



ndp | analytics case study

We turn DEI data into action

A trade association in the food manufacturing industry asked ndp | analytics to help better understand diversity, equity, and inclusion (DEI) activities, create benchmarks, and position companies as employers of choice. Our research helped the association and its members measure DEI and provide insights on workforce perspectives related to company ESG commitments and workplace offerings that are most important to employees.

Challenge: Understand and measure DEI activities



Immediate Need: Provide members with a valuable DEI resource

The association sought to add value for its members by providing data on DEI activities and benchmarking.



Short Run Benefit: Promote the association by leveraging research findings

The association wanted to use the research to promote its value through PR and communications channels.



Long Run Vision: Reinforce the association's role as a thought leader

The association is the voice of its industry; providing insights on top-of-mind issues furthered its mission and vision.

Solution: Conduct surveys and overlay official data

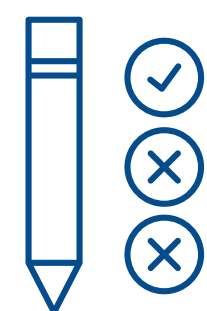
We created a framework that met membership, committee, and overall association goals.

Survey Creation

We conducted a member survey on:

- DEI strategies and goals
- DEI-related initiatives
- Workplace offerings for employees
- Employee and leadership demographics

We surveyed the general population on employee benefits and employer preferences.

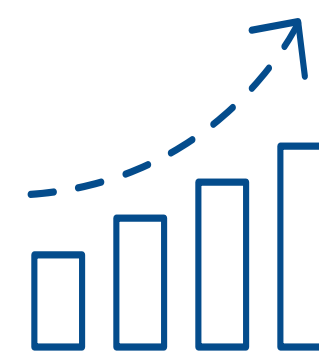


Data-Rich Analysis

We analyzed DEI efforts, workforce diversity, and employer characteristics that attract prospective workers.

Our analysis included:

- Member survey
- General population survey
- Government official data
- Third-party literature



Custom Deliverables

We transformed the analysis into data-driven deliverables.

The co-branded member report included:

- **Detailed findings on DEI activities** and consumer preferences.
- **Industry demographics** compared to the sector and economy overall.



Outcome: Enhanced member value and association visibility

Our research provided value to members and the association alike.



New Content for Members

- The research findings were highlighted during a **signature panel discussion at the association's annual convention**.
- The report serves as a **member-only resource online** and is used as **an example of the association's benefits to prospective members**.



Increased Visibility

- The annual convention panel was covered by **industry press** and shared organically on **social media**.
- The association issued a **press release** to announce new research.



Recognized Leadership

- The association is **viewed as a leader in the DEI space** among its peers.
- The association has been **invited to speak about DEI and workforce issues** at events and within sector-wide working groups.