

COMMUNITY CULTURE INDEX: CHATTANOOGA

Understanding Belonging in the Workplace

TOP INSIGHTS

1 DEI Matters to Chattanooga-area employers.

The inaugural Community Culture Index (CCI) garnered an impressive response, with 60 participants representing more than 37,000 employees in the region. This number signifies that inclusive practices continue to be a key priority for workplaces across the region. Although we should acknowledge that the report's findings may be biased since participants already recognize the importance of these practices, we should celebrate the significant number of employees being represented and feel confident in the positive impact of these efforts on the community.

60

Total Participants

2 The talent we are looking for is already here.

According to the survey, a significant majority of the participants indicated that BIPOC (Black, Indigenous, and People of Color) workers were the most challenging identity group to recruit. This number presents an opportunity for Chattanooga organizations to take a leadership role in preparing more people of color (who make up almost 40% of the population) for job opportunities with these employers.

67%

BIPOC recruiting is challenging

3 Having an inclusion strategy is not enough to result in making progress.

Over 70% of the businesses surveyed have a plan for promoting Diversity, Equity, and Inclusion (DEI), but many need more resources to implement their plan. Some respondents expressed frustration that their organization's leadership was not sufficiently prioritizing inclusion, while others cited challenges in implementing DEI policies and practices due to lean organizational structures. This also results in what feels like performative inclusion programs.

78%

DEI Strategy in place



HINTON & COMPANY



Urban League of Greater Chattanooga, Inc.