

Corporate Member Spotlight- Target

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From toothpaste to books and movies, from fresh produce to toys and tools, you can find pretty much anything you might need at a Target store – including diversity. Target opened its first store in Roseville, Minnesota over 50 years ago and in 2011 became a multinational company when it expanded into Canada. Part of Target's success over the years stems from the company's core values, one of which is fostering an inclusive culture. In fact, Target strives for diversity in every area of its business, including the large Target family of team members, suppliers, etc. and the communities Target serves. 2013 AwardsTarget's diversity efforts over the years have been incredibly successful and led to several awards. Most recently, Diversity Inc magazine ranked Target No. 20 on its list of "Top 50 Companies for Diversity" (2013). In addition, Target was ranked as the top retailer on the survey for the second straight year. The Human Rights Campaign awarded Target a top ranking of 100 on its Corporate Equality Index (2013) while The National Association for Female Executives named Target one of their Top 50 Companies for Executive Women (2013). Finally, The Minority Corporate Counsel Association (MCCA) awarded Target their Employer of Choice Award (2013). Despite all of these accolades, Target continues to increase its diversity efforts among its team, its communities and the suppliers it uses.

Target's Diversity Goals

Target's belief in building a team of people with different backgrounds, distinct experiences and unique points of view extends across the various parts of its business. Target works to develop relationships with minority- and women-owned vendors and suppliers (including the law firms it selects), thereby investing in the success of businesses across the country. Target achieves these goals by teaming up with a variety of organizations such as NAMWOLF and many others. Target believes that recruiting a diverse team is critical to achieve its goal to be the best and recruits diverse talent nationwide and locally through strong partnerships with minority organizations.

Outside Counsel

Externally Target utilizes annual outside counsel scorecards to hold its partner firms accountable for their performance – including diversity, which constitutes 20% of the firm's overall score. One of the driving forces behind the creation of the program was for Target to recognize and reward the firms that demonstrate an actionable commitment to enhancing opportunities for female, LGBT, and diverse attorneys in the legal profession. In fact, Target's outside counsel firms were specifically told that Target will "consider ways to limit our relationship with firms whose performance demonstrates a lack of meaningful commitment in this area."

Every summer outside counsel firms submit completed questionnaires to Target which provide information on diversity and gender data for the firm. Using that information, Target assigns an overall diversity score to each firm. The diversity score is made up of overall firm demographics (hiring, retention and promotion of racially/ethnically diverse and/or female attorneys at all levels in comparison to MCCA Vault database with points awarded for exceeding the MCCA numbers), diverse representation on Target matters (additional points awarded based on the percentage of diverse and female attorneys working on Target matters in the preceding year) and additional firm efforts (bonus points for extraordinary programmatic efforts which make the firm stand out from its peers). The firm with the best diversity scorecard is then recognized at an annual outside counsel conference in front of its peers.

There's More...

But Target's efforts do not stop with its direct business and operations; Target has a strong commitment to the communities it serves and works to give back to those communities. Since 1946, Target has given 5 percent of its income to communities (more than \$4 million a week!). In addition to monetary giving, Target encourages its team members to give generously of their time. In 2011, over 475,000 hours of community service were logged and Target team members are on track to reach 700,000 volunteer hours annually by 2015. Part of Target's volunteerism includes a pro bono clinic in Minnesota which gives advice on immigration issues, the Park Avenue Walk-in Legal Clinic (a joint project of the Volunteer Lawyers Network, Park Avenue Youth and Family Services, and Peace and Hope International) which gives free brief legal advice, service and/or referrals to low-income residents of the Twin Cities, and many other programs.

NAMWOLF AND TARGET

As always, Target expects quality legal work from its outside counsel. It also expects diversity and inclusion and efforts to increase diversity and inclusion. Target is always seeking to expand its network of team members, including those of outside counsel.

Recent NAMWOLF conference attendee Julia Halbach, Employee Relations Counsel at Target for two years, currently supports Target's class action and systemic investigation functions, and she previously supported the stores in the Midwest. Prior to joining Target, Julia practiced employment and labor law for six years at local firms in the Minneapolis-St. Paul area. She has been involved in various women- and diversity-related organizations throughout her career, including serving as a member of the Women in the Legal Profession Committee of the Minnesota State Bar Association, as well as attending Hispanic National Bar Association events.

Another active NAMWOLF participant is Cherice Hopkins who is also part of Target's Labor and Employment legal team managing litigation and providing advice and counsel to Target's business divisions. Cherice has been active in the National Bar Association and also WAAL, the Wisconsin Association of African-American Lawyers.



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