should be commended for taking a bold step to explore diversity in their hiring and procurement practices because this work can collectively transform how we retain professionals of color and support minority-owned local businesses. We're proud to help facilitate the Community Culture Index in partnership with Hinton & Co., which will give all of us unprecedented insight into where we are as a region and will be an excellent stepping stone for future outreach and training initiatives coming out of the Urban League."

The CCI is unique in that while there have been occasional national surveys of DEI organizational health over the last few years, this tool provides a localized assessment that is specific and unique to the employers in a metropolitan area. Hinton & Company intends to expand the CCI to other markets throughout the Southeast.

The CCI is funded in part by the **Urban League of Greater Chattanooga**, the **Community Foundation of Greater Chattanooga**, the **Benwood Foundation**, and the **Footprint Foundation**.

The CCI survey remains open through November 14, 2022. For more information, visit hintonandco.com/culture-index.

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