

***Targeted Benchmarking on  
What are the Voluntary Self-Identification  
Categories Companies Offer to their Employees?***



CAHRS Partners have the opportunity to benchmark with other partner companies on HR topics of interest. The benchmarking is typically conducted with 5-7 other CAHRS Partners selected by the company that initiated the request. The CAHRS office identifies the appropriate connections at selected companies and the benchmarking company then schedules 1:1 phone calls to explore their questions.

Examples of recent requests include: Sponsorship Initiatives, Organization Designs and Structures, Diversity Metrics, Talent Management Practices, Competency Models and a variety of HR Policy Questions (i.e. Relocation, Cost of Living, Airline Mile Usage, etc.).

CAHRS partners find this more qualitative approach to benchmarking very valuable for revealing novel insights and practices, as well as for building their network. At the conclusion of the process, the benchmarking company shares an anonymized summary of their findings with the participating companies and CAHRS, who then makes them available so all partners can benefit from the learning.



**Question:** What are the voluntary self-identification categories companies offer to their employees?

## Benchmarked Companies

Data was collected via teleconference conversational interviews between September-October 2022 with companies, as outlined below:

Company	Industry	Employees
A	Aerospace	140,000
B	Chemicals	47,000
C	Technology	282,000
D	Household & Personal Products	97,000

## Summary of Findings

Company	Gender (Binary)	Race/ Ethnicity	Veterans	Disability	Sexual Orientation	Gender Identity	Pronouns	Caregiver
A	X	X	X	X	X	X		
B	X	X	X	X				
C	X	X	X	X	X	X	X	X
D	X	X	X	X	X	X		

- The findings include only US current state reflections of self-identification options for the companies.
- The companies are at varying stages of maturity as it relates to self-identification options, especially, outside of the United States. And each works closely with their legal and/or privacy teams to ensure that they do not run afoul of any global rules or requirements.
- Each of the companies have near term goals to expand self-identification options.
- Many of the self-identification options are based on EEO-1 requirements.
- Majority of the companies use Workday as their tool for self-identification management.
- Asking new employees to self-ID immediately upon onboarding seems to be a successful strategy for increasing participation rates.