# 2022 Southwest Airlines® Diversity, Equity, & Inclusion Report

Building a Strong Foundation







# Bob Jordan



### A Message from our President & CEO

For more than 50 years, Southwest Airlines has been committed to doing the right thing by our People. Southwest has always put People first, so our focus on belonging isn't new—it's always been a fundamental part of our Culture. It is my belief that every individual perspective represented at this Company brings something unique and powerful to the success of our business.

When I reflect on some of our strategic priorities, it's clear that our commitment to diversity, equity, and inclusion (DEI) was essential to our progress:

- •We couldn't reinvigorate our winning Culture without providing an environment where Employees can bring their authentic self to work.
- •We couldn't modernize the operation without taking account of diverse and innovative perspectives.
- •We couldn't "be a good citizen" without focusing on our Southwest Way Values—specifically, practicing civility and embracing Team over self.

It's our dedication to doing the right thing by our People that creates an environment of belonging where our Employees, Customers, and Partners can thrive. Our commitment to strengthen our DEI efforts has not wavered, and this report is a shining example of what can happen when we focus on "we" before "me" and invest in our People and the diverse Communities that we serve.

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### Linda Rutherford



## A Message from our Chief Administration & Communications Officer

Southwest has always been known as the Company with Heart. We have put People first since our inception in 1971, and we continue to do that today. While our approach to how we treat our People has remained steadfast, we're continuing to evolve our practices while focusing on how we can integrate actions that show our commitment to having a diverse workforce where ALL feel a sense of equity and belonging.

In 2020, we set Company goals to strengthen and improve our efforts to create more diverse, equitable, and inclusive opportunities and candidate pipelines, and to champion an inclusive environment and experience for all Employees. We're dedicated to continuing that momentum—one of our Company's five-year strategic priorities calls for us to "be a good citizen," which includes making significant progress in nurturing a diverse and inclusive workforce.

It's imperative that every single Employee at Southwest Airlines feels welcomed, valued, and encouraged to bring their whole self to work. I'm proud of the progress we've made toward our goals and excited for our continued commitment to keep Southwest a best place to work.

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# Juan Suarez



## A Message from our Vice President of Diversity, Equity, & Inclusion

As Vice President of Diversity, Equity, & Inclusion, I have the honor and privilege to champion a Company message that has been around since Southwest was founded in 1971—a message focused on putting People first and respecting the unique contributions we each bring to Southwest based upon our different cultures, backgrounds, experiences, and viewpoints.

From a governance and strategy perspective, in 2022 we identified four key focus areas as we continue to advance on our DEI journey—Culture & Values; Brand, Reputation & Social Topics; Communications & Reporting; and Talent. Our DEI Executive Steering Committee remains committed to these Companywide efforts and successes in these focus areas and continues to partner with various departments to achieve progress. In addition, Southwest amplified its focus on DEI Employee engagement and programing to allow our Employees more opportunities to celebrate their diverse identities and recognize events that are important to them.

The initiatives, stories, and data shared in this report are a testament to what can happen when People are committed to coming together, building each other up, and creating a true sense of community. Our goal is, and will continue to be, the cultivation of a Culture of belonging and an environment of inclusivity that helps us thrive as a Company.

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### **Our DEI Commitment & Strategic Focus Areas**

Southwest Airlines recognizes, respects, and values differences. By fostering a Culture that embraces and utilizes unique skills, talents, and backgrounds we create competitive, yet equitable, advantages in Teamwork and innovations that contribute to our overall success and differentiate us from our competitors.

Our DEI mission is to build sustainable processes and practices to make meaningful change and effectively continue to cultivate a diverse and inclusive experience for all People (Employees, Customers, & Partners) to thrive. In 2022, we identified the following strategic focus areas:



#### Culture & Values:

**Empower Employees through** resources, events, recognition, and cultural, heritage, and pride celebrations.



### Brand, Reputation, & Social Topics:

Blend DEI narrative into overarching Company messaging and maximize **DEI** progress in reputation scores, ratings, rankings, and awards.



#### Communication & Reporting:

Increase transparency of DEI efforts and data through regular communications and updates.



#### **Talent:**

**Diversify Talent pipelines** through partnerships and outreach; create equitable career growth and professional development opportunities.

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### **Diversity Council**

The Southwest Airlines Diversity Council was founded in 2007. In 2022, the Diversity Council was refreshed and expanded with a total of 135 members representing different backgrounds, roles, and workgroups across the Company. The purpose of the Diversity Council is to serve as a strategic asset to the Company and enhance organizational performance. As ambassadors for DEI, the Diversity Council has engaged in Teambuilding and training to help promote a work environment that celebrates differences, fosters inclusion, and leverages diversity.



"Being a member of the Diversity Council has provided new perspectives, insights, and information that has increased my empathy, engagement, and confidence in this space."

Gila L., Marketing

"Being present in an environment that encourages and embraces dialogue amongst all walks of life is truly inspiring. Yet the hardest work comes from individuals who want to share in conversation, to understand, not to just pontificate their own ideology as right."

Nic R., Flight Attendant

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### **Inclusion Summit**

We were excited to host the Inclusion Summit, our annual DEI event focused on making authentic connections and fostering inclusion in the workplace. The theme of our 2022 event was "Allyship in Action," which focused on listening, learning, and most importantly—doing. More than 550 Employees joined in-person and virtually to hear from our keynote speaker, DEI thought leader Raven Solomon. Attendees also heard from Leaders and Employees who shared valuable takeaways about their own experiences and the importance of allyship in the workplace.

#### **Employee Feedback**

"I could have listened to the keynote speaker talk for another hour on how to apologize when you make a mistake and several other topics related to DEI. She was fabulous!"

"My favorite part was the Employee Panel. The bravery it took to speak so openly was courageous."



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### **Employee-led Groups (ELGs)**

Southwest Airlines' Employee-led Groups (ELGs) were launched in 2021 to create community amongst Employees, while promoting inclusion, connectedness, and nurturing relationships. ELGs allow Employees with similar interests to engage on topics important to them. ELGs are Employee-driven, organically created, and inclusive for all. As of 2022, we have 10 ELGs that represent the interests of Employees at Southwest.





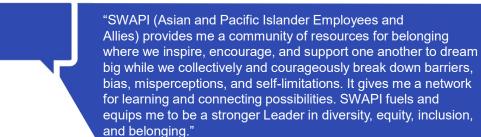


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"SWADivine 9 (Black sororities and fraternities) has been more than I could have ever imagined. When I had the vision to start SWADivine 9 it was to meet other Greeks working at SWA and so far the camaraderie that we have with each other is out of this world, from socializing to community service—we do it all."

**Grace D., SWADivine 9** 



Amy B., SWAPI

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### Inclusion Wearables: Pronoun Pins



We understand that self-expression is important to our Employees as is the opportunity to bring their best and whole selves to work. In 2022, we introduced inclusion-focused wearables which were Company-approved and optional for all Employees to wear in adherence with our uniform appearance standards. This included pronoun pins which allow Employees to express their gender identity and for others to easily know how someone identifies.

"The pronoun pin launch was extremely important to me for many reasons. As a Non-Binary identifying Leader, it allowed me to be my true authentic self without having to re-introduce myself to others while subtly offering a place for other Employees to have a conversation. Where it may not have initially been brought up, it has been able to spark more inclusive conversations that are led by compassionate curiosity. It made me proud that the Company I LUV backed me for who I am, allowing me to wear these pins either on my lanyard or as a uniform piece as a statement to our Customers and Passengers reinforcing Southwest's commitment to celebrating Pride!"

**Heather R., BWI Ramp Manager** 

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### Cultural, Heritage, & Pride Months

At Southwest, we are proud to recognize cultural, heritage, and pride months throughout the year. These include nationally observed holidays and months that reflect our Employee demographics and the diverse communities that we serve. In 2022, we focused on Employee storytelling to tap into the culture, heritage, and pride of those who identify with these moments:

Black History Month

February

Women's History Month Asian American & Pacific Islander Heritage Month May LGBTQ+ Pride Month

June

Hispanic Heritage Month Sept 15/Oct 15 National Disability Employment Awareness Month October Veterans Day

November



How to

make Lumpia

"Happy Hispanic Heritage Month at Southwest. I am so happy to celebrate with all my Cohearts and may the Luv continue. Estamos a la orden! (we are at your service!)"

**Buddy C., Flight Ops Instructor** 

"I LUV how diverse our Company is. It makes me proud to see how we were all celebrated. Southwest is an extension of all our families! One Team. All Heart!"

Rhonda C., Team Lead CS&S

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### **Community Outreach**

For more than two decades, Southwest has supported diverse communities and invested in community programs tailored to accelerate social and economic advancement. Here are a few key 2022 initiatives:

# Creating Possibilities for Women to Take Flight

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Building resilience can be about environmental sustainability but it can also involve building resilient communities.

Unshattered is a social enterprise providing women with pathways toward economic independence and sustained sobriety. In 2022, Unshattered joined our Repurpose with Purpose program and launched the Possibilities Take Flight collection of sustainable travel bags and accessories—made with upcycled aircraft seat leather—that were designed and sewn by a team of professionally trained female artisans winning their battle against addiction.

"It means the world to have a brand like Southwest, investing in our women, [and] in our work of ending the addiction relapse cycle."

Kelly Lyndgaard, founder and CEO of Unshattered

### Saluting Our Veterans



**Connecting People starts with loving People.** 

For 13 years, Southwest has been proud to serve as the official airline of the Honor Flight Network. We provide complimentary travel to Washington, D.C. for military heroes to visit and reflect at the memorials. In April, Honor Flight Chicago, a local hub of Honor Flight Network, celebrated its 100th flight. Southwest was thrilled to join in the occasion, as every one of those flights has been on a Southwest aircraft.

"As a 15-year Southwest Employee and the incredibly proud daughter of an Army veteran, I cannot tell you how amazing this day has been for me to spend with my Dad as part of the Honor Flight Chicago's 100th flight."

Maggie, Flight Attendant

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### **Community Outreach**

The Southwest Airlines Community Outreach Team drives Southwest's Citizenship efforts by cultivating more than 400 community relationships to generate impact across our diverse communities. Some of our longstanding partners include:

#### Black/African American

- 100 Black Men, Inc.
- United Negro College Fund (UNCF)
- Foundation for Educational Development, Inc.
- Houston Area Urban League
- Organization of Black Aerospace Professionals
- Tuskegee Next Foundation

#### Asian American & Pacific Islander

- ACE Foundation
- Center for Asian American United for Self-Empowerment (CAUSE)
- APIA Scholars
- The Center for Asian Pacific American Women
- Asian Pacific Islander American Public Affairs Community Education Foundation
- Leadership Education for Asian Pacific Inc.

#### LGBTQ+

- National LGBT Chamber of Commerce
- Equality California Institute
- ONE Community Foundation
- The Montrose Center
- San Francisco LGBT Community Center
- North Texas LGBT Chamber of Commerce

#### **Military**

- A Million Thanks
- Honor Flight Network
- Help Heal Veterans
- PTSD Foundation of America
- Team Rubicon
- National Veteran Owned Business Association

#### Hispanic/Latino

- Hispanic Association of Colleges and Universities (HACU)
- Hispanic Heritage Foundation
- Latino Leaders Network
- Latin American Educational Foundation
- Chicanos Por La Causa
- United States Hispanic Chamber of Commerce
- Congressional Hispanic Caucus Institute

#### Women

- Arizona Foundation for Women Inc.
- Texas Women's Foundation
- National Association of Women Business Owners
- Women Impacting Public Policy
- Women's Foundation of California
- Girl Scouts San Diego

#### **People with Different Abilities**

- Disability:IN
- AccesSurf Hawaii
- Challenge Aspen
- San Diego Center for Children
- Steamboat Adaptive Recreational Sports

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### **Supplier Diversity**

Southwest is proud of our Corporate Commitment to Supplier Diversity and diversifying our supplier base. This strengthens our relationships with our Customers, Communities, and Suppliers to help us achieve our goals to be the most loved, most efficient, and most profitable airline in the world. The Southwest Supplier Diversity Program is comprised of two programs—Small Business Program and Diverse Business Program.

#### **Small Business Program**

**Qualifications:** Must meet the North American Industry Classification Systems (NAICS) standards for small businesses and be at least 51% owned, controlled, and operated by U.S. citizens who are socially and economically disadvantaged as defined by the SBA.

- Small Business Enterprise (SBE)
- Small Disadvantaged Business (SDB)
- Women Owned Small Business (WOSB)
- Historically Underutilized Business Zone (HUB Zone)
- · Veteran Owned Small Business (VOSB)
- Service-Disabled Veteran Owned Small Business (SDVOSB)

#### **Diverse Owned Business Program**

**Qualifications:** A diverse-owned business that must be at least 51% owned, controlled, and operated by a member of a socially disadvantaged group as defined by the SBA.

- Minority Business Enterprise (MBE)
- Women Business Enterprise (WBE)
- Gay, Bisexual, and Transgender Owned Business (LGBT)
- Disabled Owned Business Enterprise (DOBE)
- Historically Underutilized Business (HUB)
- Veteran Business Enterprise (VBE)
- Service-Disabled Veteran Owned Business (SDVOB)

#### We are proud of the Supplier connections created:

Multi-year contract award to a HUB Zone certified safety training company.

Strategic technology supplier (MBE) that connects original equipment manufacturers and professional services resources with customers for technology support and modernization.
 Small and diverse business (MBE, SBE, SDV) that provides support to ensure accuracy with various asset shipments throughout our stations.

Southwest continues to partner with federal, state, local, and non-profit certifying agencies and organizations in support of the growth and development of small and diverse-owned businesses. We are committed to fostering an environment that moves us forward and makes a difference in the communities that we serve.











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### **Our People Goals**

In September 2020, Southwest Airlines announced the following Company goals to strengthen and improve efforts to create more diverse, equitable, and inclusive job opportunities and candidate pipelines while championing a welcoming environment for ALL Employees.

Hiring & **Development** Practices

 Evolving hiring and development practices to support diversity goals, including posting all new, open Leadership positions (Supervisor to Vice President)

Senior **Management** Committee

 Doubling the percentage of racial diversity and increasing gender diversity of our Senior Management Committee by 2025 (as compared to July 2020)

Senior Leadership

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 Measuring progress in increasing diversity in Senior Leadership (as compared to July 2020/ Directors and Senior Directors: Senior Director was changed to Managing Director in early 2023)

Community **Partners** 

 Engaging a breadth of community partners to leverage the Company's relationships as we source talent for our candidate pipelines

Southwest Airlines' Board of Directors also committed to increase diverse representation of the Board by 2025 (as compared to 2020).

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### Accolades

Southwest Airlines is proud to be recognized for our efforts and initiatives in the diversity, equity, & inclusion space. These accolades help confirm and celebrate our commitment to a diverse workforce.



#### **Forbes**

2022 Best Employers for Diversity in America

The Disability Equality Index® 2022 Best Places to Work: **Disability Inclusion** 



#### The Military Friendly® Company Survey

2022 Military Friendly Company

2022 Military Friendly Brand

2022 Military Friendly Employer—Bronze

2022 Military Friendly Supplier Diversity Program

2022 Military Friendly Spouse Employer



#### **Human Rights Campaign Corporate Equality Index** 2022 Best Places to Work for LGBTQ+ Equality

#### **Latino Leaders Magazine** 2022 Best Companies for Latinos to Work

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### **Progress Toward Our 2025 Goals**

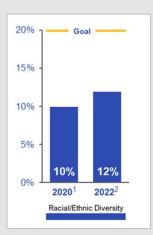
In 2020 we set Company goals to strengthen and improve our efforts to create more diverse, equitable, and inclusive opportunities. One of these goals included increasing the diverse representation among Executives and Senior Leaders.

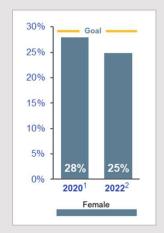
Since 2020, we have increased the racial/ethnic diversity of our Senior Management Committee (SMC) and continue to focus on gender diversity.

We have increased both racial/ethnic and gender diversity in Senior Leadership and we continue to measure our progress and evolve our hiring and development practices to support these goals.

#### **Executive Diversity**

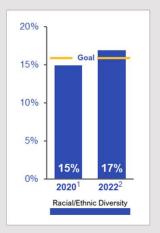
Goal: Doubling the percentage of racial diversity and increasing gender diversity in our Senior Management Committee (Executives) by 2025 as compared to 2020.

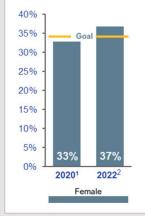




#### **Senior Leadership Diversity**

Goal: Increasing diversity in Senior Leadership<sup>3</sup> as compared to 2020.





Based on Employees' voluntary self-identification as of December 31, 2022 <sup>1</sup>As of 7/31/2020

<sup>2</sup>As of 12/31/2022

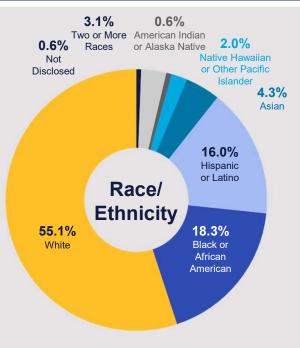
<sup>3</sup>Directors and Senior Directors (Senior Director was changed to Managing Director in early 2023)

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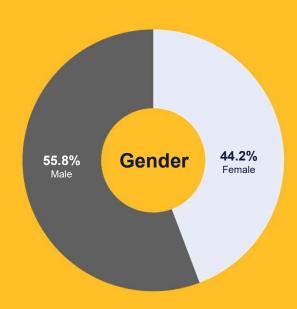
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### Our People by Race/Ethnicity<sup>1</sup> and Gender

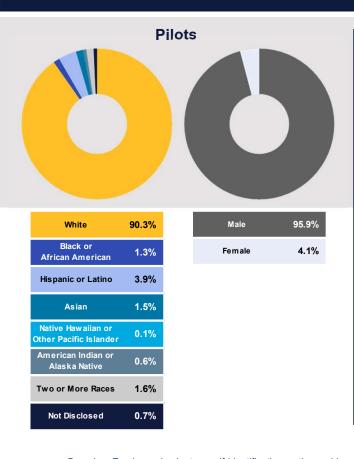


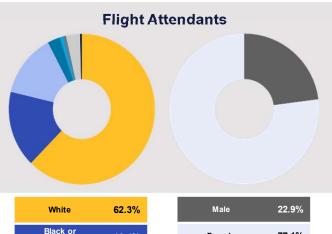
At the end of 2021, our workforce was 40.6% racially/ethnically diverse. Through efforts to enhance diverse and inclusive representation in our recruiting, we saw an increase of nearly four percentage points in this number, ending 2022 with 44.4% racial/ethnic diversity.



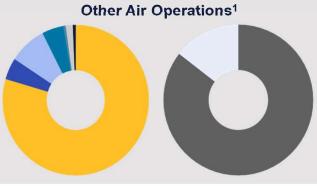
At the end of 2021, our workforce was 42.5% female. Through efforts to enhance diverse and inclusive representation in our recruiting, we saw an increase of nearly two percentage points in this number, ending 2022 with a workforce that was 44.2% female.

### **Our People | Air Operations**





White	62.3%	ı	Male	22.9%
Black or African American	16.4%	Fe	emale	77.1%
Hispanic or Latino	13.6%			
Asian	2.8%			
Native Hawaiian or Other Pacific Islander	0.7%			
American Indian or Alaska Native	0.7%			
Two or More Races	3.1%			
Not Disclosed	0.4%			



Male

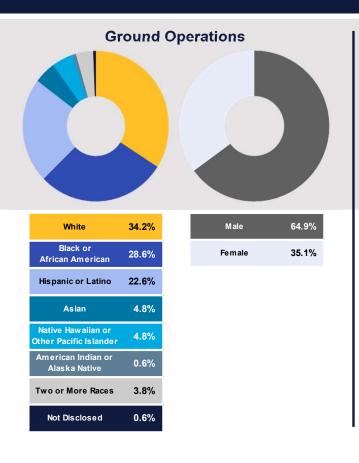
85.5%

14.5%

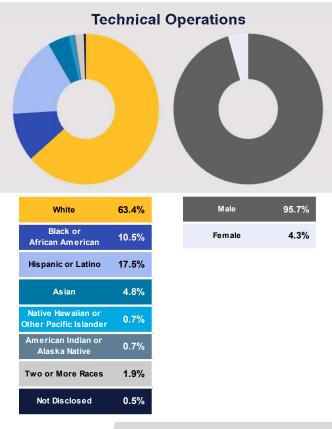
4.7%	
8.3%	
4.8%	
0.1%	
0.4%	
1.6%	
0.6%	

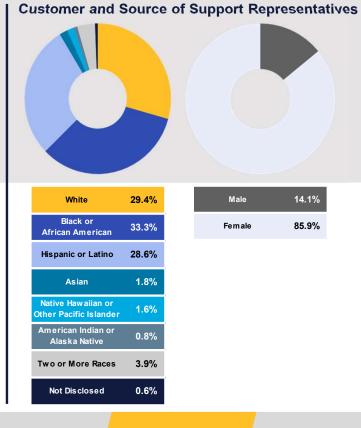
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### Our People | Operations and Support

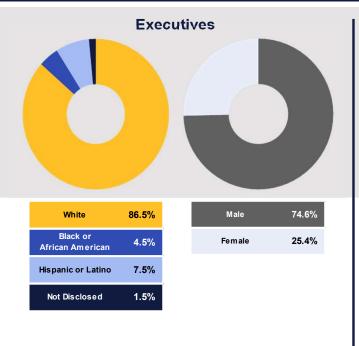


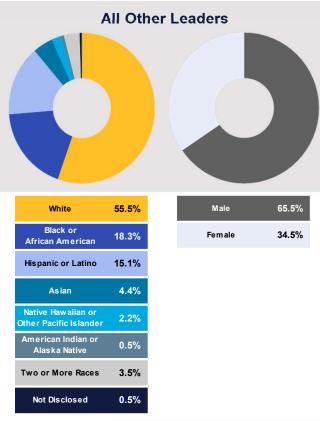
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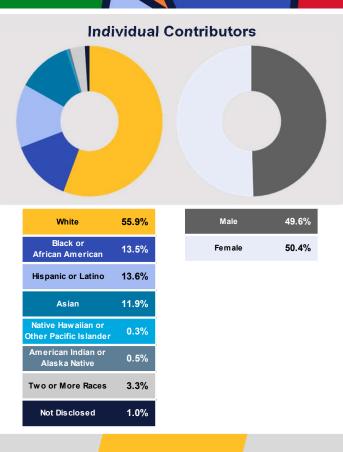




### Our People | Noncontract Employees







Based on Employees' voluntary self-identification; active and inactive Employees as of December 31, 2022, as noted below:

Noncontract Employees--Includes Employees who are members of unions but are serving in non-Frontline Leadership and individual contributor positions.

Executives—Executives refers to all People Leader positions at Southwest at and above the VP level. Other Leaders—Other Leaders refers to all People Leader positions at Southwest below the VP level.

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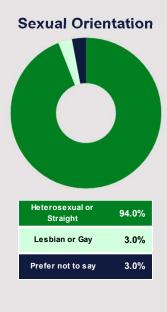
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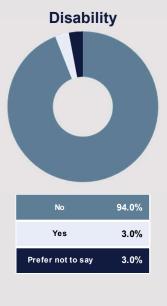
### Our People | SMC Self-Identification

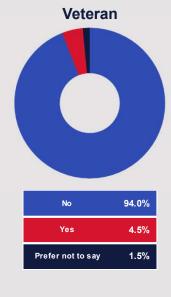
As part of our goal to increase diversity in our Senior Management Committee<sup>1</sup> (SMC), in 2022 our SMC members participated in a voluntary self-identification campaign to share additional dimensions of diversity.

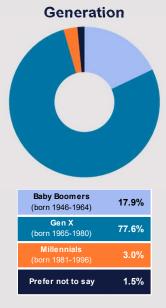
This was an important first step toward our goal of a broader, internal Company – wide self-ID campaign to capture additional dimensions of diversity.

Better understanding the diversity of our Employees is important for our efforts toward an inclusive Culture.











### Bolstering a Diverse Leadership Pipeline







In August 2022, Southwest shared updated requirements to bolster a diverse Leadership pipeline and make progress on our DEI goals. The following requirements emphasized our Company goals set in September 2020:

- Requiring diverse candidate slates for all, new open Leadership positions (Supervisor to Vice President).
- All Leaders (Supervisor to Vice President) are required to complete our in-house DEI eLearning training 'Building a Diverse & Inclusive Workforce for Hiring' in order to participate in an interview panel for any Leadership position.
- Any Leader (Supervisor to Vice President) interviewing for a promotion and/or receiving a promotion must complete our three DEI-focused 'Fearlessly Authentic" eLearning modules.

Our goal remains to identify, hire, and retain the best talent for Southwest Airlines.

Through our Talent Management Team, we're also taking a more data-driven approach to improve the accuracy and objectivity of Talent decisions and mitigate Talent risks. We've equipped our Leaders with education and resources to drive DEI into action such as our Inclusive Leader Guide and Leadership Development curriculum.

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# Talent Acquisition: Diversity Center of Excellence



#### Identified and removed barriers to advance career mobility and development by:

- Removing high school diploma and GED requirements from most Ground Operations roles
- Training all hiring Leaders and Talent Acquisition Employees on inclusive interviewing practices and recognizing bias in recruiting
- Requiring diverse candidate slates for all, new open Leadership positions (Supervisor to Vice President)
- Sharing job postings, career, and resume advice with community partners including Disability: IN and National Association of Asian American Professionals

Our Junior Technology Associates Program (JTAP) exists to increase access to careers in Technology by requiring a certification through a training program instead of a college degree. Our partnerships with Per Scholas, Merit America, and Generation support this program.

"Southwest has proven to be the perfect place for me—they equip me to reach my goals, find my best fit, and allow me to help others."

Jimmy B., Ramp Agent and JTAP program participant

Expanding our partnerships with organizations that serve diverse populations through 70+ career and job boards.

One such partnership is the **Warrior Hire Program**, a partnership with Microsoft to transition U.S. service members and veterans to careers in Technology.

"Once you transition from the military, it can feel like you're missing camaraderie or belonging. Southwest provided the People and Culture that I was used to having around me while serving."

Juan B., Veteran and Software Developer



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# **Inspiring the Next Generation**





In September, our K-16 Programs Team supported Girls in Aviation Day through a partnership with Women in Aviation International (WAI).

We supported more than 20 events in Southwest cities across the country to introduce young students to career possibilities and role models within the aviation and aerospace industries.



"I know I can achieve my dreams because I've now lived them. This program allowed me to see and feel career possibilities for my future."

Sharif N., a high school senior shares his experience at the **Organization of Black Aerospace Professionals (OBAP) Aerospace Career Education (ACE) event** at Southwest's Corporate Campus in Dallas.



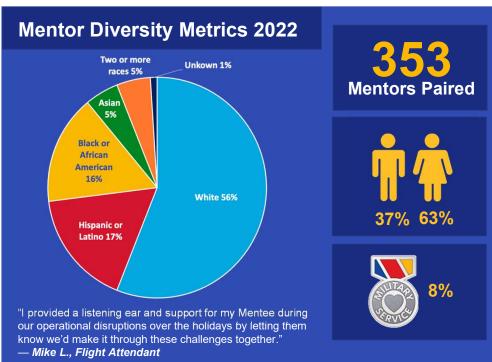
#### **University Partnerships**

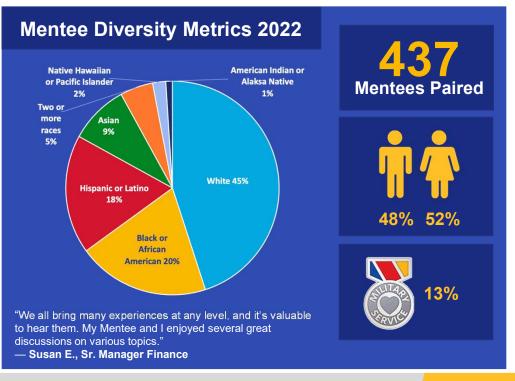
We welcomed Angelo State University (ASU) as the first Hispanic Serving Institution (HSI) to join the Destination 225° Pathways for professional aviators program; ASU is the sixth university partner in the program. This partnership builds on our efforts to reach talent at minority-serving institutions across the country.

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### **Talent Learning & Development: Mentorship Program**

The goal of the Southwest Airlines Mentorship Program is to develop an accessible way for all Employees to grow through personal and professional development. We aim to increase support through Mentorship while empowering all Employees to reach their career goals and full potential.





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### **Disability Inclusion**

The **Accommodations Team**'s primary focus is to help our Employees obtain the support they need to bring their whole self to work each day and succeed in their roles. The Team works directly with Employees who may need reasonable accommodations and serves as a subject matter resource regarding disability best practices.







Employee Lauren reached out to us seeking to have her trained medical service dog, Molly, with her at in-person Company events. Through the appropriate channels, we were able to approve her accommodation, making Molly one of our cutest Cohearts! Molly and Lauren were able to join us at our Inclusion Summit and take this photo with her assigned Accommodations Case Manager, Anne H., who worked with her on this accommodation.

In May 2022, Southwest launched the **Campus Reach Neurodiversity Internship Program**, a tailored program designed for eligible college students with autism spectrum disorder. This program works to remove barriers that may otherwise limit neurodiverse individuals from fully showcasing their strengths, abilities, and potential in the workforce.

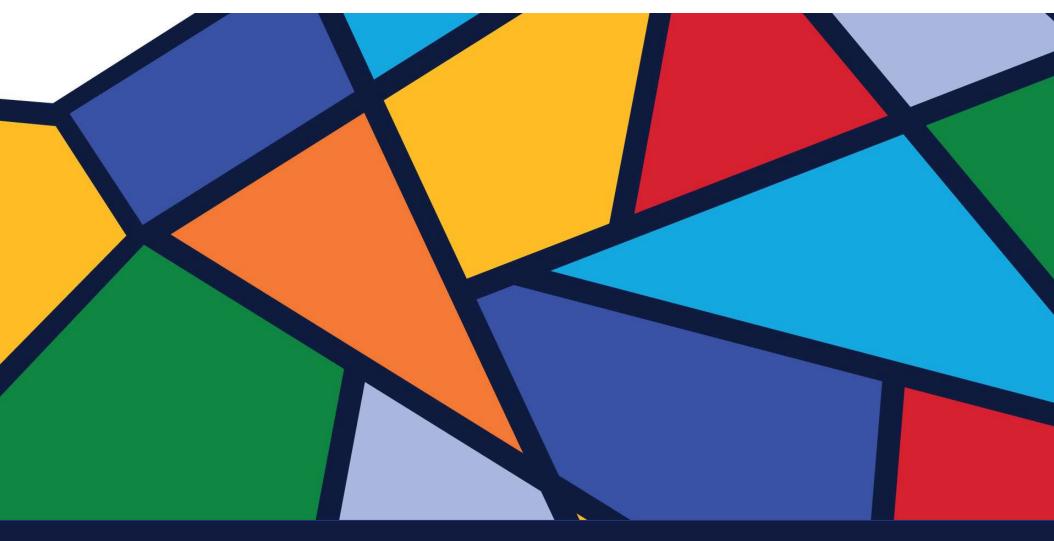


"Southwest didn't disappoint. In fact, they exceeded my expectations. From the little things to the big things, I've felt supported during my time here."

Monique B., former Neurodiversity Internship Program Intern & current Associate Software Engineer

In Summer 2022, we welcomed four college Interns to complete a remote, 12-week internship. Throughout the summer, these Interns received valuable work experience, mentorship, and various career development opportunities. Our Interns and their Leaders also received access to a Job Coach during the internship for additional support. Two of our former Interns have since joined the Company full-time, and one other will be returning to Southwest in Summer 2023 to complete a second internship.

INTRO CULTURE & BRAND & COMMUNICATIONS & TALENT VALUES REPUTATION REPORTING



**Southwest** \*