

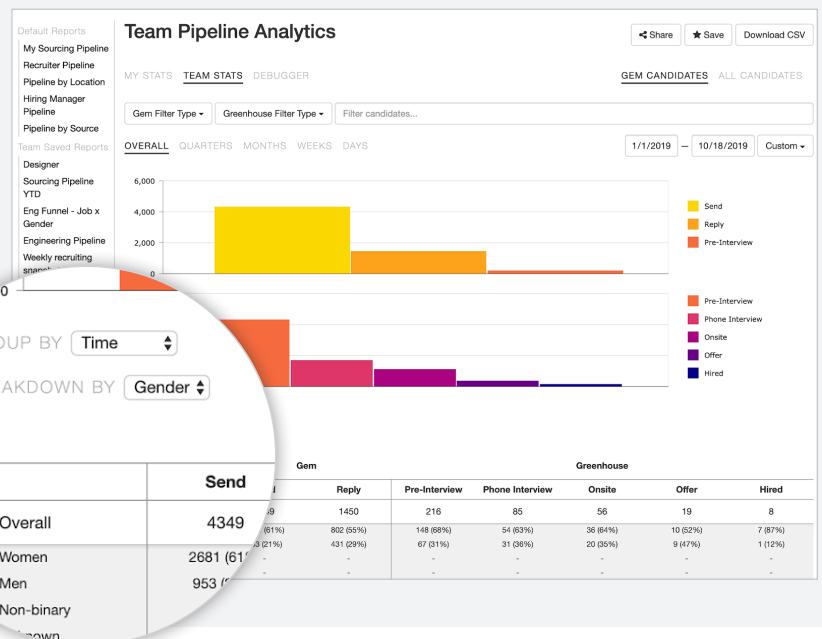
Recruiting for Diversity with Gem

Diversity is increasingly a priority for companies—perhaps now more than ever, as organizations are realizing that diversity isn’t just about meeting quotas; it’s about lives. Around half of recruiters and talent leaders we speak with say they have formal diversity hiring initiatives in place at their organizations that account for both gender and racial diversity, alongside other considerations: age, disability, veteran status, and LGBTQ+ identifications. Our goal at Gem is to help teams track and analyze diversity across the board, in all the ways that word is meaningful for their respective organizations.

We know that the strongest diversity hiring initiatives begin at the top of the funnel, before prospects even apply. After all, the earliest stage of the funnel is the only place you can exert control of the makeup of your pipeline. Channels like inbound and referrals are inherently less diverse; so if teams aren’t actively sourcing and nurturing diverse talent pools, they won’t see a diverse pipeline, a diverse set of interviews, and ultimately, a diverse team. This means sourcers and recruiters have perhaps the most important role to play in the “D” of a company’s DEI (diversity, equity, and inclusion) initiatives... but you can’t assess the effectiveness of diversity-focused hiring strategies unless you can measure diversity in the hiring pipeline.

Gem offers top-of-funnel metrics to help you understand the pipeline your team is building. Sourcers, recruiters, and talent leaders can pull reports on gender (male, female, non-binary, unknown) or race/ethnicity (Asian, Black, Hispanic/Latino, White, undetermined) to discover how their efforts are impacting diversity. We also offer custom fields for tracking other underrepresented groups that TA teams can customize based on their diversity initiatives. Gem’s customers with Pipeline Analytics can analyze conversion rates all the way through the funnel—from first outreach through hire. Race/ethnicity stats are only shown in aggregate for directional guidance on pipelines, and to limit unconscious bias against individuals.

Pipeline Analytics shows gender breakdowns by team and individual, from email outreach sends and replies all the way through offer-accepts. With this breakdown, you can catch whether certain groups are disproportionately dropping out of the funnel at certain stages, or forecast how many reachouts are needed to make one underrepresented hire.



This data can not only shed light on whether teams are reaching out to a diverse talent pool, but also:

- reveal where systemic biases might show up—by role, recruiter, or hiring manager—as some candidate segments get stuck at certain stages of the funnel. Are certain groups disproportionately dropping out of the funnel at certain stages?
- detect whether email outreach is inadvertently alienating underrepresented groups, so sourcers can rethink their messaging

- inform hiring managers about diversity breakdowns in historical data
- show via top-of-funnel metrics why the team did or did not hit its diversity hiring goals in a given quarter or year
- forecast how many reachouts are needed to make one underrepresented hire
- view the difference in pipeline between focused efforts on diversity vs sourcing through unfocused methods

Breakdown by: Race/Ethnicity	Viewed on LinkedIn	Added to Gem	First messages sent	Follow-ups sent	Replies received	Interested candidates
Q2 2020	358	1266	652	917	134	42
Black	130 (10%)	32 (5%)	51 (6%)	9 (7%)	2 (5%)	
Hispanic/Latino	137 (11%)	56 (9%)	65 (7%)	10 (7%)	3 (7%)	
Asian	443 (35%)	405 (62%)	607 (66%)	68 (51%)	25 (60%)	
White	535 (42%)	159 (24%)	194 (21%)	47 (35%)	12 (29%)	
Unclassified	21 (2%)	-	-	-	-	-
Q1 2020	5	12284	5922	8497	1308	357
Black	-	1468 (12%)	709 (12%)	984 (12%)	145 (11%)	45 (13%)
Hispanic/Latino	-	1372 (11%)	695 (12%)	958 (11%)	174 (13%)	54 (15%)
Asian	-	4646 (38%)	2033 (34%)	2908 (34%)	394 (30%)	124 (35%)
White	-	4767 (39%)	2484 (42%)	3647 (43%)	595 (45%)	134 (38%)
Unclassified	-	31 (0%)	1 (0%)	-	-	-

Gem’s Race/Ethnicity feature helps teams track diversity from the very top of the funnel. The data is less prone to individual biases and risk than visual identification, and better than EEOC/self-reported data, which is only captured later in the funnel and can be skewed due to inconsistent participation.



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 properly strategize on how to allocate our resources properly to fix the trend for that division.

Joel Torres

Lead Talent Source



Gem’s A/B testing feature allows you to try out new DEI 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. We know how crucial cultivating relationships and building trust is if you want your diversity initiatives to succeed.

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.