

THE DECONSTRUCTION OF DEI IN AMERICA

Donald Trump's decisive victory over Kamala Harris in November has led to America's biggest brands and universities scrapping or dramatically altering their DEI programs. The decision to move on from DEI initiatives in business "reflects a majority view among Americans" that "workers' support of corporate diversity efforts has softened."

Did you know...?

- Trump's dismantling efforts are currently underway following his Day 1 executive order putting an end to Biden-era programs in the federal government and place those staff on leave. The impact is already being felt. The Departments of Agriculture, Treasury and Labor have removed their DEI webpages, and the FCC has terminated its plan to promote DEI. NASA's acting administrator is also "moving swiftly" to end those programs in the agency.
- Numerous high-profile companies have drastically curbed or scrapped DEI initiatives in their workplace. These companies include Amazon, Boeing, Brown-Forman (owner of Jack Daniels), Caterpillar, Ford, Harley-Davidson, John Deere, Lowe's, Molson Coors, McDonalds, Meta, Nissan, Stanley Black & Decker, Tractor Supply, Toyota and Wal Mart.
- According to the Associated Press, "dozens" of DEI programs have closed in states that include Alabama, Florida, Kentucky, Missouri, North Carolina, Iowa, Nebraska and Texas. Additionally, "lessons about racial and gender identity have been phased out."



In July 2024, CNN "quietly disbanded" its "Race and Equality" team in what was reported a major restructuring. According to the New York Post, a CNN spokesman said "for all intents and purposes, the team is not a team anymore," adding that they were reassigned to different areas.

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Executive Summary

On Day 1 of Donald Trump's presidency, he [delivered](#) on his campaign promise to put an end to Diversity, Equity, and Inclusion (DEI) programs in the federal government.

DEI programs were intended to support marginalized communities and foster inclusiveness greatly expanded following the 2020 Black Lives Matter protests. In practice, these costly programs did not function as intended, and in some cases actually created further division and discrimination. According to [Daily Caller](#), research has suggested that “billions of dollars corporate America, academia and government agencies have spent on diversity training have done little to impact people's behavior.” In higher learning, DEI played a significant role in [stifling](#) free speech and [fueling](#) the rise of antisemitism.

Donald Trump's decisive victory over Kamala Harris in November has led to America's biggest brands and universities [scrapping](#) or dramatically altering their DEI programs. The [decision](#) to move on from DEI initiatives in business “reflects a majority view among Americans” that “workers' support of corporate diversity efforts has softened.” Higher learning is following suit, with college and universities dismantling their DEI offices and changing course titles and descriptions.

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Trump Has Delivered On His Promise To End DEI In The Federal Government

- After campaigning to end DEI, Trump's dismantling efforts is currently [underway](#) following his Day 1 executive order putting an end to Biden-era programs in the federal government and place those staff on leave. The impact is already being felt. The Departments of Agriculture, Treasury and Labor have removed their DEI webpages, and the FCC has terminated its plan to promote DEI. NASA's acting administrator is also “[moving swiftly](#)” to end those programs in the agency.
- According to Trump's executive order, DEI [policies](#) “undermine our national unity, as they deny, discredit, and undermine the traditional values of hard work, excellence, and individual achievement in favor of an unlawful, corrosive, and pernicious identity-based spoils system.”

Workplace DEI Initiatives Are Falling Out Of Favor In The Private Workplace

- In the wake of George Floyd's unfortunate death in 2020, companies [embraced](#) DEI in order to [address](#) “societal injustices that impact historically marginalized groups.” However, that has changed recently. According to [The New York Times](#), DEI positions have “plunged” and investors are no longer mentioning the issue during investor calls. According to ZipRecruiter, the number of DEI job posts dropped 63 percent in 2023. *The Times* added that the decrease could be perceived as a “sign that companies have walked back their commitments to DEI.”
- According to workplace research organization Buildremote's December 2024 [report](#), 44 prominent organizations have scaled back DEI initiatives since 2023. The report found 29 percent of organizations had dismantled their DEI offices entirely and an additional 29 percent “significantly scaled back their DEI efforts.”

- Workers' support of DEI initiatives in the workplace has fallen according to [Pew Research Center](#). A recent Axios [poll](#) found that 41 percent support rolling back DEI in the workplace.

Sensing The Detrimental Effect Of DEI Policies On Workers, Companies Are Curbing Or Doing Away With DEI Altogether

- Numerous [high-profile](#) companies have drastically curbed or scrapped DEI initiatives in their workplace. These companies include Amazon, Boeing, Brown-Forman (owner of Jack Daniels), Caterpillar, Ford, Harley-Davidson, John Deere, Lowe's, Molson Coors, McDonalds, Meta, Nissan, Stanley Black & Decker, Tractor Supply, Toyota and Wal Mart.
- Transportation and auto manufacturers Ford, Harley-Davidson, Nissan and Toyota have scaled back [their](#) focus on DEI. Ford "will [no longer participate](#) in the Human Rights Campaign surveys and has rescoped its employee resource groups." Harley-Davidson [scrapped](#) its DEI team and no longer has hiring quotas or supplier goals on its books. [Nissan](#) "scaled back its U.S. commitments by no longer participating in LGBTQ+ surveys and events and ending mandates for diversity-related trainings." Toyota has [halted](#) its participation in DEI surveys.
- Boeing "[dismantled](#)" its global DEI department.
- Big Tech [companies](#) Amazon and Meta (owner of Facebook and Instagram) are "winding down" their DEI efforts. Meta intends to scrap its DEI team by "ending equity and inclusion programs" and wind down the company's hiring and representation goals.
- Heavy construction and farm equipment [manufacturers](#) Caterpillar and John Deere will no longer support or participate in social and cultural awareness events.
- Home and farm improvement giants Lowe's and Tractor Supply are limiting or scrapping their participation in DEI initiatives. Lowe's has [ceased](#) its sponsorships and participation in festivals and parades as well as opting in to Human Rights Campaign surveys. Tractor Supply was "[among the first](#)" companies to announce it would pull out of DEI. Toolmaker Stanley Black & Decker [removed](#) DEI initiatives from its website.
- Adult beverage [giants](#) Brown-Forman (Jack Daniels) and Molson Coors ended DEI programs. Additionally, Molson Coors slashed its "supplier diversity quotas."
- Fast food titan [McDonalds](#) has shifted away from DEI initiatives by retiring senior leadership diversity goals and a program encouraging its suppliers to increase minorities in their leadership ranks and diversity training. The company has also paused its participation in "external surveys."
- Wal Mart, the world's largest retailer, [announced](#) in November 2024 that the company was retreating from DEI, saying it would no longer prioritize suppliers owned by women and minorities and that it would not commit another five-years to a racial equity center formed after the George Floyd Killing. The company also stopped participating in a gay rights index.
- Other [companies](#) who have scaled back DEI or have reduced staff for those programs include DoorDash, Google, Lyft, Microsoft, Snapchat, Tesla, Wayfair, Zoom and [Comcast](#).

Across The Country, American Colleges And Universities Have Been Dismantling Their DEI Offices And Programs

- According to the [Associated Press](#), "dozens" of DEI programs have closed in states that include Alabama, Florida, Kentucky, Missouri, North Carolina, Iowa, Nebraska and Texas. Additionally, "lessons about racial and gender identity have been phased out."
- Numerous high-profile schools have [pared](#) back its focus on DEI. In Utah, Weber State University and the University of Utah "eliminated all their cultural centers." The University of North Texas has removed references to race and equity in course titles and descriptions. The University of

North Florida closed its cultural centers as well as its interfaith and intercultural centers. The University of Missouri scrapped its DEI office and the University of Michigan, the “most ambitious and well-funded DEI programs” in the country, cut faculty hiring and promotion diversity statements.

- The North Carolina public university system [slashed](#) nearly 200 DEI staff positions within its ranks. The actions [follow](#) University of Florida and the University of Texas who have dismantled their DEI offices and cut staff.

Major Media Organizations Have Also Taken Steps To Pare Down DEI Initiatives

- In July 2024, [CNN](#) “quietly disbanded” its “Race and Equality” team in what was reported a major restructuring. According to the [New York Post](#), a CNN spokesman said “for all intents and purposes, the team is not a team anymore,” adding that they were reassigned to different areas.