

2021

DIVERSITY HIRING REPORT



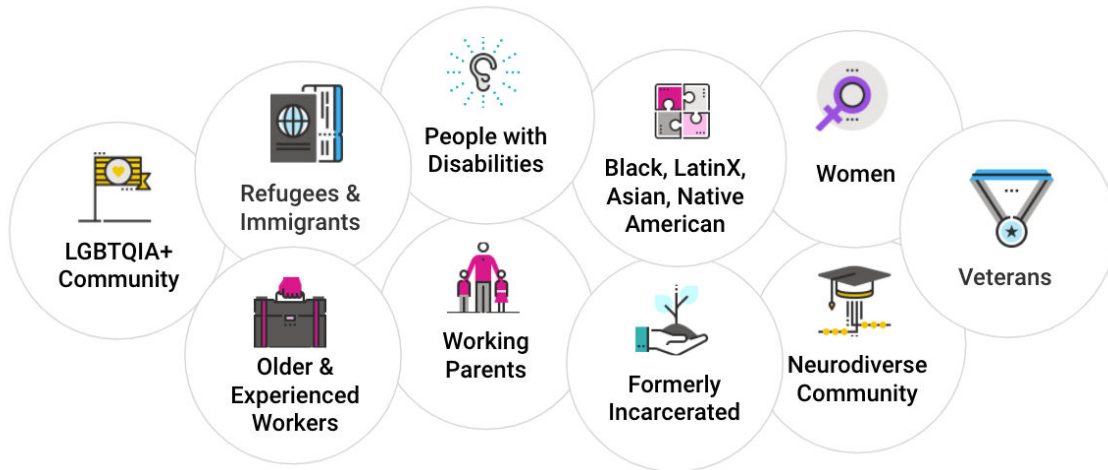
LATIN
INSIGHTS



2021

DIVERSITY HIRING REPORT

The path to growing diversity in our workforce starts with understanding the needs and perspectives of underrepresented job seekers we hope to hire and support. To build awareness and inspire action, Mathison and Latin Insights partnered to launch our inaugural Diversity Hiring Report. We studied nearly 500 job seekers from underrepresented communities to explore the challenges faced, gaps in hiring, unique viewpoints and tangible ways employers shift their hiring practices. We hope the study heightens the awareness that builds support for the vulnerable communities we seek to empower:



A Note on Terminology

Throughout the report we refer to the community we studied as "underrepresented job seekers." Rather than refer to this group as "diverse job seekers" we intentionally use this language to represent intersectional diversity and rather to focus on marginalized and vulnerable populations who are underrepresented in the workforce.

Our Methodology

Latin Insights and Mathison conducted N=497 online interviews among minority job seekers from January 20-25, 2021. By definition, all job seekers had to state that they had been actively looking for a job then or over the previous twelve months. The overall margin of error is +/-3.38% at the 95% confidence interval.

Key Findings:

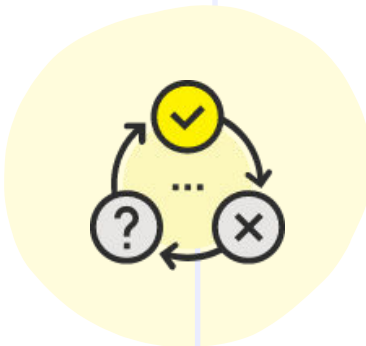


Diversity Efforts are Crucial but not Visible to Job Seekers

81% of underrepresented job seekers believe it's important for employers to invest in diversity but only 6% have clarity on employers' diversity goals or efforts based on what they observe in the hiring process.

Diversity is Seen as a Disadvantage to Many

Half of underrepresented job seekers (50%) believe being from an underrepresented community is a disadvantage.



Job Seekers Face Significant Bias in the Hiring Process

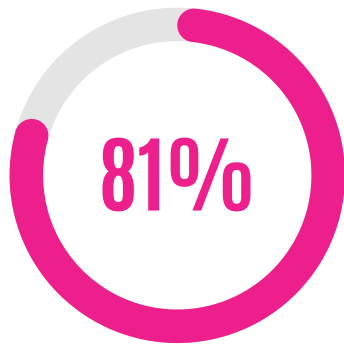
62% of underrepresented job seekers report they have experienced bias or been treated differently in the hiring process.

There is a Major Need to Focus on Fair & Representative Interviews

For 76% of underrepresented job seekers have observed a lack of diversity on interview panels; 67% reported completing an interview and never receiving feedback. 74% of job seekers report never being offered an informational interview.



Diversity Efforts are Crucial but not Visible to the Majority of Job Seekers



Most Job Seekers Believe Investing in Diversity is Important

81% of underrepresented job seekers believe it's important for employers to invest in diversity

Nearly No Job Seeker is Clear on Employers' Diversity Goals or Efforts



only 6% have clarity on employers' diversity goals or efforts based on what they observe in the hiring process.

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"Authentically communicating and living a commitment to diversity is key. In addition to vocal commitments and episodic celebrations of diversity, organizations must formally communicate key actions taken, metrics and success stories within their DEI programs to send a stronger signal to under-represented candidates in the hiring process."

- Rajiv Desai, Founder/CEO Chrysalis LLC

Diversity is Seen by Many as a Disadvantage



Only one in four underrepresented job seekers (26%) sees being from an underrepresented community as an advantage.

Half (50%) of underrepresented job seekers believe that being from an underrepresented community is a disadvantage.

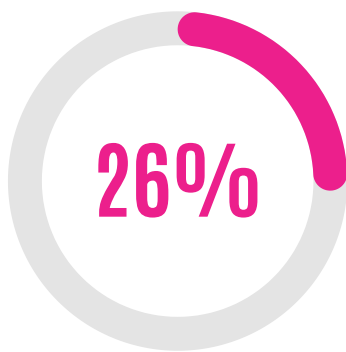


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"Many underrepresented ethnic communities still see diversity as a disadvantage, and resort to resume-whitening, which research shows can double your chances of getting a call back. It's key that organizations start addressing these disparities and proactively supporting job seekers from all communities."

- Steven Huang, Founder, Millennial HR Design

There are Major Gaps and Missed Opportunities in the Hiring Process



Only 26% of underrepresented job seekers report that employers communicate the full hiring and interview process in advance, including timelines and what to fully expect.

Most Job Seekers are Not Given the Option to Self Identify in the Hiring Process



Only 37% of underrepresented job seekers in the hiring process have been regularly given the option to self-report the underrepresented groups they may be part of.

Job Seekers Continue to Face Bias Throughout the Hiring Process

62%

62% of underrepresented job seekers say they have experienced bias or been treated differently in the hiring process.

50% of underrepresented job seekers have observed exclusionary or biased terms in job descriptions.



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"The candidate experience of underrepresented groups reminds us of the importance of addressing bias in the hiring process. Inclusive communication especially through job ads is an early indicator of your commitment to inclusion."

- Rocki Howard, Chief Diversity Officer at SmartRecruiters

The Interview Process Presents Significant Opportunity to Address Bias



Four in five underrepresented job seekers (76%) have observed a lack of diversity on interview panels.

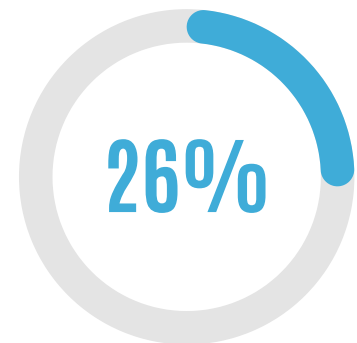
Most Underrepresented Job Seekers Have Been 'Ghosted' After Interviews



67% reported completing an interview and never receiving feedback.

Most Haven't Been Offered an Informational Interview

Only 26% of underrepresented job seeker reported being offered an optional informational interview to speak to someone at the organization outside the formal hiring process.



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“Organizations can minimize bias in the hiring process by focusing on getting the fundamentals right. This comes down to ensuring all interviewers have prepared questions in advance, that they are trained to write up a strong evaluation and that interviewers are coached to call out bias with confidence during the debriefs. These collectively will help ensure a more inclusive, fair and equitable experience.”

- Mita Malick, Head of Inclusion, Equity and Impact at Carta

Pay Equity is a Top Concern for Job Seekers



A Lack of Pay Transparency

Nearly one-third of underrepresented job seekers (31%) have not been made aware of the salary range of the position for which they are interviewing.

Pay Falls Below Expected Ranges for Most Diverse Job Seekers



Three in five underrepresented job seekers (61%) reported that the salary range was below their expectations.



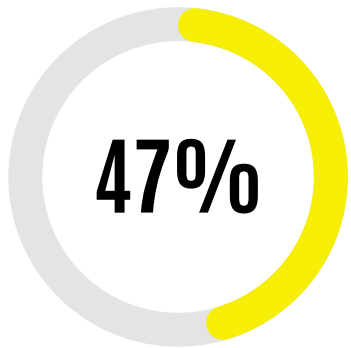
Only 8% of underrepresented job seekers said offers were above the expected range.



Pay equity is critical to dismantling systemic racism within organizations. Only when employees receive equal pay for equal work can true inclusion and belonging be achieved. By unmasking the process of pay equity, promotion equity, development equity and removing bias and obstacles organizations are able to set the framework to a clearer and fairer future.

- Simon Fenwick, EVP of Talent, Equity & Inclusion, 4A's

Most Job Seekers Don't Receive Onboarding Support or Mentorship



Only 47% of underrepresented job seekers reported receiving communications, resources and assistance to settle into a new job.

Only 22% of new hires from underrepresented groups have been connected to mentorship or sponsorship



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"Purposeful onboarding sets new team members up for success and accelerates company performance, while mentorship and sponsorship are fundamental markers of allyship, equity, and inclusion. "

- Natasha Kehimkar, CEO, Malida Advisors

Actions Employers Can Take to Empower All Job Seekers



Make your Diversity Efforts and Goals Visible

Be proactive in communicating your diversity commitment, goals and progress to job seekers. Even if you are early in this process, it will go a long way in building awareness of how serious you are about welcoming everyone into your organization.



Assess your Entire Hiring Process for Potential Bias

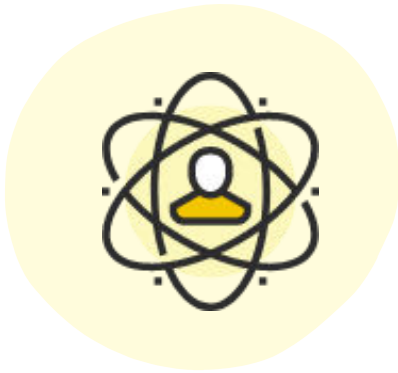
Be intentional about assessing each step of your hiring process to determine where you have room to improve accessibility, reduce bias and develop more inclusive experiences for job seekers. You can leverage Mathison's Equal Hiring Index and learn more here: [Mathison.io/index](https://mathison.io/index)



Focus Efforts on Fair and Representative Interviews

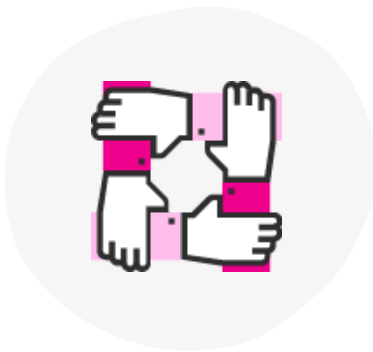
Make your interviews a fair and empowering experience for job seekers by ensuring everyone follows a structured approach, you have diverse interview panels, a system to provide feedback to everyone who completes an interview. Consider offering informational interviews as an option to job seekers who want to informally learn more about your organization.

Actions Employers Can Take to Empower All Job Seekers



Make Salary Ranges Transparent to All Upfront

Be proactive in communicating salary ranges upfront and early in the hiring process to job seekers. Make sure your hiring teams are equipped with this information so there are no surprises for job seekers late in the process. Take the opportunity to correct pay gaps that you observe when crafting your job offers. You have the chance to elevate those who have been historically underpaid.



Connect New Hires to Onboarding Support & Mentorship

Ensure your new hires feel empowered and supported as they start their new opportunity with you. Proactively communicate and offer support to new hires in the time leading up to starting the new job. Work to connect new hires to mentorship opportunities and sponsorship from your organization's leaders. These will go a long way in helping team members grow and advance in your organization.



"In a generation or less, the workforce will be a New Majority of minority groups. Communities that are currently not in the mainstream will become a collective consumer colossus. Organizations that hire now for that future will be leaders in global markets."

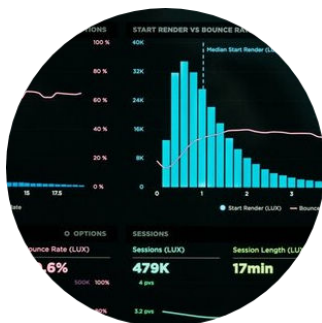
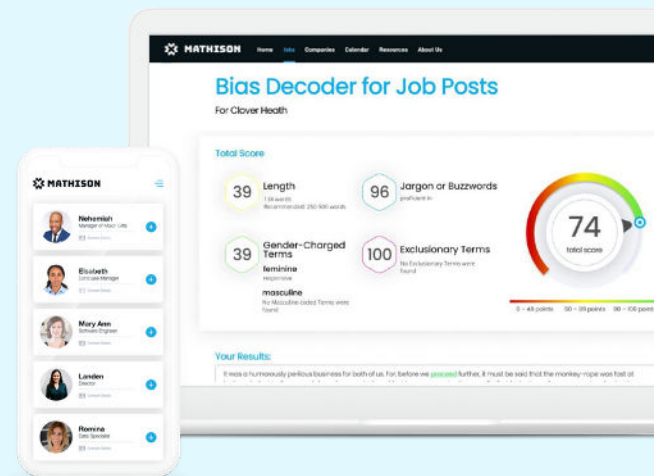
- John Wang, President of Asian American Business Development Center

Learn More and Join the Movement



Mathison has pioneered research and technology on diversity hiring, equipping employers with a holistic solution to manage their diversity hiring in one place, including top-of-funnel diversity sourcing, a system to reduce bias in hiring, and tools to mobilize the entire workforce in diversity hiring efforts.

Learn more at: [Mathison.io](https://mathison.io)



For more than two decades, Latin Insights has used state-of-the-art market and opinion research to help Fortune 1000 firms, major nonprofits, political leaders and others refine and achieve their strategic objectives and communications. With particular expertise in multicultural affairs, it advises clients on Diversity, Equity & Inclusion (DEI) and related issues.

Learn more at: LatinInsights.com

"Let's not allow perfection get in the way of us making progress on advancing diversity in our organizations. This work by nature must be iterative and even the smallest steps are ones forward."

- Arthur Woods, Co-Founder



"If organizations truly want a diverse and inclusive culture, they need to start with the hiring process and later provide underrepresented employees the right support to excel in the workplace."

- Marcela M. Berland, President

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