



## March Signatory Forum Resources

The DAA is sharing resources following our calls, which are divided into four categories:

### 1. Shifting DEI Legal Landscape & Policy Landscape

Stay ahead of regulatory shifts and corporate policies that impact messaging. Proactively adjust DEI narratives to align with legal changes while maintaining inclusivity commitments - careful not to overcomply. Equip executives with talking points to address concerns from stakeholders, employees, and the public.

### 2. Tracking, Data & Accountability

Track industry trends and corporate commitments to benchmark DEI efforts. Depending on where you or your clients might land on these lists, consider your organizational reputation. Use data to defend DEI investments with leadership and boards.

### 3. Practical Resources (For You and Your Organization)

We've included resources to support your organization with strategic messaging and frameworks, to support your employees. For those interested in communities that support your personal journey in doing this work, or by better understanding it, we've also included some resources to support that.

### 4. DEI News, Corporate Trends, and Case Studies

Stay informed on public sentiment & corporate responses to the environment. Use news narratives and lessons learned to build internal messaging guides for executives. Identify risks and opportunities in how companies navigate DEI issues.

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## Shifting DEI Legal Landscape & Policy Landscape

- The Legal Landscape Around DEI Is Shifting. Your Messaging Should, Too [Meltzer Center](#)
- Companies facing a DEI shareholder showdown in 2025 [Yahoo!Finance](#) (February 10)
- How to assess the new legal risks of your DEI policies [HBR](#) (February 27)
- Robby Starbuck Vows to Pursue Firms Doing DEI by Any Other Name [Bloomberg](#) (March 6)
- Appeals Court Lets Trump's Diversity Crackdown Proceed [New York Times](#) (March 14)
  - [David Glasgow](#) breaks this down on LinkedIn
- Trump administration targets 45 colleges for their DEI programs [Axios](#) (March 14)
- Federal contractors say they're stuck between nondiscrimination laws and anti-DEI orders [NPR](#) (March 15)
- How To Do Impactful Inclusion Work, Legally And Effectively [Forbes](#) (March 16)
- Segregated facilities' are no longer explicitly banned in federal contracts [NPR](#) (March 18)
- Trump Dismisses Democratic FTC Commissioners [Davis & Gilbert](#) (March 19)
- 2025 U.S. Proxy Season Review: Navigating Complexity in a Changed World [Harvard Law School Forum on Corporate Governance](#) (March 19)
- These Are the Lawsuits Against Trump's Executive Orders [US News & World Report](#) (March 19)
- 'Anti-Woke' in the U.S., DEI at Home: the New Playbook for European Companies [WSJ](#) (March 20)
  - *Firms that operate in the U.S. and Europe are rowing back diversity and inclusion policies in the U.S. while keeping them in place elsewhere*
- New Trump administration guidelines [EEOC] create new ways for employees to report corporate DEI programs [Fortune](#) (March 21)

## Tracking, Data & Accountability

- Several organizations and publications are tracking company commitments. Some are accompanied by a call to action imploring consumers to put economic pressure on companies by withholding their spending. **What the public is using for tracking tools can be leveraged to inform your strategies.**
  - DEI Watch: <https://www.dei.watch>
  - Impactivize: <https://www.impactivize.org/>
  - NAACP [Black Consumer Advisory](#)
  - DEI Litigation: [The Advancing DEI Initiative](#). To help leaders navigate the legal landscape, the website offers tools, including the [DEI litigation tracker](#), which allows users to stay informed about cases relating to workplace DEI and how federal courts are addressing DEI issues; and a [Resources](#) section with articles and other commentary related to DEI and the law.
  - Tracking Federal Cuts: The [Impact Tracker](#) map launches around [3/26](#)



## DATA

- You Are Probably Wildly Underestimating How Many Americans Support DEI, New Study Shows [Inc.](#) (March 12)
- Strategic Impact Initiatives Can Make Your Business Stronger [Harvard Business Review](#) (March 19)
- [Little](#) released a report (shared in February resources, too) with findings from a survey of 300+ C-suite executives regarding their DEI programs. David Glasgow shared several key findings:
  - 49% of executives are **not considering** DEI rollbacks despite executive orders
  - 60% are **waiting for further federal DEI guidance** before making changes.
  - 76% of companies maintaining/increasing DEI efforts cite **employee expectations** as the reason.

## Practical Resources

- Supporting Your Employees
  - [\[FREE\] Supporting your immigrant employees right now](#): Here is a [template guide](#) from Kim Minnick at Code Traveller HR for workplace rapid response plans.
- Strategic Messaging
  - [\[PAID\] The DEI Resistance Playbook](#): A Toolkit for Strategic Impact by Dr. Janice Gassam Asare. This comprehensive 30-page resource includes over 10 pages covering 'Scenarios and Suggested Language,' which provides practical scripts and strategies to address common DEI objections around budget and statements such as: "DEI is exclusionary and negatively impacts certain groups" or "DEI should be based on merit."
- Personal Journey
  - Self-care, burnout, and resistance
    - [\[PAID\] Reclaiming Rest: A Guide for DEI Practitioners Navigating Resistance & Burnout](#) [Dr. Samantha Rae](#)
  - Awareness
    - [\[PAID\] The Psychological Safety and Inclusion Assessment](#) by Sacha Thompson, The Equity Equation
    - [\[PAID\] Loving Black People: A Practice and Discipline \(Workbook\)](#) - This digital guidebook is designed to help you move beyond awareness and into daily, intentional practice in how you see, support, and stand with Black people across the diaspora. [Jovina Reed](#)
  - Anti-Racism
    - [\[PAID\] Sharon Hurley Hall's Anti-Racism Experience Community \(SHHARE\) and newsletter.](#)
    - [\[PAID\] Erin Corine Johnson's Accomplice Accelerator](#) webinars and [\(NEW\) virtual Future of DEI Summit](#) May 12 - May 16.



## DEI News, Corporate Updates, and Case Studies

### SHAREHOLDER NEWS

- Companies facing a DEI shareholder showdown in 2025 [Yahoo!Finance](#) (February 10)
- Starbucks CEO Defends Diversity Efforts at Investor Meeting [Bloomberg Law](#) (March 12)
- Google agrees to pay \$28 million to settle claims it favored white and Asian workers [CNN](#) (March 19)
- Disney Shareholders Overwhelmingly Reject Proposal to Sever Ties With LGBTQ Rights Group at Annual Meeting [Variety](#) (March 20)
- During its annual meeting on 4/29, IBM shareholders will vote on an anti-DEI proposal submitted by The Heritage Foundation. The IBM Board recommends a vote **against** this proposal, which can be found on Pages 72 and 73 of the [Proxy Statement](#).
- Lowe's Points to DEI Criticism, Tariff Risks in Investor Report [Bloomberg Law](#) (March 25)

### CORPORATE UPDATES

- These U.S. companies are not ditching DEI amid Trump's crackdown [Time](#) (February 26)
- Victoria's Secret Tweaks DEI Language To 'Inclusion And Belonging': Here Are All The Companies Rolling Back DEI Programs [Forbes](#) (March 5)
- DEI tracker: How employers' diversity efforts are evolving [HR Brew](#) (March 14)
- Ben & Jerry's says Unilever ousting ice cream maker's CEO over social activism [Reuters](#) (March 18), even amid Ben & Jerry's becoming a separate entity by the end of 2025 to simplify its product portfolio (a decision made in 2024) citing the social issues that the ice cream brand has been speaking out on.
- These 18 companies are keeping DEI programs, from Apple to Costco [Arizona Republic](#) (March 20)
- JPMorgan makes changes to its diversity program, memo says [Reuters](#) (March 21)
- Associates at prominent law firms urge their employers to withstand pressure from Trump [PBS](#) (March 21)



## (UPDATED) CASE STUDY: TARGET

A nationwide consumer boycott of Target on February 28 followed the company's Jan. 24 announcement to rollback DEI, and a 40-day economic boycott began on March 5. Target became the first organization to be listed under the economic boycott for [Dr. Jamal Bryant's 40-day Target "Fast"](#), where demands of Target are communicated on the website <https://www.targetfast.org> with a call-to-action for participants to redirect their dollars to Black-owned businesses and account for them in the tracker. Over 150K people have officially registered.

According to [Bloomberg](#), data from Placer.ai shows that Target's overall foot traffic has fallen every week since its DEI reversal. On [March 20](#), Retail Brew reported on Target's cited 3.1% drop in sales during its quarterly earnings call, with executives suggesting enthusiasm for upcoming Easter sales with no mention of the boycott coinciding with Lent.

Advocacy organizations and media have reported on the impact of Target's rollback, including:

- [GLAAD](#) shared February 2025 findings from Collage Group, showing immediate consumer reactions to the pullback on DEI and restrictions on corporate growth. 58% of LGBTQ consumers have already reduced their spending or plan to in the next three months with brands that have cut back on DEI.
- On [March 21](#), Retail Brew reported that Target's foot traffic fell for the seventh consecutive week after it dismantled DEI. Costco, which resisted demands to cut DEI, has seen traffic increase for 12 weeks.
- Target's social channels and executives' LinkedIn posts have been flooded with comments by consumers and former employees expressing outrage over the betrayal. On [March 23](#), Black Enterprise reported that Target shut down its comments section on TikTok. Before this, Retail Brew shared on [March 14](#) that 'many Target employees are furious over the company dropping DEI,' with some reporting stores have slowed down and are closing early.
- The daughters of Target's late cofounder had their Letters to the Editor published in the Financial Times and [Los Angeles Times](#) with the headline 'Our father helped create Target. Its rollback of DEI programs is a betrayal.'

While causation is not correlation, we will continue to monitor the impact of DEI rollbacks on Target. With enough evidence and data-backed research, we anticipate a true cause-and-effect relationship over time. There is currently a week-long [boycott](#) of Nestlé ending March 28, and in future forums, we will examine case studies across industries.

**Please let Kelly know if there is a particular topic you would like to see discussed at our upcoming meeting on April 30.**