

A large, stylized logo consisting of the letters 'F' and 'E' intertwined, rendered in a light blue color against a dark blue background. The 'F' is on the left and the 'E' is on the right, with their vertical bars overlapping.

DIVERSITY EQUITY & INCLUSION

FLYER ENTERPRISES

UPDATED
AUGUST 2021

WHO WE ARE

Established in 2001, Flyer Enterprises has become one of the largest student-run businesses in the country. The business is comprised of 10 operating divisions, generating about \$1.2 million in annual revenue. From entry level sales associates to our Chief Executive Officer, we take pride in providing unmatched customer service as well as experiential learning opportunities for our 200+ employees.

CONTACT US



300 College Park
Miriam Hall Room 306
Dayton, OH 45469



flyerenterprises.com



[@flyerenterprises](https://www.instagram.com/flyerenterprises)



[linkedin.com/company/flyer-enterprises](https://www.linkedin.com/company/flyer-enterprises)



GOALS

1

CREATE AND SUSTAIN A WELCOMING, SAFE, AND INCLUSIVE ENVIRONMENT ACCESSIBLE TO ALL STUDENTS TO FULLY ENGAGE IN EXPERIENTIAL LEARNING OPPORTUNITIES OFFERED "FOR FLYERS, BY FLYERS".

2

COLLABORATE WITH DEPARTMENTS AND ORGANIZATIONS ACROSS CAMUS TO ADVANCE FLYER ENTERPRISES AS A CONTRIBUTING MEMBER OF OUR COMMUNITY

3

INCORPORATING DIVERSITY, EQUITY, AND INCLUSION INTO FLYER ENTERPRISES OPERATIONS AND VALUES

1

CREATE AND SUSTAIN A WELCOMING, SAFE, AND INCLUSIVE ENVIRONMENT ACCESSIBLE TO ALL STUDENTS TO FULLY ENGAGE IN EXPERIENTIAL LEARNING OPPORTUNITIES OFFERED "FOR FLYERS, BY FLYERS".

STRATEGY 1: FAIR AND EQUITABLE HIRING PRACTICES THROUGH DIVERSE OUTREACH EFFORTS

DELIVERABLE 1: Actively recruit and retain students of all races, ethnicities, socioeconomic statuses, religious backgrounds, genders, sexual orientations, abilities/disabilities, etc.

Responsible Parties: CMO, HR Managers

Resources: MEC, BATU, AAA, MBLP, School of _____

Timeline: Ongoing process

DELIVERABLE 2: Rework the Flyer Enterprises entry-level application to not discourage or exclude Flyers from our community

Responsible Parties: CMO, HR Managers

Resources: Associate Director of the Crotty Center, Crotty Center, Hanley Sustainability Institute

Timeline: June 2021

DELIVERABLE 3: Identify interview qualities and values that align with our company as to mitigate any bias in the application/interview process

Responsible Parties: CMO, HR Managers

Resources: Associate Director of the Crotty Center, Hanley Sustainability Institute

Timeline: June 2021

DELIVERABLE 4: Work with the CMO and HR managers to broaden our marketing outreach in order to expand the employee pool and customer market across campus

Responsible Parties: CMO, HR Managers

Resources: Associate Directory of the Crotty Center, FE Employees

Timeline: Ongoing effort

1

CREATE AND SUSTAIN A WELCOMING, SAFE, AND INCLUSIVE ENVIRONMENT ACCESSIBLE TO ALL STUDENTS TO FULLY ENGAGE IN EXPERIENTIAL LEARNING OPPORTUNITIES OFFERED "FOR FLYERS, BY FLYERS".

STRATEGY 1: FAIR AND EQUITABLE HIRING PRACTICES THROUGH DIVERSE OUTREACH EFFORTS

DELIVERABLE 5: Continue to revise and implement Flyer Enterprises' Diversity, Equity, and Inclusion plan throughout entire business structure

Responsible Parties: CEO, SMO

Resources: Castel Sweet, Crotty Center

Timeline: Ongoing process & reviewed each spring

DELIVERABLE 6: Utilize FE Development sessions to educate employees on the Diversity, Equity, and Inclusion plan and its implementation

Responsible Parties: CEO, CMO, HR Managers

Resources: Castel Sweet, GWDI

Timeline: Ongoing effort

DELIVERABLE 7: Include Diversity, Equity, and Inclusion initiatives within Flyer Enterprises training and onboarding

Responsible Parties: CMO, HR Managers

Resources: Castel Sweet, Crotty Center, Hanley Sustainability Institute

Timeline: Ongoing effort

2

COLLABORATE WITH DEPARTMENTS AND ORGANIZATIONS ACROSS CAMPUS TO ADVANCE FLYER ENTERPRISES AS A CONTRIBUTING MEMBER OF OUR COMMUNITY

STRATEGY 1: USE OUR POSITION AS A STUDENT-RUN BUSINESS ON CAMPUS TO CONTRIBUTE TO THE UNIVERSITY OF DAYTON COMMUNITY

DELIVERABLE 1: Establish mutually beneficial relationships with on-campus organizations to help them grow their recognition and achieve financial goals

Responsible Parties: CEO, CMO

Resources: Center for Student Involvement

Timeline: Ongoing process

DELIVERABLE 2: Open up Flyer Enterprises professional development sessions and skill-based trainings to fellow organizations

Responsible Parties: CEO, CMO, feDEV team

Resources: Diverse on-campus organizations, Center for Student Involvement

Timeline: Fall 2021

3

INCORPORATING DIVERSITY, EQUITY AND INCLUSION INTO FLYER ENTERPRISES' OPERATIONS AND VALUES

STRATEGY 1: COLLABORATE WITH INTERNAL AND EXTERNAL RESOURCES TO INTEGRATE INCLUSIVITY INTO OUR PRODUCT OFFERINGS

DELIVERABLE 1: Integrate underrepresented and diverse vendors into our operations

Responsible Parties: CFO, COO, Accounts Payable Team

Resources: UD procurement, GWDI

Timeline: Fall 2021

DELIVERABLE 2: Diversify product offerings in order to accommodate all dietary restrictions and preferences

Responsible Parties: CFO, AP Team, Product Managers

Resources: Dining Services, UD Procurement, GWDI

Timeline: Fall 2021