Shaping Your Hiring Process to Identify, Attract, Qualify, and Influence Top Diversity Talent
Job Seeker Statistics & Contributing Factors

Your hiring and interview process needs to involve strategy, marketing, quality assurance, consistent communication, continuous improvement, and a true partnership to engage, qualify and appeal to top IT talent!

- **70%** of job seekers are invisible online.
- **78%** of active job seekers use social media.
- An average tech professional has **3** offers within **5** days.
- **85-95%** of qualified candidates aren’t interested.
- **73%** of candidates are passively looking.
- Technical job seekers receive **32** solicitations daily via LinkedIn.
Top 8 Reasons Managers Lose Top Talent

1. Lengthy process
2. Negative interview process
3. Not “sold,” i.e., poor marketing
4. Inaccurate/incomplete job details
5. Unrealistic requirements list
6. More appealing offers
   ➢ Pay, benefits, flexibility
7. “Over-interviewed” for role
8. “Too many cooks” issue

Process QA:
- How many steps?
- How long in between & total?
- Where can we lessen?
- What “candidate motivators” can we speak to?
- What else can we do with candidates we like?
What information can ATTRACT good candidates?

➢ We are good at giving the “requirements,” but not “information advantages” or “candidate marketing” details that can speak to motivators!

➢ Goal: learn how to do inbound marketing → inbound recruiting, where you are more effectively marketing the details your “target audience” (candidates!) care about, so they are coming to you!
Communicating 10Ps to Attract Top Talent

Understand Motivators of Tech Professionals
Identify Position Attractors (6+/10)
Build into Job Description OR Communicate to Hiring Partner
Strategize & Practice ‘Position Pitch’ for Interviews

**Leadership Discussion:** What other information can you 1.) get, 2.) capture and 3.) communicate to your hiring partners to help them 1.) attract, 2.) engage, 3.) excite and 4.) retain during the submittal/interview process?
Re-Think Your Requirements

Apply 80:20 rule, identify candidates with 80%+ of skills

Remove degree requirements

Development Plan/Upskilling for remaining skills

Communicate DEI initiatives, training opportunities, mentorship programs, other growth options and potential career paths

- PLUS → PERK!

You can open up your candidate pool, make positions more enticing AND build long-term loyalty if you convert 1-2 requirements into “nice-to-haves”
### Set up a ‘Professional Diversity Network’ for Distributing Jobs

#### Job Distribution Network

<table>
<thead>
<tr>
<th>PDN Job Distribution Network</th>
<th>Description</th>
<th>Target Audience</th>
<th>Partner Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>iHispano.com</td>
<td>iHispano provides a professional network for Latinos that is far more engaging and welcoming than a typical job board</td>
<td>Hispanics</td>
<td>Job &amp; Media Distribution</td>
</tr>
<tr>
<td>BlackCareerNetwork.com</td>
<td>Black Career Network provides a professional network for African-Americans that is far more engaging and welcoming than a typical job board.</td>
<td>African Americans</td>
<td>Job &amp; Media Distribution</td>
</tr>
<tr>
<td>WomensCareerChannel.com</td>
<td>Women’s Career Channel provides a professional network for Women that is far more engaging and welcoming than a typical job board.</td>
<td>Women</td>
<td>Job &amp; Media Distribution</td>
</tr>
<tr>
<td>Military2Career.com</td>
<td>Military 2 Career provides a professional network for Veterans that is far more engaging and welcoming than a typical job board.</td>
<td>Veterans</td>
<td>Job &amp; Media Distribution</td>
</tr>
<tr>
<td>ProAble.net</td>
<td>ProAble provides a professional network for professionals with disabilities that is far more engaging and welcoming than a typical job board.</td>
<td>Professionals with disabilities</td>
<td>Job &amp; Media Distribution</td>
</tr>
<tr>
<td>Acareers.net</td>
<td>Asian Career Network provides a professional network for Asian-Americans that is far more engaging and welcoming than a typical job board.</td>
<td>Asian Americans</td>
<td>Job &amp; Media Distribution</td>
</tr>
<tr>
<td>OutProNet.com</td>
<td>Out Professional Network provides a professional network for LGBTQ professionals that is far more engaging and welcoming than a typical job board.</td>
<td>LGBTQ</td>
<td>Job &amp; Media Distribution</td>
</tr>
</tbody>
</table>

All of our jobs get published to a diversity network!

**POC:**

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Recruit from Diversity Programs/Groups

1. STEM Workforce Development Nonprofits

2. Veterans-focused organizations

3. Meetup Groups/Associations
   1. WITI (Women in Tech)
   2. Women Who Code
   3. Blacks in Tech
Additional Apex Resources

1. [Apex ‘Management Tips’ YouTube Playlist](#)
2. [Apex Hiring Tips articles and checklists](#)
3. [On-Demand ‘Diversity Hiring’ Training](#) (one hour)
Diversity@Apex

Cultural Awareness Events
Monthly Observances
DEI Speakers
Resources/Fact sheets

Percipio

Video clips to engage dialog
DEI book club content

ERGs

Get connected with ERG’s and learn about different communities at Apex and how you can best support your fellow peers!

Trainings

#IamRemarkable
DEI leadership course

A Look at Apex Resources

1. Anti Harassment and Discrimination Policy.pdf
2. Americans with Disability Act.pdf
3. Senior Professional in Human Resources: Employee Management
4. Corrective Action Form

Apex Hotline

Apex strives to provide employees with a comfortable and safe work environment. If you are faced with any situation which does not live up to our Core Values, or simply makes you uncomfortable, and you do not know where to turn, call the Apex Hotline. You can call at anytime and are not required to leave your name.

1-866-790-APEX
ERG Purpose and Function

• What is an ERG?
  • Employee Resource Groups are voluntary, employee-led groups designed to help build community and foster a diverse, inclusive workplace.
  • ERGs are a business function intended to support the development of the employee population in alignment with organizational goals.

• How does an ERG benefit my career growth?
  • Each group’s leadership is tasked with creating engaging content, events and initiatives.
    ▪ There will be training, networking, educational, and mentorship opportunities offered to those actively involved in the various ERGs.

• ERGs are NOT social groups or “chat rooms”– our goal is to create communities where we can help each other develop and grow within our careers.

*Apex is committed to being an organization where everyone is able to show up as their full self AND be valued for what you bring to the table.*
Active ERG’s

- **WOMEN@APEX**
  - WOMEN
  - EMPLOYEE RESOURCE GROUP

- **BLACK@APEX**
  - BLACK/AFRICAN AMERICAN
  - EMPLOYEE RESOURCE GROUP

- **PRIDE@APEX**
  - LGBTQ+
  - EMPLOYEE RESOURCE GROUP

- **FAMILIES@APEX**
  - SUPPORTS WORKING FAMILIES
  - EMPLOYEE RESOURCE GROUP

ERG’s on Deck

- **50FORWARD@APEX**
  - MULTI-GENERATION WORKFORCE
  - EMPLOYEE RESOURCE GROUP

- **DAE@APEX**
  - DISABILITY AWARENESS AND EDUCATION
  - EMPLOYEE RESOURCE GROUP

- **EPIC@APEX**
  - EMPOWERED PEOPLE INCLUSIVE CULTURES
  - EMPLOYEE RESOURCE GROUP

- **VALOR@APEX**
  - SUPPORT MILITARY VETS AND THEIR FAMILIES
  - EMPLOYEE RESOURCE GROUP
#IamRemarkable is a Google initiative empowering women and underrepresented groups to speak openly about their accomplishments in the workplace and beyond, thereby breaking modesty norms and glass ceilings.

In this interactive session, you will participate in group discussions and exercises to develop the confidence and skills to promote yourself effectively.

During the 90 min #IamRemarkable workshop we will:
- Share data and research regarding self promotion and unconscious bias
- Go through the main exercise to help you articulate your achievements and practice self promotion
- Have a discussion and share take home exercises