

JOBVITE

**Why Your
Company Should
Double Down on
Diversity, Equity,
and Inclusion
(DEI) Initiatives
This Year**





Table of Contents

- Introduction 3
- The Importance of DEI to Job Seekers 4
- Why Employers Should Be Paying Attention to DEI 6
- How to Prioritize DEI Initiatives This Year 8
- How Recruiting Efforts Can Amplify DEI 13
- Getting Started With DEI (A Short Checklist) 15



Introduction

The job market is more challenging than ever for employers. The **latest data** from the Bureau of Labor Statistics indicated that unemployment has reached historically low levels (3.4%) and more than 517,000 jobs were added in January 2023. With the number of job openings now hovering again above 11 million, candidates continue to remain in the driver's seat, despite notable layoffs in the tech sector.

In today's difficult recruiting environment, candidates are emboldened to seek out roles and companies that match their expectations. They want a supportive workplace that aligns with their own values, including an active focus on diversity, equity, and inclusion (DEI) initiatives. And they're willing to pass on roles within companies that do not demonstrate commitment to DEI. Let's take a look at the importance of DEI to job seekers today, examine what the most strategic employers are doing to bolster diversity recruiting programs, and provide practical takeaways you can use in your business to strengthen your own DEI initiatives.



The Importance of DEI to Job Seekers

Have an Active Voice

Workers today want their employer to have an active voice in moral and social justice conversations. According to Employ data, 45% of job seekers today want employers to actively focus on social justice and diversity, equity, and inclusion. Companies may find that not taking the opportunity to prioritize DEI will make them less attractive to potential employees. In fact, 38% of candidates would turn down a job offer if the company lacked diversity in its workforce or had no clear goals for improving diversity.

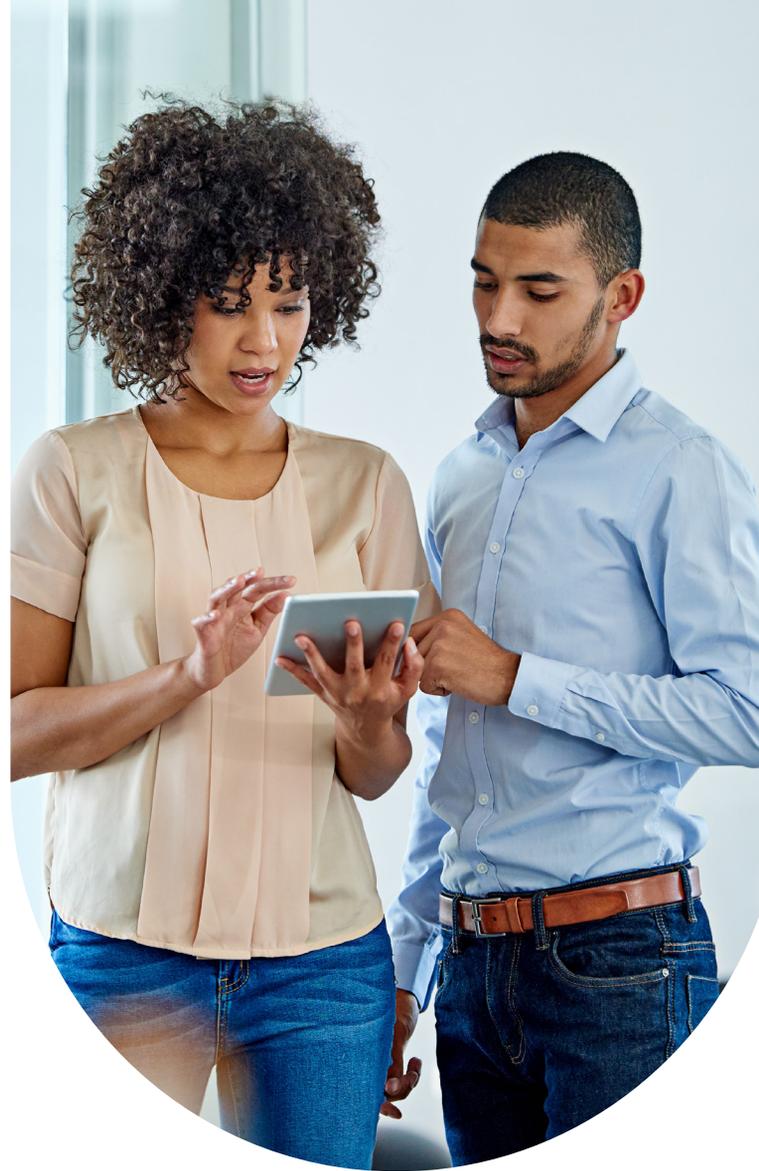
Candidates today feel empowered to seek out and inquire about a company's DEI practices. Employ data reveals that 81% of job candidates checked a company's website for their stance on DEI before applying and 71% reviewed job postings to ensure inclusive language was used. Nearly two-thirds (65%) also researched a company's stance on social issues, and 64% checked a company's website for diversity stats. More than half (57%) of all job seekers asked their employer about the culture DEI at the company in the interview process.

The Data Reveals

This data reveals that candidates are doing their homework and checking up whether companies are committed and invested in DEI. This data underscores how DEI has become an integral part of the candidate and employee experience and is not just a checkbox but great for scaling a business with top, diverse talent.

81%

81% of job candidates checked a company's website for their stance on DEI before applying.





Why Employers Should Be Paying Attention to DEI

How to Attract Top Talent

In such a competitive hiring market that favors candidates, companies must clearly communicate their commitment to DEI and demonstrate program effectiveness to attract top talent. Strategic employers recognize the importance of diversity, equity, and inclusion as a tool for talent attraction and retention, and are investing in expanding their initiatives this year.

It should come as no surprise that businesses benefit greatly from prioritizing a diverse culture of inclusion and support in the workplace. Companies that have a wide diversity of representation in employee ability, gender identity, ethnicity, neurodiversity, familial status, and personal beliefs are more likely to succeed in their industries compared to others who lack this crucial component. It's become a key metric for success that it's now an evaluation category for the Fortune 500 list, reminding companies just how important it is to consistently improve their organizational DEI — and proving that the best lead by example.

How to Improve DEI in Your Organization

Talent acquisition leaders that prioritize a supportive culture as part of their employer brand and focus on DEI in the workplace increase employee commitment and engagement, and drive greater levels of performance. This wider diversity of representation across the organization increases innovation, a sense of belonging, employee happiness, and even the bottom line.

Committing time, resources, and a budget to prioritize DEI can seem challenging at first, but any talent team can improve their organization with the right resources. That's why this guide provides everything you need for improving and expanding DEI in your organization. View the remainder of this eBook for actionable strategies to increase the diversity of candidate slates, improve employee pay equity, and create an inclusive workplace this year.





How to Prioritize DEI Initiatives This Year

Prioritize DEI at Every Level

To create a supportive and inclusive workplace environment, company leaders must come together with talent acquisition teams to prioritize DEI at every level across the organization. Recruiting strategies should reflect that it is a priority for the business and should include a wide variety of employee and community voices. The good news is recruiting teams have received additional budgets in the last few years to work on improving DEI and better connect with diverse talent, and are prioritizing it in 2023.



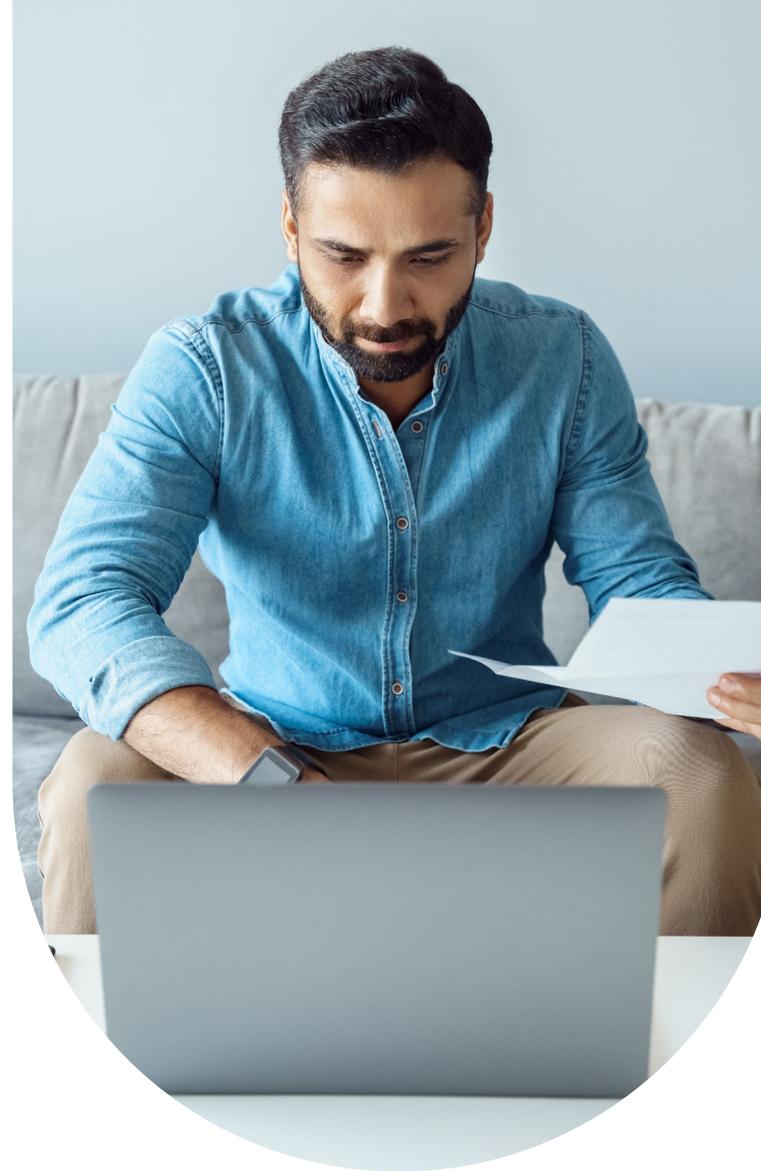
This year, 51% of HR decision makers plan to increase their technology investments in DEI.

Get These Elements Right First

Before you commit to trying an entirely new DEI investment, try some free tools to start gathering data and analyzing DEI in your organization. Just like recruiting, DEI looks different for every company and will have different goals and starting points. Learn where your hiring practices are successful in recruiting diverse candidates, and where they are not. This will help get you started on improving diversity, equity, and inclusion in your organization as a whole.

Start with These Easy, Actionable Strategies:

- **Start with free tools** like the [Job Description Grader](#) to help create more inclusive requisitions and reduce biased language in postings.
- **Measure key recruiting metrics** like source of candidate, conversion rates, and candidate engagement to get to know your talent pool. Metrics help to easily pinpoint areas of improvement as well as create tangible goals for DEI in the organization.
- **Create inclusive content** on career sites and social media to engage with a wider range of professionals in your network. Share employee and community stories to include a variety of viewpoints and lived experiences.



Redirect Recruiting Efforts for the Current Market

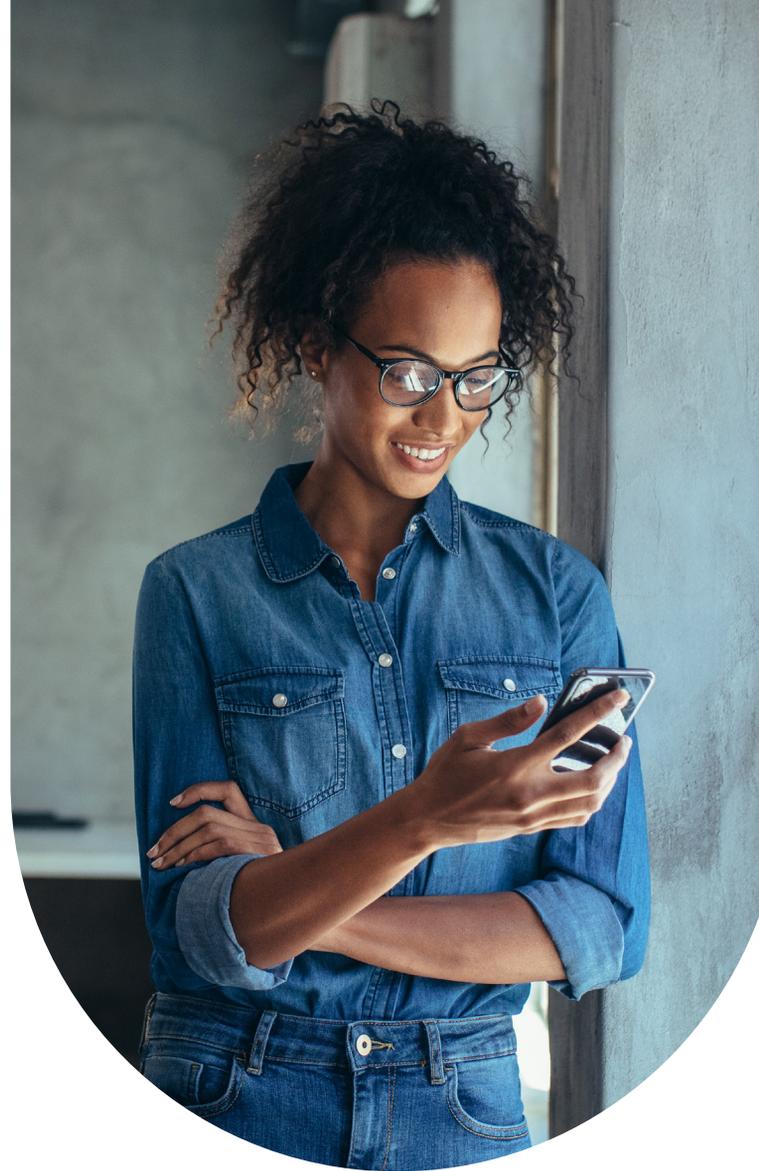
With the challenges of the current labor market, talent acquisition professionals who recognize candidates want a supportive, inclusive environment are positioned to better compete for talent. Company culture and values are increasingly important for job seekers today. In fact, 1 in 5 workers (23%) said that they would accept a job offer because of a company's values, mission, and culture.

With candidate priorities firmly focused on company culture, benefits, flexibility, and DEI, talent teams should resolve to increase investments to meet the demand. The good news is, 51% of HR decision makers plan to increase their technology investments in DEI this year, more than one in three (35%) plan to invest more in employer brand initiatives, and 33% will spend more on DEI programs throughout 2023.



Focus on These Recruiting Efforts with the DEI Lens:

- **Sourcing:** Intelligent sourcing can help automatically find and screen a list of highly qualified, diverse candidates, saving recruiters multiple hours per week per requisition. Leverage intelligent sourcing to reduce bias in the screening process, keeping candidate pools diverse.
- **Relationship Management:** **Candidate Relationship Management** software allows recruiters to keep track of diverse candidates from the very first interaction to onboarding and through internal mobility. It even offers the ability to keep in touch with silver medalist candidates and send them campaigns to stay informed about future opportunities.
- **Workforce Planning:** Use the data of your existing employee population, combined with candidates in your talent network, to get a picture of gaps in diversity of representation on your teams. Pay attention especially to representation among leadership and executive roles. This data can help build your future candidate slates and plan potential needs for hires.
- **Audience planning:** Leverage strategic audience planning to focus on finding diverse candidates from specific groups like veterans, recent college graduates and interns, or active military. Broadcasting your requisition to a variety of job boards and channels will also help ensure a wide range of applicants.



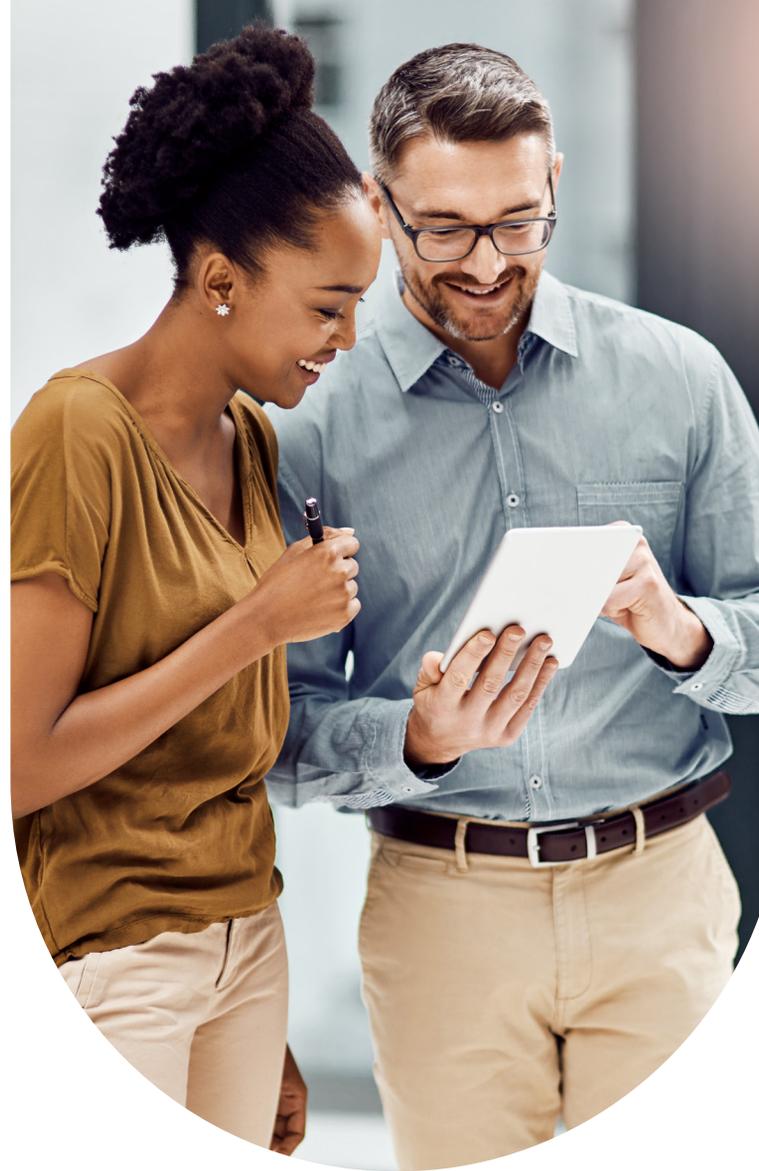
What Makes Candidates Qualified?

The concept of the “ideal candidate” has been a hot topic in talent acquisition for the past couple of years. Some recruiters have gotten stuck trying to pin down the ideal candidate for their company rather than choosing based on role requirements, soft skills, and hiring goals. Talent leaders are revisiting what makes a candidate qualified and are encouraging managers to do the same.

Looking to improve the quality of hire in your company? Many talent teams are on the same page. In fact, 61% of HR decision makers reported that improving quality-of-hire was a top priority for the next 12 months. Strategic recruiters use recruiting automation to find and pre-screen talent, improving hiring outcomes and employee success in a role.

Here’s What Recruiters Are Prioritizing in Each Candidate’s Profile:

- Soft skills like leadership experience and communication
- Certifications and class completions
- Letters of recommendation and network references
- Past applicants and engaged candidates





How Recruiting Efforts Can Amplify DEI

Making the Hiring Process More Accessible

With potential economic headwinds expected over the next 12 months, 61% of HR leaders believe it'll remain difficult to hire new employees this year. Recruiters are responding by making the hiring process more accessible and inclusive to capture and retain quality, diverse talent. They're investing in their processes and technology and are getting budgets to provide better support for existing employees, hiring managers, and candidates.

Strategic companies focused on upgrading their recruiting technology stack to improve key diversity recruiting metrics will more effectively compete for talent. Because the key to winning in such a competitive hiring market is keeping talent pools wide, making the hiring process more inclusive, and engaging silver medalists between job openings. Employers should also prioritize equity in their companies by investing in internal mobility and network referral programs for employees.



Recruiters Can Diversify Their Talent Pools By

- **Interacting on social media:** Keep in touch with potential applicants, passive talent, and past candidates on social media. Share what's going on in your company, tell employee stories, answer questions, post job openings, and give info on referral programs to your network.
- **Creating engagement campaigns:** Your network is full of silver medalists and warm leads for candidates and referrals. Keep leads warm by engaging them through email and text campaigns. Send them job openings that match their candidate profile or offer incentives for employee referrals.
- **Sponsoring learning sessions, events, or webinars:** No matter your industry, there are always thought leaders who put out content to their networks. Find influencers in your industry and see if your company can sponsor an upcoming event or piece of content to generate employer brand awareness. Companies with a strong employer brand spend less money on recruiting efforts.
- **Attending virtual and in-person recruiting events:** Attend virtual and in-person recruiting events and meet with potential candidates. Find hiring events that are focused on bringing together a niche audience, like veterans or with historically black colleges and universities. These events are a great way to connect with job seekers and broadcast the message that your company is hiring.
- **Working with local organizations:** Find local professional or nonprofit diversity groups and work with them to source DEI candidates for open positions. This is a great way to expand niche talent pools like veterans, active military, recent college graduates, specialized professionals like CPAs or PMPs, and other diverse candidate slates. Building a relationship with these organizations can help long-term network growth.



Getting Started With DEI (A Short Checklist)

Investing in Programs

Talent acquisition professionals are constantly working towards diversity, equity, and inclusion in their organizations. While DEI is all about learning and improving over time, there should still be milestones to work towards that motivate stakeholders and improve the fabric of the workforce. Recruiters have found that investing in programs like referral rewards, employee resource groups, and advanced technology all help to increase candidate attraction and employee retention, and bolster your employer brand in the marketplace.



Start Improving and Expanding DEI with This Quick Checklist

Investigate	Current State	Goal State	Benchmark/Metrics
Do we currently have an employee referral program that emphasizes diversity of candidates ? How can we make it more enticing for a wider base of employees to get involved?			
Do we survey our candidates after they complete the application/hiring process? How can we get more candidate feedback on our diversity hiring efforts?			
Do we regularly send out anonymous employee surveys to find areas for DEI improvement in the company? What actions do we take to address the feedback employees provide to us?			
Is remote work offered to every employee that can do their job online so we can expand the diversity of our employee base? What areas of the organization (if any) still require in-person attendance that don't need to?			
What are the benefits of scaling this tactic?			



Make DEI Your Priority This Year

Whether your team is looking to expand an already robust DEI program or is learning how to make it a priority as part of your talent acquisition program, remember, DEI is a journey, not a destination. Most important, start investing in the people, processes, and technologies to move the needle on your DEI programs. The time is now to double down on DEI investments in your business, to take the work of creating a more inclusive, equitable workplace seriously, and to showcase how your employer brand reflects the broader society in which it operates.

Learn more about how Jobvite can support your DEI initiatives on [jobvite.com](https://www.jobvite.com).





About Jobvite

Jobvite, an [Employ Inc.](#) brand, delivers a purpose-built, scalable, and proven end-to-end solution that streamlines complex talent acquisition activities. We act as a strategic partner to empower our customers to meet their ever-changing business needs, driving predictable outcomes, creating engaging candidate experiences, and increasing efficiency by optimizing TA capacity. To learn more, visit [jobvite.com](https://www.jobvite.com) or follow the company on social media @Jobvite.

JOBVITE

