

# DIVERSITY JOBS INDEX AND REPORT





*Star Jones*

President

Professional Diversity Network



# A NOTE FROM **OUR PRESIDENT**

**“Our nation owes each day of security and freedom that we enjoy to the members of our armed forces and their families. Behind our brave service men and women, there are family members and loved ones who share in their sacrifice and provide unending support.”**

**–President Barack Obama**

The words of President Obama resonate through the hearts of all Americans. In 2011, First Lady Michelle Obama and Dr. Jill Biden launched Joining Forces, a nationwide initiative calling all Americans to rally around service members, veterans and their families and support them through wellness, education and employment opportunities. Since the initiative began in 2011, businesses have hired and trained more than half a million veterans and military spouses.

There’s still work to do. Our armed forces fought for our nation, and now our nation must fight for them. This means working hard to give all US veterans the same job opportunities we have so they can provide for their families without apprehension. Remember, we are the home of the free . . . because of the brave.

November is approaching—the season of gratitude and appreciation. In this month’s Diversity Jobs Report, we honor the vibrant diversity of our nation which has clothed us in culture, beauty and strength. We’ll highlight the impact of military veterans returning and transitioning into the civilian workforce. We’ll also touch upon the inclusion of the African-American sector of our workforce and their contributions to the growth of the US economy.

Share this issue with your family, friends and colleagues. Embracing diversity is essential for the growth and productivity of our businesses and the enduring strength of our nation.

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## MILITARY VETERANS ***IN THE WORKFORCE***

**“We sleep safely at night because rough men stand ready to visit violence on those who would harm us.”**

*- Winston S. Churchill*

**“The soldier is the Army. No army is better than its soldiers. The Soldier is also a citizen. In fact, the highest obligation and privilege of citizenship is that of bearing arms for one’s country”**

*- George S. Patton Jr.*

**“I can imagine no more rewarding a career. And any man who may be asked in this century what he did to make his life worthwhile, I think can respond with a good deal of pride and satisfaction: ‘I served in the United States Navy.’”**

*- John F. Kennedy*

# 4

There's a saying in the military: Old Soldiers don't die, they just fade away. Today, many former service members "fade away" into a civilian job after leaving military service, often applying the skills/trades sharpened in the military to a corporate career. In addition to their core skillset, many bring other intangible attributes that make them sought-after employees—teamwork, leadership, perseverance.

With the average length of enlistment for US military personnel at just under 15 years for all branches, service members who enlisted immediately after high school would complete their military service by the age of 33—well shy of the traditional retirement age of 65. While retirement pay could be as much as 50% of base pay, and health care is included, most military veterans choose to enter the civilian workforce to make their retirement pay stretch further.

## Behind the Numbers

In July 2015, 21.4 million men and women or 9% of the civilian population aged 18 or older were veterans. Of those veterans, 3.2 million served during the Gulf War era (August 1990 to the present). Nearly half of all Gulf War-era veterans were between the ages of 25 and 34. The unemployment rate among male veterans was 4.8 percent, lower than the national average. The rate for female veterans was higher, at 5.7 percent. In August 2014, veterans with a service-connected disability had an unemployment rate of 5.9 percent – the same rate as veterans with no disability. Nearly 1 in 3 employed veterans with a service-connected disability worked in the public sector.

Veterans of Gulf War-era II (September 2001 to the present) and non-veterans had similar occupational profiles in 2015 after accounting for gender. About one-third of employed veteran and non-veteran men worked in management and professional occupations, a higher proportion than in any other major occupational group. Among employed women, just over 40% of Gulf War-era II veterans and non-veterans worked in management and professional occupations. A higher proportion of employed Gulf War-era II veterans worked in the public sector in 2015 than employed non-veterans—25% and 14%, respectively. Among the employed, 14% of Gulf War-era II veterans worked for the federal government, compared with 2% of employed non-veterans.

## Benefits of Hiring Veterans

Aside from building character, military experience has a great impact on service members, instilling a number of qualities that many employers find attractive in potential employees. Recently, BusinessInsider.com presented a list of 10 benefits of hiring veterans.

1. **Veterans are focused on accomplishing a mission**
2. **They have ingrained leadership talents**
3. **Veterans take responsibility seriously**
4. **Veterans have great intuition**
5. **They are not afraid of being open and honest about problems/ issues related to an assignment**
6. **Veterans have a “get the job done” attitude**
7. **They are very capable, especially when given support**
8. **Veterans are independent and resourceful**
9. **Veterans know the meaning of hard work**
10. **The government pays for a veteran’s education so they are more likely to take a class to increase their competency**

Recognizing the qualities that veterans bring to the workforce, many corporations developed hiring campaigns aimed at military members transitioning to the civilian labor force. “They bring skills and talent that we desperately need,” said Teri Matzkin, manager of military relations and strategic sourcing for talent acquisition at Lockheed Martin Corp. “Now the competition is even more intense for this type of talent. We must continue to look for every means . . . to attract and retain them.”

In 2011, 11 companies—AT&T, Broadridge Financial Solutions, Inc., Cisco Systems Inc., Cushman & Wakefield Inc., EMC Corporation, Iron Mountain Incorporated, JPMorgan Chase & Co., Modis, NCR Corporation, Universal Health Services, Inc. and Verizon Communications Inc.—joined forces to create the 100,000 Jobs Mission, a campaign aimed at hiring 100,000 veterans by 2020.

Today, more than 200 companies representing nearly every industry in the American economy are part of the effort. Each company in the coalition made a commitment to hire veterans, report their hiring numbers quarterly and share best practices. After surpassing its goal by hiring 267,522 veterans, the 100,000 Jobs Mission has raised its goal, with the coalition companies pledging to hire 300,000 US military veterans.

### **You’re Hired!**


Once a veteran is hired, many employers report that they are generally easier to onboard than non-veterans. Employers cite discipline as a factor that make veterans easier to train than non-veterans. When it comes to compensation, veterans earn the

# 5

# 6

same or slightly higher wages than non-veterans. This is important as it evidences the intrinsic value in veterans. As for tenure and turnover, veterans have roughly the same levels of separations (quits and terminations) as their counterparts, in aggregate. This varies somewhat across industries, but not significantly.

While many veterans carry the same job function into their civilian careers, there is a significant population of veterans who change industries. Many employers consider that flexibility and adaptability another bonus to employing veterans. Once on the job, veteran employees outpace non-veterans in rising through the ranks. Research shows that veterans attain leadership roles quicker than their non-veteran counterparts. In the private sector, taking occupation, educational attainment and years of experience into consideration, veterans were 12% more likely to achieve a management role than non-veterans.

Leadership. Mission-focused. Adaptable. Military veterans bring a wealth of talent and intangibles to the civilian workforce, making them sought-after employees in a competitive labor market. 



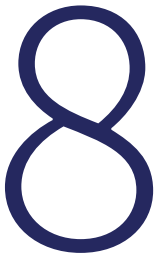
## BLACK AMERICANS *IN TODAY'S WORKFORCE*

A struggle for many, an impossibility for some, a dream for most, African-Americans have fought hard for the right to contribute to the very society that for so long fought just as hard to keep them down. Spurred on by the Civil Rights movement, Black Americans have slowly but steadily taken their rightful place among the country's workforce.

Today, there are about [42.2 million African-Americans](#) (those who identify as 'Black Only') in the US, or about 13.2% of the total population. The Black middle class continues to grow. More African-Americans are better educated than ever before and more are working at traditional, white collar jobs. Still, there is much inequality between Black and White Americans when it comes to the job market.

### **The Great Divide**

According to the [Bureau of Labor Statistics](#), in 2014, there were 16.7 million Black or African-Americans employed. Last year, the unemployment rate for Black or African-Americans was



11.3% vs 5.3% for White Americans – a difference of more than twice the amount. As of August 2015, the unemployment rate for Blacks dropped to 9.5% while the White unemployment rate also saw a drop to 4.4%. Although this clearly shows an improvement for both groups, the differential—again twice as much—is still quite significant.

Breaking it down by gender, the differences between the two races is also noteworthy. Focusing again on August 2015, the percentage of unemployed White men (20 years and over) is 4.1% and the percentage is exactly the same for unemployed White women in that same demographic. Looking at Black or African-American men (20 years and over), the percentage of those unemployed is 9.2%, again more than twice that of White men. Black or African-American women fare a bit better with an unemployment rate of 8.1%, but also lag far behind their White counterparts.

Interestingly, a recent article in [The Washington Post](#) titled, “Why the Improvement in the Black Unemployment Rate will be Short-Lived,” points out that “Since the aftermath of the civil rights movement, African-American unemployment rates have remained almost exactly twice as high as those of Whites, no matter what else is going on in the economy. The unemployment rate today for both Blacks and Whites is nearly identical today to what it was in 2008 and 1972.”

### **The Impact of Higher Education**

As is true of other races, the higher the degree of education a Black American attains, the better the job prospects he or she will have. According to the [Bureau of Labor Statistics](#), in the early 1990s, more than half of employed African-Americans who were 25 years old and over had only a high school education. In 2014, 29% had completed at least a Bachelor’s degree, which was an increase of 17% from 1992. Another 33% had completed some college or obtained an Associate’s degree, as compared to 27% in 1992. When we look at the total employed population of people 25 or older in 2014, the numbers definitely skew higher: 38% had completed at least a Bachelor’s degree while 28% had completed some college or an Associate’s degree.

### **The Absence of Blacks in STEM and the Silicon Valley**

Despite the gains Black or African-Americans have made in the workforce, they are not well-represented in the fields of science, technology, engineering and mathematics (STEM). [Some studies](#) have suggested that Black Americans do not pursue jobs in these fields because of cultural stigmas (science is not cool; scientists are seen as nerds). Two recent studies that surveyed college freshman and high school seniors found that African-American men “expressed a greater interest in social service fields compared to White men, who prefer STEM disciplines.




In general, African-American college students are highly represented in disciplines such as education, humanities and social sciences.”

In his aptly titled article for *Mother Jones Magazine*, “The Combined Black Workforces of Google, Facebook, and Twitter Could Fit on a Single Jumbo Jet,” Josh Harkinson blasted America’s leading technology companies for their dismal number of Black employees. He notes that according to the [Employer Information Report EEO-1](#), which is required to be filed with the US Equal Employment Opportunity Commission, out of a combined 41,000 Twitter, Facebook and Google employees, only 758 or 1.8% are Black. “To put this in perspective, all of those workers could fit onto a single Airbus A380,” he writes.

But things are improving. Thanks to the efforts of diversity advocates such as Rev. Jesse Jackson, President of the Rainbow / Push Coalition, the major tech companies are making changes. Although the number is low, Facebook did nearly double the number of African-Americans it employed in 2014, and COO Sheryl Sandberg has put several initiatives in place to improve diversity in the company. Twitter’s Vice President of Diversity and Inclusion, Janet Van Huysse, said they are “...committed to making inclusiveness a cornerstone of our culture” and the company has organized six employee groups to promote diversity, including Blackbirds, which says its goal is to “empower employees of color at Twitter and advocate for community enrichment.” And Google recently announced it will spend \$150 million on a program in 2015 to diversify its workforce by increasing its hiring of Black, female and Hispanic employees.

### **The Future for Black Workers**

The climb to the top for Blacks and African-Americans in corporate America has been slow as they face discrimination and many other challenges. With the recent announcement that Don Thompson will retire as CEO of McDonald’s, that leaves only two African-American CEO’s in the elite Dow 30 and five at the nation’s 500 largest corporations: Ursula M. Burns, Xerox; Kenneth C. Frazier, Merck; Roger W. Ferguson Jr., TIAA-CREF; Kenneth I. Chenault, American Express and John W. Thompson, Virtual Instruments.

But progress is being made. Silicon Valley is listening to the critics who are calling for more diversity in their workforces. Intel recently announced a five-year, \$300 million diversity program whose mission it is to create a workforce that reflects the diversity of tech graduates. It is the hope that other corporations—both technology-related and non-tech businesses—will continue to move forward and make a concerted effort to diversify their workforce by employing more Blacks and African-Americans. 

# SEGMENT SPECIFIC ***HIGHLIGHTS***

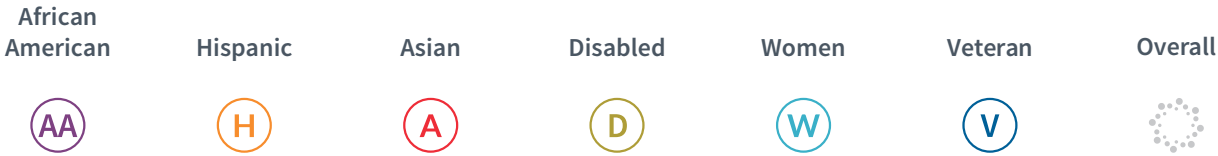


**DIVERSITY AND INCLUSION WINNERS**

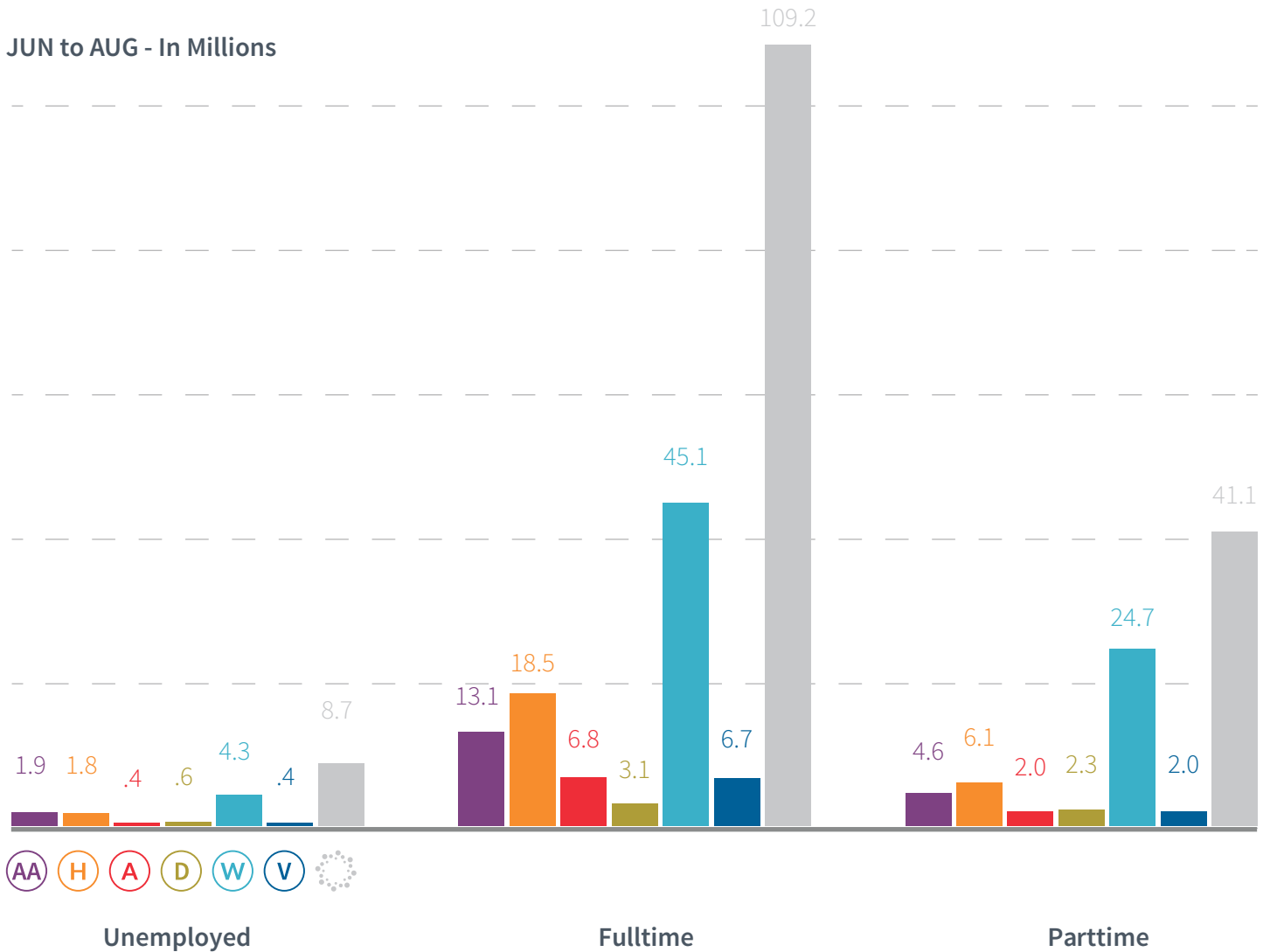
Each month, we highlight an organization that has demonstrated a commitment to diversity and inclusion.

**Capital One** believes diversity drives creativity and innovation, and is committed to hiring a workforce that reflects the communities and customers they serve. Capital One has an inclusive culture that respects and values diversity. They foster a collaborative business environment where individuals feel comfortable being who they are. Capital One has been honored with diversity awards, including DiversityInc’s “25 Noteworthy Companies for Diversity,” Working Mother’s “100 Best Companies for Working Mothers,” Military Times’ “Best for Vets,” The National Association for Female Executives’ “50 Top Companies for Executive Women,” and G.I. Jobs’ “Top 100 Military Friendly® Employers.”

**Understanding the Charts**

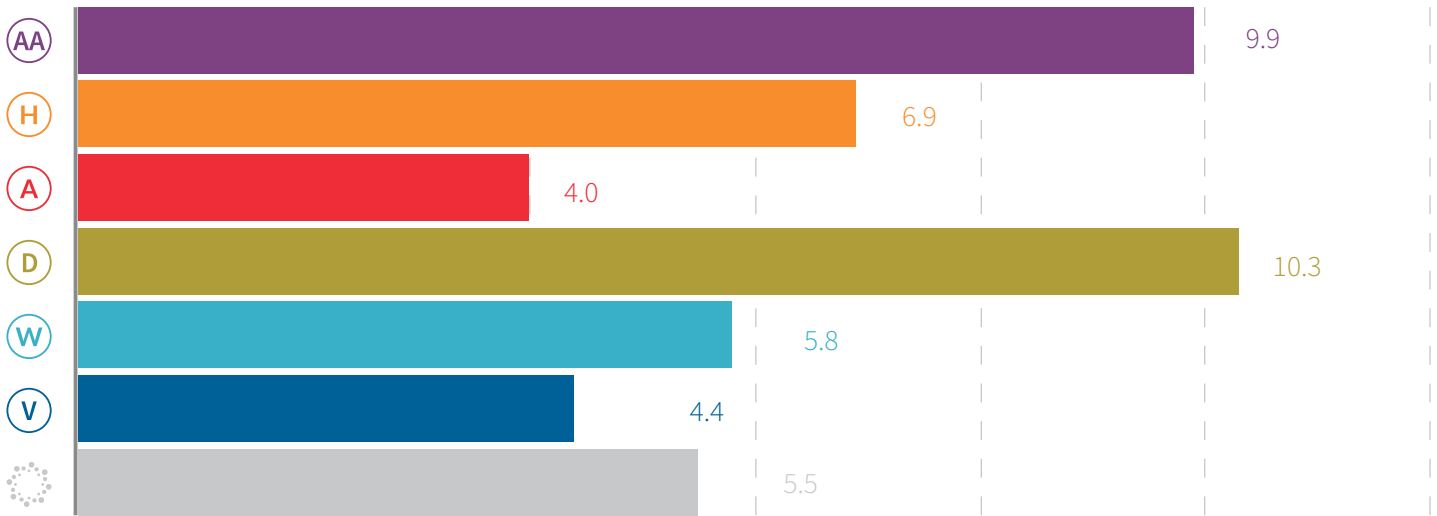


**Employment Data by Segment**



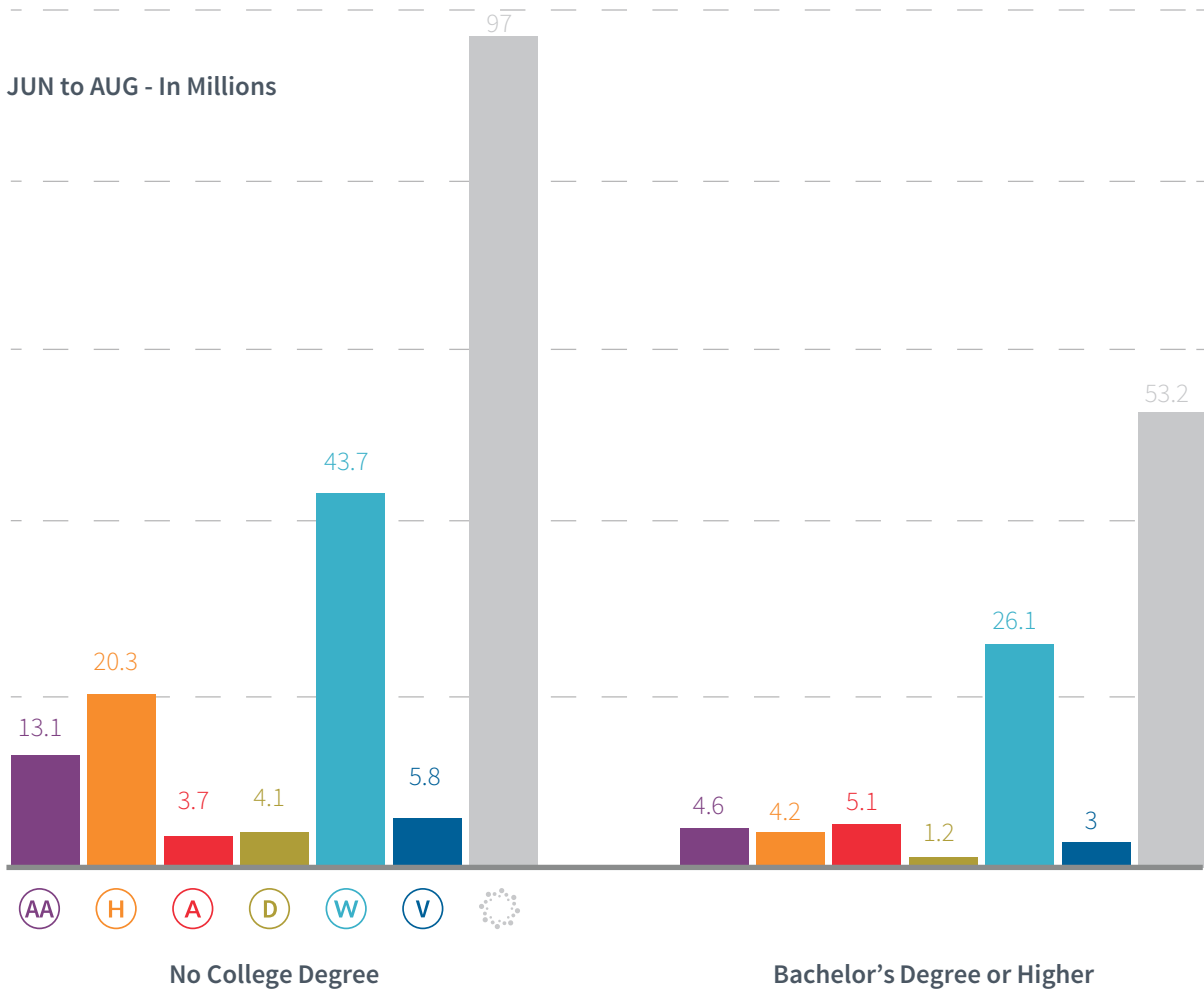
### Unemployment Data by Segment

JUN to AUG - By Percentage



Unemployment Rate

### Employment Demographics by Education



**Employment Demographics by Industry**

JUN to AUG - In Millions	AA	H	A	D	W	V
Agriculture Forestry Fishing and Hunting	0.06	0.63	0.01	0.19	0.64	0.19
Mining	0.04	0.15	0.02	0.03	0.11	0.09
Construction	0.66	2.77	0.16	0.35	0.90	0.72
Manufacturing	1.56	2.48	1.06	0.55	4.55	1.09
Wholesale and Retail Trade	2.28	3.38	1.20	0.82	9.11	0.99
Transportation and Utilities	1.36	1.32	0.37	0.28	1.65	0.95
Information	0.36	0.32	0.23	0.09	1.23	0.20
Financial Activities	1.01	1.24	0.65	0.30	5.37	0.53
Professional and Business Services	1.65	2.85	1.30	0.55	7.17	1.12
Educational and Health Services	4.95	3.93	2.01	1.06	24.33	1.20
Leisure and Hospitality	1.84	3.32	0.97	0.55	7.65	0.41
Public Administration	1.16	0.81	0.34	0.22	3.20	0.93
Other Services	0.75	1.36	0.48	0.35	3.89	0.33

**Employment Demographics by Region**

JUN to AUG - In Millions	AA	H	A	D	W	V
New England	0.49	0.61	0.36	0.22	3.62	0.40
Mid Atlantic	2.68	2.76	1.51	0.71	9.22	0.75
Midwest	2.28	1.70	0.77	0.85	10.70	1.21
North Central	0.61	0.60	0.33	0.47	5.06	0.66
South Atlantic	6.10	3.99	1.01	0.92	13.65	2.14
South Central	1.56	0.30	0.13	0.32	3.67	0.53
Southwest	2.36	4.80	0.79	0.66	8.05	1.11
West	0.39	2.67	0.32	0.39	4.82	0.74
Pacific	1.24	7.13	3.59	0.82	11.00	1.19

WHAT THE  
***NUMBERS MEAN***

*What The Numbers Mean*

# Q3 2015 SNAPSHOT

**Average unemployment rate** for full-time workers remained essentially unchanged at 5.4%. The average rate for the prior quarter was 5.36%.

**African-American** average unemployment rate increased 0.3% to 10% in the quarter.

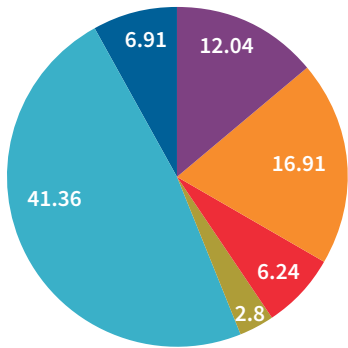
**Hispanic** average unemployment rate increased 0.2% to 6.9%.

**Disabled** average unemployment rate decreased 0.7% to 10.2%.

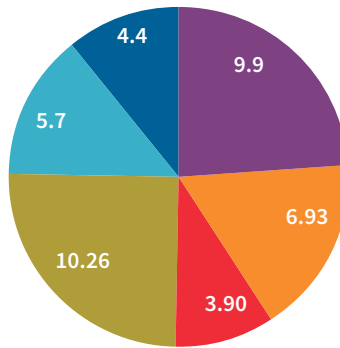
**Women's** average unemployment rate increased by 0.6% to 5.7%.

**Veteran's** average unemployment rate decreased by 0.4% to 4.4%.

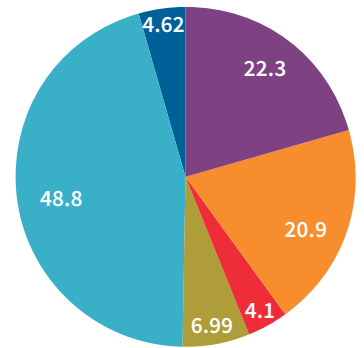
SEP - By Percentage



% of Overall Workforce



Unemployment Rate  
% in the Nation



% of All Unemployed Americans in  
Specific Workforce Segment

## THIS MONTH'S **DIVERSITY JOBS INDEX**

The Diversity Jobs Index for the third quarter report is **48.62**, indicating a **-10.9% decrease** in demand for diverse talent as compared to Q2.

DIVERSITY  
***HIGHLIGHTS***



**African-Americans** comprise **12.04%** of the total workforce.

African-Americans are strongly represented in the **Transportation and Utilities** sector and make up **17.84%** of the overall labor force in this sector during the third quarter of the year. The **Construction** sector had an increase of **10.4%** in employment during the third quarter of 2015, compared to the second quarter—the highest increase compared to the other major sectors. Another sector where African-Americans are strongly represented is **Public Administration**, where they made up **16.5%** of the overall labor force in this sector during the third quarter. This quarter, African-Americans have a **3.9%** increase in employment in the **Financial Activities** sector but are strongly underrepresented in the **Services** sector, making up only **9.9%** of the overall labor force in this sector during the third quarter.

**Hispanics** comprise **16.91%** of the total workforce.

Hispanics are strongly represented in the **Construction** sector, making up **27.3%** of the overall labor force in that sector during the third quarter. Hispanics are also strongly represented in **Leisure and Hospitality**, where they make up **22.9%** of the overall labor force. Hispanics are strongly underrepresented in the **Information** sector, comprising **10.4%** of the overall labor force in that sector during the third quarter. During the third quarter, Hispanic employment in the **Construction** sector dropped **6%** from the second quarter. Hispanic employment in the **Information** sector increased **4%** over the second quarter.

**Women** comprise **41.36%** of the total workforce.

Women are strongly represented in the **Education and Health Services** sector, making up **74.3%** of the overall labor force in that sector during the third quarter. Other industries where women are highly represented are **Financial Activities** and **Leisure and Hospitality**, where they make up **52.7%** and **52.3%**, respectively. Women had a significant increase in employment in the **Information** sector at **11%** and an increase of **7%** in **Leisure and Hospitality** in the third quarter, compared to the second quarter.

**Veterans** comprise **6.91%** of the total workforce.

Veterans are strongly represented in the **Public Administration** sector and make up **13.2%** of the overall labor force in this sector during the third quarter. Veterans are strongly underrepresented in the **Leisure and Hospitality** sector, making up only **2.7%** of the overall labor force in that sector during the third quarter. Veterans had a decrease of **11%** in the

# 17

18

**Information** sector during the third quarter as compared to the second quarter 2015. Veterans' employment in the **Wholesale and Retail** sector decreased **7%** in the third quarter compared to the second quarter 2015.

**Disabled Persons** comprise **2.8%** of the total workforce.

Disabled Persons are strongly represented in the **Agriculture** sector and make up **7.3%** of the overall labor force in that sector in the third quarter. Disabled Persons are strongly underrepresented in the **Education and Health Services** sector, where they make up only **3.2%** of the overall labor force. There was a decrease of **11%** in employment of Disabled Persons in the **Information** sector during the third quarter compared to the second quarter of 2015.

For additional information about the data and methodology, please [click here](#).

## ABOUT

# PROFESSIONAL DIVERSITY NETWORK

We are America's leading relationship recruitment network for diverse talent, with over three million registered users, including: Veterans, African-Americans, Women, Hispanics, Asians, Disabled Persons and LGBT professionals. Professional Diversity Network is committed to providing employers who value diversity and inclusion with access to diverse professionals via online recruitment communities and integration with leading professional organizations. Our mission is to provide economic opportunity to all Americans. By efficiently connecting diverse talent with employers, we seek to attack the wealth gap in this country.

We believe that by providing free access to online affinity networking communities for professionals, we can help diminish the professional network gap that is limiting career opportunities for millions. Professional Diversity Network has created online communities for diverse talent that enable professionals of common cultures and interests to connect with the purpose of working towards a common goal of professional development.

In an effort to connect employers who value diversity with diverse talent, Professional Diversity Network provides career services to many of the nation's leading professional diversity organizations. Organizations like the NAACP, National Urban League, National Black MBA Association and ALPFA, as well as numerous other leading not-for-profit diverse professional organizations, all use Professional Diversity Network's relationship recruitment affinity networking and job board to power their career centers. In addition to our significant online presence, we also conduct approximately 20 annual professional networking events focused on career development seminars and networking opportunities to promote engagement between recruiters and candidates in a unique face-to-face setting. We deliver significant diverse applicant flow to employers who have affirmative action plans, ensuring recruitment value for their compliance budgets. Professional Diversity Network has a suite of products and services designed to address the Office of Federal Contract Compliance Programs (OFCCP) regulatory requirements in a manner that delivers proof positive evidence of an intensive diversity outreach campaign. Results are defined in an annual effectiveness assessment report detailing job views, apply starts and engagement points such as recruitment advertising.

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