


Diversity, Equity and Inclusion (DEI)

Your everyday, jargon-free guide



DEI ensures opportunity for everyone, no exceptions.

Diversity means all people; Equity is fair access to opportunity; Inclusion is participating in the American Dream. Together, they protect your freedom to learn, to get a good job, to support your family, to be secure in their home, to live with dignity and joy, and to build the life you dream of for you and your loved ones.




The DEI movement has always been at the center of progress in our nation.

From civil rights to gender rights to labor rights, DEI is the continuation of that work to defend our freedoms and give everyone the opportunity to access the American Dream. Despite legal allegations made against DEI recently, treating people fairly and protecting people against discrimination are core parts of the U.S. Constitution and our laws.



DEI supports everyone, and our nation as a whole.

Whether you are facing challenges due to your race, ethnicity, gender, sexual orientation, geographic location, disability, economic status, or other unfair reasons, DEI supports all. When everyone prospers, our economy is stronger and our nation is more powerful.



Diversity, Equity and Inclusion are fundamental American values.

Everyone who works hard should have the opportunity to succeed. In reality, systemic barriers prevent some communities from thriving, no matter how hard they work. DEI dismantles barriers to opportunity: ensuring nothing stands between hard working Americans and opportunities to prosper, including access to education, jobs, and housing.

Businesses support DEI because it makes business sense.

Most companies support DEI and fairness policies because it allows them to find and retain the best talent, attract investment, innovate effectively and expand their customer base.