Gem

Top-of-Funnel Diversity Sourcing

Diversity is increasingly a priority for companies; but most recruiting teams don't have great insight into their diversity metrics. This is particularly true at the very top of the funnel—before prospects even apply. But the earliest stage of the pipeline is the most crucial place to have diversity data about, since it's the only part of the funnel over which you can exert control.

Gem's sourcing product offers top-of-funnel metrics to help you understand the pipeline your team is building. Sourcers can report gender (male/female/non-binary/unknown) by individual or in aggregate, so hiring managers can determine if there's bias in the sourcing process—whether by role or by recruiter. We also offer custom fields for tracking other underrepresented groups that TA teams can customize based on their diversity initiatives.

Sourcers and hiring managers can track any of these fields— from response rates to initial outreach all the way through the interview—to determine where their funnel is leaky. They can also slice the data: by hiring manager, department, role, source, and more. After all, you can only move the needle on your sourcing efforts if you know how those efforts break down.

Gem's content reporting feature allows you to try out new D&I content and discover what prospective candidates most want to hear about. We've also integrated with Splash so you can track prospects that RSVP and/or attend your diversity events, and follow-up with them in automated (yet personalized) sequences afterwards. The search feature in our CRM helps you resurface diversity candidates for nurture campaigns—inviting female software engineers to your upcoming Women in Tech event, for example. Because we know how crucial cultivating relationships and building trust is if you want your diversity initiatives to succeed.

"

Gem's metrics help us zero in on stages in the interview process where we're falling short on equitable gender hiring. For one division, we intuited that we were hiring more women than the average team—and we were! We were prepared to roll off our passive sourcing efforts for that division; however, we found that quarter over quarter we were increasing our male conversions at a higher rate between two key interview stages. If we hadn't had access to that data, we wouldn't have been able to strategize on how to allocate our resources properly to fix the trend for that division.

Joel Torres
Lead Talent Sourcer, Twilio
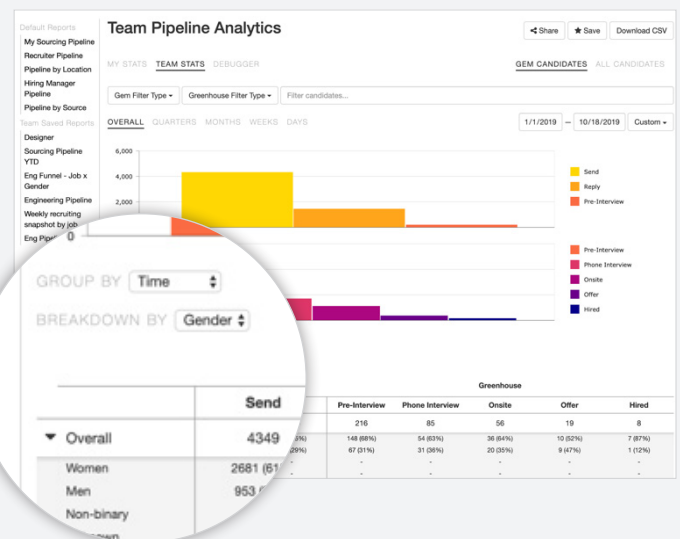
To learn more about how Gem can help your team, visit gem.com or contact us at info@gem.com

Gem is an all-in-one recruiting platform that integrates with LinkedIn, Gmail, Outlook, and your ATS. We enable world-class recruiting teams to find, engage, and nurture top talent.