

# SECTION SEVEN

EMPOWERING OUR PEOPLE





“ This is who we are. This is who we’ve been.  
This is who we’ll continue to be.  
**Diversity, equity and inclusion  
are part of American Family Insurance.** ”

**–Tyler Whipple**  
Inclusive Excellence Vice President

Panelists at October’s Dream Summit. The group discussed their diversity and inclusion experiences in achieving their dreams.

## OUR PLEDGE FOR DIVERSITY, EQUITY AND INCLUSION

These efforts will embed diversity and inclusion practices throughout all aspects of our business, leading to a more equitable work environment.

Specific initiatives and actions:

- We established ‘inclusive’ as an enterprise core value this year, with corresponding behaviors to show employees how they can actively live this value with each other and our customers.
- We created an enterprise demographics people report so leaders can use data and analysis to deeply understand our workforce.
- We leveraged extensive community partnerships and philanthropic support to develop a diverse and tech-focused workforce that brings our future urban workplace and community hub in Milwaukee to life.
- We provided diversity and inclusion learning opportunities for leaders and employees, including unconscious bias training and inclusive leadership workshops with industry experts to mitigate inequity.
- We refocused the strategic pillars for our business resource groups to enhance their impact on cultural intelligence and business solutions.
- We focused efforts at company leadership events to build accountability around diversity and inclusion.
- We engaged all enterprise executives and leaders in the “Moments of Choice,” to facilitate ongoing interventions throughout the employee lifecycle.

We recognize the structural barriers in our society that keep people from reaching their dreams and have committed to doing our part to tear down these barriers. This kind of work is hard. It requires leadership, strong partnerships and many voices.

We have diverse, committed and passionate people ready to affect change. We are absolutely committed to tackling systemic problems that impede equity – because it’s good for our communities *and* good for business.

## Business Resource Groups (BRGs)

At American Family, over 1,500 employees engaged in our business resource groups or BRGs, which provide a network for those who share a common identity characteristic or set of interests, and those who ally with those groups.

### Key Events in 2019:

- BRGs led, or participated in leading, the following cultural heritage months: Black History Month, Women's History Month, Asian Pacific Islander Month, Diwali, Passport to Diversity, Eid luncheon, Hispanic Heritage Month, National Disability Employer Awareness Month
- Raising the PRIDE flag for the entire year.
- Hosting quiz bowls during heritage months for an interactive way to learn about cultural backgrounds, traditions and heritage.

Our five BRGs are: multicultural, women's, veterans and military, LGBTQA and abilities. Each group promotes an inclusive, respectful workplace, contributes to customer-driven business initiatives, and provides professional development, networking and leadership opportunities to members.

## DEVELOPING NEW LEADERS WITH NEW IDEAS

As part of our program of continuous professional development, we offer leadership development opportunities to employees at all levels, and for community members and students. We are continuously working to create new leaders with varied voices, ideas and perspectives through our organizational partnerships, BRGs, and various leadership programs.

In 2019, we partnered with:

- **The National Black MBA Association (NBMBAA)**, one of the largest non-profit organizations advocating for minority business professionals. We sponsored an event that drew more than 10,000 professional attendees for development and career opportunities, and we built relationships through this event with other professional groups such as the Alpha Phi Alpha Fraternity, the University of Minnesota business school, the University of Texas-Austin MBA program and multiple Historic Black Colleges and Universities (HBCUs).
- **Prospanica**, which has advocated for Hispanic business professionals for 30 years. Since their founding as the National Society of Hispanic MBAs in 1988, they've hosted annual career and professional development conferences, connecting thousands of Hispanics to graduate programs, subject matter experts, corporations and each other. American Family participated in a Prospanica event that included more than 2,500 professional attendees for development and career opportunities.
- **Leadership DELTA** (Defining Emerging Leaders Through Advocacy), a leadership development program for women, focused on STEM, business and social science majors. American Family has participated in Leadership DELTA events and has recruited several students for internships and professional positions.

We also sponsor mentoring programs and formal leadership development programs within American Family, involving dozens of employees per year.

The Aspiring Leader Program, created by our internal talent development area, has completed five intensive leadership sessions. Women and people of color have made up 53% and 20% of participants, respectively. And our Women in Leadership Conference is a development opportunity for female advancement that brought together 52 leaders in 2019 to discuss challenges and opportunities in business and community leadership.





## EDUCATIONAL OPPORTUNITIES

The company invests in employee education through student loan assistance, tuition reimbursement and other continuing education programs.

## STUDENT LOAN ASSISTANCE

For employees who have graduated recently with an associate's degree or above and have student loan debt, American Family provides a monthly contribution of \$100 for student loan repayment with a lifetime maximum of \$10,000. Our Advisor Program helps lower loan payments, assists with refinancing and offers guidance on other financing options for a college education.

## TUITION REIMBURSEMENT

Tuition reimbursement is available to employees who have been with the company for one year. Reimbursement is offered for tuition, books and other education expenses, up to more than \$5,000 annually for full-time employees and more than \$2,500 for part-time employees who qualify. In addition, several colleges offer American Family employees a tuition discount.

## EMPLOYEE SCHOLARSHIPS

Our employee scholarships are open to American Family employees in undergraduate, graduate or post-graduate programs. We offer a \$2,500 annual scholarship, renewable for an additional three years. Tuition, fees, books and supplies can be covered. We also offer scholarships through the American Family Insurance Dreams Foundation for dependent children of full-time American Family employees, agency owners and staff. The scholarships are \$2,500 per year, renewable for a total of four years.



## ENCOURAGING EMPLOYEE WELL-BEING AND EDUCATIONAL GROWTH

American Family believes an individual's well-being goes beyond just physical health. It also extends to emotional and mental health, financial well-being, community engagement, meaningful relationships, stress management and heightened mindfulness. Experiencing a high level of well-being positively affects not only employees, but also our customers. Our culture helps us stay motivated to bring our best every day.

Sixty percent of our employees are actively engaged in our well-being program through our partner, Virgin Pulse. The program cultivates positive lifestyle habits for employees through teamwork competitions, rewards and educational programs. Employees can earn up to \$360 per year through a combination of annual/daily events, biometric screenings and health assessments, and healthy habit tracking. Our Well-Being Champions (more than 370 members) meet on a quarterly basis to receive information about our programs, new offerings and progress metrics.

In addition to our well-being program, American Family offers a comprehensive benefits package, including medical, dental, vision and flexible spending plans, as well as a competitive 401(k) and a pension plan. Employees enjoy flexible work schedules, including work-from-home options, generous time off and leave programs to promote healthy work-life balance.

**“ I am so grateful to work for a company that cares about their employees well-being and supports our communities. The Virgin Pulse Wellness Champions hosted a Fall 1K Walk at the St. Joseph office to support our local animal shelter. ”**

**–KELLI LINCH,**  
Personal Lines Operations Underwriter