



**CALIFORNIA DEPARTMENT OF INSURANCE  
2015 INSURER SUPPLIER DIVERSITY SURVEY**

Report Type: **Group**

Group / NAIC Code:

**200**

Group / Company Name: **USAA Insurance Group**

**Our company / group enters into contracts to procure goods or services in California.**

1. Does your company / group have a supplier diversity policy statement?

**YES**

*A supplier diversity policy statement is any language that refers to the company's / group's policies in regards to supplier diversity, with the goal of procuring goods and services from diverse businesses*

If yes, provide the supplier diversity policy statement below:

**At USAA, we conduct business in a way that reflects our core values of service, loyalty, honesty and integrity. If you would like to be a part of this tradition of service, please register with USAA Supplier Management at Supplier Registration. USAA has a reputation of leadership in the insurance and financial services industry and is well known for its exceptional customer service. To maintain this position, we must maintain the best buy in terms of quality, service, competitive pricing, innovative business solutions and technology advancements for all areas of our operation. USAA strives to maintain a reputation of fairness, integrity, service and progressiveness. The goal of USAA Procurement is to follow generally accepted world class procurement practices. Part of that effort includes searching for suppliers who support our goals and objectives while continually looking for ways to help lower costs to the association and ultimately its members.**

- Provide a list of all documents in which the statement can be found (i.e. website, co. / group report, board charter, etc.):

**Website**

- If the state is available online, provide link here:

**[https://www.usaa.com/inet/pages/about\\_usaa\\_supplier\\_guide\\_introduction](https://www.usaa.com/inet/pages/about_usaa_supplier_guide_introduction)**

If no, but will be creating one within the next 12 months, provide a timeline for when your co. / group expects the policy statement to be completed and any other details available at this time (i.e. policy language, policy creation team, etc.):

If no, please explain why:

2. Does your company / group have a supplier diversity program?

**YES**

*A supplier diversity program is any formal plan and / or structure that has been setup specifically for the company / group to implement its supplier diversity policy statements.*

If yes, provide an overview of the program:

**USAA's Military Family Supplier Diversity program seeks to create meaningful employment opportunities for veterans**

and military spouses by advocating for the businesses they own and the ones who hire them – assembling and developing the nation’s #1 Military Friendly Supplier Base - and fostering a supplier base that reflects the values and diversity of our membership and the communities we serve.

If no, but will be creating one within the next 12 months, provide a timeline for when your company / group expects the program to begin and any other details available at this time (i.e. program plan, program director, etc.):

If no, please explain why:

3. Does your company / group conduct outreach specifically to diverse businesses?

**YES**

If yes, respond to parts a, b, c, d, and e below.

a. Share all company / group outreach and communication strategies and practices that are conducted specifically to diverse businesses. Specify what outreach is conducted specifically to California diverse businesses:

**USAA's supplier network encompasses all diverse business classifications, with a primary focus on veteran and military family owned businesses. Our primary means to encourage and seek veteran and military family owned businesses is through outreach and sponsorships in national organizations including The Rosie Network, The National Veteran Owned Business Association, and The Coalition for Veteran Owned Business. Additionally we participate or attend national conferences and councils including The Conference Board's Supplier Diversity Council, The US Chamber's Hiring Our Heroes Employer summits, the Institute for Veterans and Military Families' disabled veteran and women veteran training programs, as well as the WBENC and National Veterans Small Business Conferences.**

b. Share any outreach and communication strategies and practices about supplier diversity conducted internally to company / group employees:

**We advocate for military family businesses in our procurement processes, regularly engage senior leadership, and closely align with other veteran and diversity programs in USAA including HR, Military Advocacy Group, Military Transitions, and Corporate Development. We also conduct outreach efforts within our lines of business to seek opportunities to include military family businesses.**

c. Check below all outreach and communication practices in which your company / group engages:

**EVENT** – seminars, meet-and-greets, summits, etc.

- Host matchmaking
- Host supplier diversity events
- Internal Awards Program
- Participate in matchmaking
- Participate in supplier diversity events
- Sponsor matchmaking
- Sponsor supplier diversity events

Share the name of an event you attended / hosted that has best guided and / or influenced growth of your Supplier Diversity efforts:

**MEDIA** – advertising, announcements, interviews, webinars, etc.

- Traditional media (newspaper, television commercial, etc.)
- Ethnic media outlets

Social media; please specify: **Facebook, Twitter and Linked In**

Trade publications

Share the name of a media group or outlet that has best guided and / or influenced growth of your Supplier Diversity efforts:

**ORGANIZATIONS** – membership, affiliation, sponsorship, etc.

Member of a certification agency

Member of ethnic chamber of commerce

Member/affiliate of other organization, please specify:

**The Coalition for Veteran Owned Business, The Conference Board's Supplier Diversity Council**

Share the name of an organization that has best guided and / or influenced growth of your Supplier Diversity efforts:

**The Institute for Veterans and Military Families**

**PROGRAMS** – mentorship, training, locator, etc.

Diverse supplier registration portal

Manage and run a supplier diversity mentorship program (in-house)

Participate in a supplier diversity mentorship program

Subscriber to a supplier locator program (or 3rd party service that identifies diverse suppliers)

Operate a website dedicated to a Supplier Diversity Program

Technical assistance / training program for diverse suppliers

Share the name of a program that has best guided and / or influenced growth of your Supplier Diversity efforts:

d. Explain how, and to what extent, these strategies and practices have been successful in establishing relationships with diverse businesses:

**We are sponsoring The Rosie Network to increase the visibility of veteran and military spouse businesses as a part of the Coalition for Veteran Owned Business certification process. This network once complete will enable access to more veteran and milita**

4. Does your co. / group require and/or encourage its primary suppliers to subcontract with diverse businesses? **YES**

If yes:

a. Do you track procurement spend with Tier 2 diverse suppliers? **NO**

b. Please explain:

**Our supplier diversity program conducts specific outreach and encouragement of our suppliers to establish or strengthen their programs to use veteran and military family businesses in their supply chain. We also support a specific recognition program to**

5. Does your co. / group set internal targets or goals in regards to its supplier diversity statement and / or program? **YES**

If yes, please explain:

**We are currently benchmarking 2013 and 2014 diverse spend data and will establish a strategic goal with associated**

objectives for the program once complete.

6. Describe in detail any updates, progress, and / or best practices established by your company / group in the two years since the 2013 Insurer Supplier Diversity Survey was administered; include any awards or recognition received for Supplier Diversity work:

USAA's Military Family Supplier Diversity program was established in January 2013. Since then, we have expanded our focus from veteran-owned businesses to include military spouse-owned businesses and are encouraging and assisting our suppliers in establishing veteran and spouse hiring programs, as well as use of veteran and spouse-owned businesses. We are a founding member of The Coalition for Veteran Owned Business which seeks to support success of all military enterprises by connecting them with entrepreneurial education and training, corporate support and business opportunities, small business resources and solutions, and commerce and supplier opportunities. We have taken a leadership role in advocating for veteran and military spouse owned businesses, becoming the exclusive 4-star corporate member of the National Veteran Owned Business Association (NaVOBA) and their annual Vetpreneur of the Year award. USAA also sponsors The Rosie Network, a nonprofit organization strengthening today's military families by providing our veteran and military spouse business owners with the critical marketing tools, training and financial resources necessary to launch and/or grow their small businesses in the communities in which they live and serve. We also sponsor The Institute for Veterans and Military Families (IVMF), the first national center in higher education focused on the social, economic, education and policy issues impacting veterans and their families after their service.

7. Additional Comments:

USAA's program is unique due to our focus on the military community. We actively seek veteran-owned, military spouse-owned, and military friendly businesses that align with USAA's and our member's values. We also look beyond the standard diversity classifications and consider how potential suppliers are supporting the military community through hiring initiatives, military service organizations, and community involvement. We also engage, educate, and assist our supplier network with their veteran and military spouse hiring efforts, as well as use of veteran-owned and military spouse-owned businesses.

8. Points of contact for the company's / group's supplier diversity operations for diverse business enterprises:

#### PRIMARY CONTACT

Contact Name:	Wayne Shanks
Title:	Supplier Diversity Advisor
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#### SECONDARY CONTACT

Contact Name:	Frank Lugo
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#### GENERAL CONTACT

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Title:	Executive Director, Client Relationship Manager

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LIST OF COMPANIES INCLUDED IN THIS REPORT

Company Name	Company NAIC Number
United Services Automobile Association	25941
USAA Casualty Insurance Company	25968
USAA General Indemnity Company	18600
Garrison Property and Casualty Insurance Company	21253
USAA Life Insurance Company	69663
USAA Direct Life Insurance Company	72613