



Groom Construction prioritizes diversity, equity, and inclusion (DE&I) not only within our team but also in collaborations with vendors and subcontractors. Recognizing DE&I as both a civic duty and a value proposition, we understand its transformative impact on our entire business, driving heightened engagement, increased productivity, and overall success. We believe that creating an inclusive environment enhances client service and contributes to the prosperity of our communities. To fulfill this commitment, we actively recruit, retain, and advance a diverse workforce and intensify efforts to include small and diverse businesses in our subcontractor procurement and corporate spending, emphasizing our dedication to DE&I across operations.

Groom Construction maintains a robust workforce of over two hundred individuals, with 46% representing non-Caucasian, female, and/or veteran demographics. Notably, 26% of this group has progressed from laborers/fixture installers to leadership roles, showcasing our commitment to internal growth. Our effective employee referral program fosters a familial atmosphere within the team, with many employees having family bonds. This contributes to the expansion of our diverse workforce in terms of both ethnicity and gender. Recognizing the impact of employee referrals, our successful program incentivizes team members with bonuses for referrals that lead to hiring. Currently, 27 individuals have joined our dedicated workforce through this referral program.

Recognizing the underrepresentation of women in the Massachusetts construction workforce, Groom is committed to addressing this disparity through active support for the hiring and advancement of women. Presently, 30% of Groom's project management roles are held by women, marking an increase from the previous year's 26%. Demonstrating our dedication to diversity, two out of seven executive committee positions, are held by accomplished women, at Senior Vice President levels.

To enhance the trajectory of our workforce and provide career advancement opportunities, Groom prioritizes comprehensive training and certifications. This includes OSHA-10, lull, scissor, and forklift training and certification, along with tailored individual trade classes. Focused on cultivating expertise from the ground up, we implement mentorship programs. Employees initiate their learning in the field, progress through a boneyard tour of duty, and advance to a number two position under a superintendent before assuming leadership roles. This commitment to training, certification, and mentorship extends beyond the construction site and into a "classroom" where employees are encouraged to pursue continuing education and certification courses at the company's expense.

Groom actively engages in diverse recruitment strategies, participating in job fairs, vocational school events, and initiatives supporting veterans. Additionally, our recruitment efforts extend to areas with varied populations through innovative QR code posters, enabling interested candidates to conveniently apply via smartphones. To cater to diverse preferences, paper applications and drop boxes are also available in these regions. In fostering the growth of the construction industry, Groom adopts a multifaceted approach. We annually bring on board interns through local co-op programs and colleges, encompassing both men and women. Notably, many of these interns pursue majors unrelated to construction, reflecting our commitment to inclusivity. Furthermore, a senior manager from Groom Construction actively contributes to the Salem High School Career Technical Education advisory committee. This involvement aims to shape curriculum strategies, preparing the upcoming generation for successful careers in the construction workforce.

To ensure Groom promotes an inclusive pool of job applicants, all open position postings include the following language:

***Groom is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.***



In fostering diversity within the construction industry and cultivating interest among the younger generation, Groom takes a proactive stance by offering construction-related scholarships. The first, known as the **Groom Construction Diversity, Equity, and Inclusion Scholarship (DE&I)**, targets individuals from historically underrepresented demographics, including women, and people of Hispanic, Black, and Asian backgrounds. Recognizing the vital role of diverse perspectives in the industry's overall health and success, Groom emphasizes the significance of attracting individuals from varied backgrounds. The second scholarship, the **Groom Construction Management Scholarship**, is open to any individual pursuing a construction management career through an academic track.

Looking ahead, Groom recognizes the ongoing need to expose the younger generation to the construction industry. The company plans to achieve this by leveraging its connections with local high schools and actively promoting career opportunities in construction through targeted marketing on social media platforms frequented by young people. This long-term commitment aims to inspire and guide the next wave of talent towards rewarding careers in the construction sector.

Over the past few years, Groom Construction has actively expanded its roster of diverse subcontractors and suppliers, providing these enterprises with opportunities to bid on Groom projects. This growth is a result of diligent efforts, including searching state and local supplier diversity databases, Section 3 databases, participating in diverse supplier matchmaking events, and holding memberships in trade organizations. Groom is also a corporate member of nonprofits such as the Center for Women & Enterprise and the National Minority Supplier Development Council.

While several of Groom's regular vendors and subcontractors meet the criteria for diverse business enterprise, some may be unfamiliar with the certification process or deterred by associated costs and paperwork. In response, Groom remains committed to educating and providing administrative support for the certification process. To further incentivize certification, Groom covers the initial certification costs. Additionally, Groom adapts its payment terms for diverse subcontractors and suppliers, ensuring faster payments than the typical 30-day period when such adjustments are deemed conducive to encouraging their active participation in projects.

Groom routinely monitors its quarterly Tier II diverse subcontractor/supplier project spending for multiple retail clients. The term "diverse subcontractor/supplier" encompasses businesses owned and controlled by people of color, women, veterans, disabled veterans, and individuals identifying as lesbian, gay, bisexual, and transgender. Additionally, Groom is obligated to meet project spend targets set by affordable housing clients, which include engaging diverse sub/suppliers and Section 3 businesses. These affordable housing projects further necessitate workforce development programs, ensuring a specified percentage of total workforce hours represents women and people of color. Prior to selecting any potential subcontractor for these projects, Groom assesses their capability to meet the outlined workforce development goals. To enhance visibility and accessibility, Groom actively promotes these projects and associated employment opportunities at the jobsite location and targeted venues like community centers and MassHire offices.

Groom remains committed to fostering subcontractor development through a strategic evaluation of each project's scope. Identifying areas where diversity is underrepresented, we actively seek out potential diverse subcontractors. Our goal is to involve them in all projects within their designated region, fostering not only project success but also contributing to the sustained growth of their business.

Groom gauges its success and overall diversity well-being by aligning with clients' diversity goals and expectations. Our commitment extends to internal initiatives, emphasizing training and promotions from within, particularly prioritizing the career advancement of individuals typically underrepresented in the construction industry. Additionally, we actively support the success of diverse businesses. Groom Construction is fully dedicated to cultivating a work environment, both internally and externally, where all employees and partners experience respect, value, and ample opportunities for growth.