



**Professional
Diversity Network**

October 2014

Diversity Jobs Index and Report

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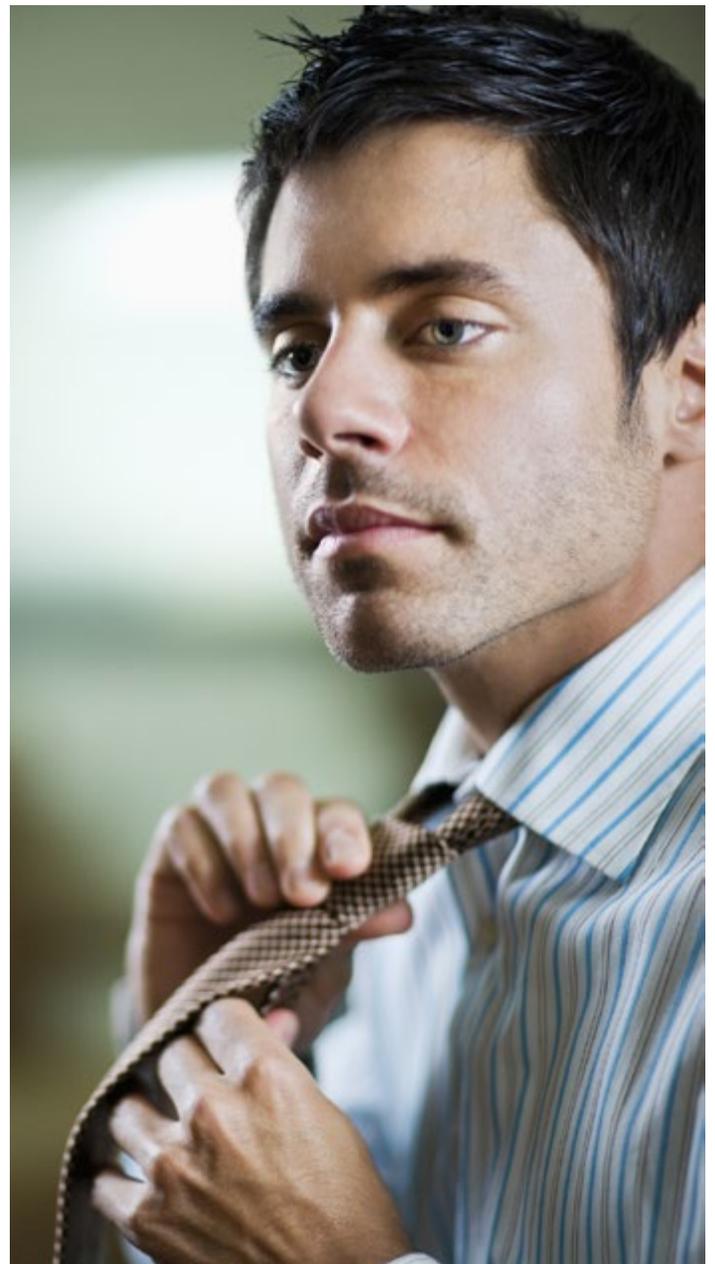
Workplace diversity and inclusion encompasses more than the traditional concept of equal employment opportunity. In its broadest sense, diversity adds differing skills, family structures, educational levels, ages, and cultural and social backgrounds.

Last month's Diversity Jobs Report (DJR) focused on workforce diversity within the Financial Services industry and offered a prescription for recruiting top talent that belies "Gordon Gekko" stereotypes. We also discussed the benefits of increasing the presence of women in the workplace, particularly among senior ranks. A performance analysis of publicly traded companies revealed the positive impact of women as leaders. Simply stated, when it comes to ensuring a return on shareholder value and improving operational efficiencies—women do it better.

Beginning September 15, we observe National Hispanic Heritage Month, which celebrates the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America. And while Professional Diversity Network promotes Hispanics in the workplace year round, via our flagship site iHispano.com with over 1 million members, we thought it fitting to highlight this diverse group in our October report.

Over the past decade, news headlines have proclaimed Hispanics constitute the fastest growing segment of the U.S. population. Given this shift, employers that embrace Hispanic professionals will be positioned for long-term success.

This month's DJR offers practical advice on how to effectively create a sustainable recruiting strategy targeting Hispanic Americans. We hope it is informative and most importantly, improves your ability to identify, hire and retain top talent in this critical segment.



U.S. Hispanics: 54 Million Strong

Diversity Within

It may sound elementary, but one of the first steps to improving the ability to recruit Hispanics is to understand the vast diversity within the community. The Hispanic population's range of home countries (there are more than 20), length of time/number of generations in the U.S., geographic footprint and even family compositions differ.

According to the latest Census data, today the U.S. Hispanic population totals 54 million, making it the largest ethnic or racial minority in the nation. Within the Hispanic population, 64% of Hispanics are of Mexican descent followed by Puerto Ricans at 9.4%, Salvadorans at 3.8%, Cubans at 3.7%, Dominicans at 3.1% and Guatemalans at 2.3%.

Another important point for HR professionals to consider is the difference between candidates from “mature” versus “emerging” Hispanic markets. In mature Hispanic markets, jobseekers are most often 2nd and 3rd generation professionals; college-educated, and speak English as a first language. In fact, many only speak English.

Geographically, a good example of mature Hispanic communities includes Phoenix, AZ, which boasts a population of nearly 1.2 million Hispanics, 70% of whom were born in the U.S.

As the name suggests, emerging Hispanic markets include first generation job seekers, many of whom may be bilingual and have laborer class parents. Emerging communities are largest in states that are historically immigrant points of entry, such as Texas and California.

Cities like Los Angeles, New York and Houston boast the largest Hispanic populations, but recent research from Nielsen highlights how the pace of growth is soaring in areas outside of these concentrated immigrant gateways. Unexpected places like Charlotte, Atlanta, Seattle, Oklahoma City and Washington, DC now serve as home to the growing—and increasingly dispersed—Hispanic community.

U.S. Hispanics are also experiencing increased economic mobility. In 2012, 67.1% of Hispanics 16 years of age and older were in the civilian labor force, and within those, 19.5% worked in management, business, science and the arts. As a result, more Hispanics are transitioning to the suburbs—a contrast from their historical tendency to stay within city centers. Denver and Orlando have also become suburban destinations for Hispanics who previously resided in Miami or New York.

Hispanic? or Latino?

According to a new Pew Research Center survey of Hispanic adults, half (50%) say they have no preference for either term. Among those who do have a preference, “Hispanic” is preferred over “Latino” by a ratio of about 2-1.

“Ensure your online career center is user friendly, mobile, tablet and Web responsive.”

Digital: A Captured Audience

Employers seeking to identify and recruit U.S. Hispanic professionals are literally “a click away” from a goldmine of talent. A community 54 million strong, Hispanics represent the most digitally savvy, young and socially connected group in the nation, far over-indexing non-Hispanics.

Smartphones are indispensable to their lifestyles, with 72% owning at least one device, according to a recent Nielsen Mobile Media Marketplace study. As one of America's leading mobile user groups, Hispanics take advantage of online job postings and Internet-based resources during their search for employment.

In addition to smartphone use, according to a 2014 PriceWaterhouseCoopers report called "[Mi Móvil: Hispanic Consumers Embrace Mobile Technology](#)," 64% of Hispanics aged 35-49 years old use tablet devices daily, up significantly from the 56% of non-Hispanics in the same age bracket. As a result, Hispanics can more easily apply to online job boards, participate in virtual forums and leverage social media tools during their search. This evolving digital landscape is ideal for businesses seeking to connect with Hispanic jobseekers at all levels of employment.

"Consider hiring Hispanic students (undergrad and graduate level) via internships and summer training initiatives that culminate with a full time offer."

Indeed, like other diverse groups, Hispanics also heavily rely on personal connections and word-of-mouth during their search for employment. This includes taking advantage of social media platforms such as Facebook and Twitter, among others. According to eMarketer, 72% of U.S. Hispanic Internet users will use social networking in 2014 vs. 68% of the total population in the U.S.

As part of a comprehensive approach to diversity and inclusion, technology and digital platforms can grant employers carte blanche to this set of über-engaged candidates who trust job recommendations from friends, family and colleagues.

Education: Filling the Talent Pipeline

Educational attainment also impacts the story of Hispanics in the workplace. Employers cite the greatest challenge to recruiting this workforce segment is a "lack of specific skillsets needed for our business." Undoubtedly, corporate America is experiencing a war for top Hispanic talent.

Hispanics have made gains in college enrollment, a measure that includes both two- and four-year schools. From 1996 to 2012, college enrollment among Hispanics ages 18 to 24 increased by 240%, outpacing increases among blacks (72%) and whites (12%). In a poll by USA Today, 87% of Hispanics say they [value higher education](#), however the enthusiasm for earning a college degree has not been matched by results.

A look at the latest data available from the Pew Research Center reveals Hispanics accounted for just 9% of young adults (ages 25 to 29) with bachelor's degrees. Of those ages 25 and older, 13.8% have a bachelor's degree or higher. Due to the small percentage of Hispanics with bachelors and advanced level degrees, employers must identify new ways to fill the talent pipeline.

¿Hablas Español?

Strong communications skills are critical to building and maintaining a successful business. The latest [U.S. Census revealed](#) that over 60.5 Million people speak a language other than English at home. Of this group, 62% speak Spanish—making it the second most widely spoken language in America. That's more people than the entire population of Italy, Spain or South Africa.

Strong growth, primarily in the pharmaceutical, life sciences, technology and financial services sectors, is fueling the need for bilingual employees. Likewise, there is a trending need for bilingual customer service center personnel, receptionists, medical and legal administrative staff.

Ensuring language requirements are clearly defined in the job description can help attract qualified bilingual candidates.

Cultural Nuances

Compared to other ethnic and racial groups, Hispanics have not overwhelmingly prescribed to “selling up” by engaging in self-promotion in their work environments. A study at [Cornell University](#) suggests there is a cultural reticence among Hispanics, particularly women, to brag about their professional accomplishments. Most say, they would prefer to “let their work speak for itself” or allow others to acknowledge the merits of their contributions on the job. As a result, this cultural nuance may be a barrier to employment and or a promotion, regardless of the job level or skill qualifications.

Women at Work

Hispanic women face a particularly unique set of issues in the workplace. These additional barriers to advancement largely result from the interplay of gender and ethnicity. Hispanic women are affected by family responsibilities, language, and the structure of work in ways that are distinct from other groups of women or Hispanic men. The research concludes with the assertion that until Hispanic women are no longer concentrated in lower-paying jobs with few opportunities for promotion, they will largely remain marginalized in the workplace.

Next to African Americans, U.S. Census data suggests Hispanics are the second most discriminated ethnic group in the U.S. Specific to the workplace, some 22% of Hispanics say they have experienced discrimination on the job, compared to whites with just 6%. And, similarly to African Americans, Hispanic unemployment has been higher than white unemployment for the past four decades.

In spite of these statistics, there is positive news. National unemployment for Hispanics is at 7.5% compared to 9.6% just five years ago—a [notable drop](#) and further evidence of their integration into U.S. culture.

Attracting Hispanic Talent

These recommendations can also help bolster Hispanic diversity and inclusion initiatives:

- Identify a trusted advisor to coordinate and advise senior managers on matters specific to Hispanic programs.
- Place existing Hispanic executives front and center. It will establish a sense of pride and serve as a “real” recruiting case study.
- Expand local searches to target national candidates. Many Hispanic professionals will relocate for a promising job opportunity.
- Support causes of importance to the Hispanic community via partnerships with credible Hispanic organizations. For [a list visit, ihispano.com/partners](#).
- Provide networking opportunities (events, online, etc.) that offer access to hiring managers.

Communicating that Hispanic employees are valued is a critical first step, but no diversity and inclusion effort can operate in a vacuum. To be sustainable, it must be championed by senior management, aligned with the organization’s mission, actionable and appropriately funded. In turn, employers can more effectively identify, hire and retain this growing group of Americans and ultimately thrive. 

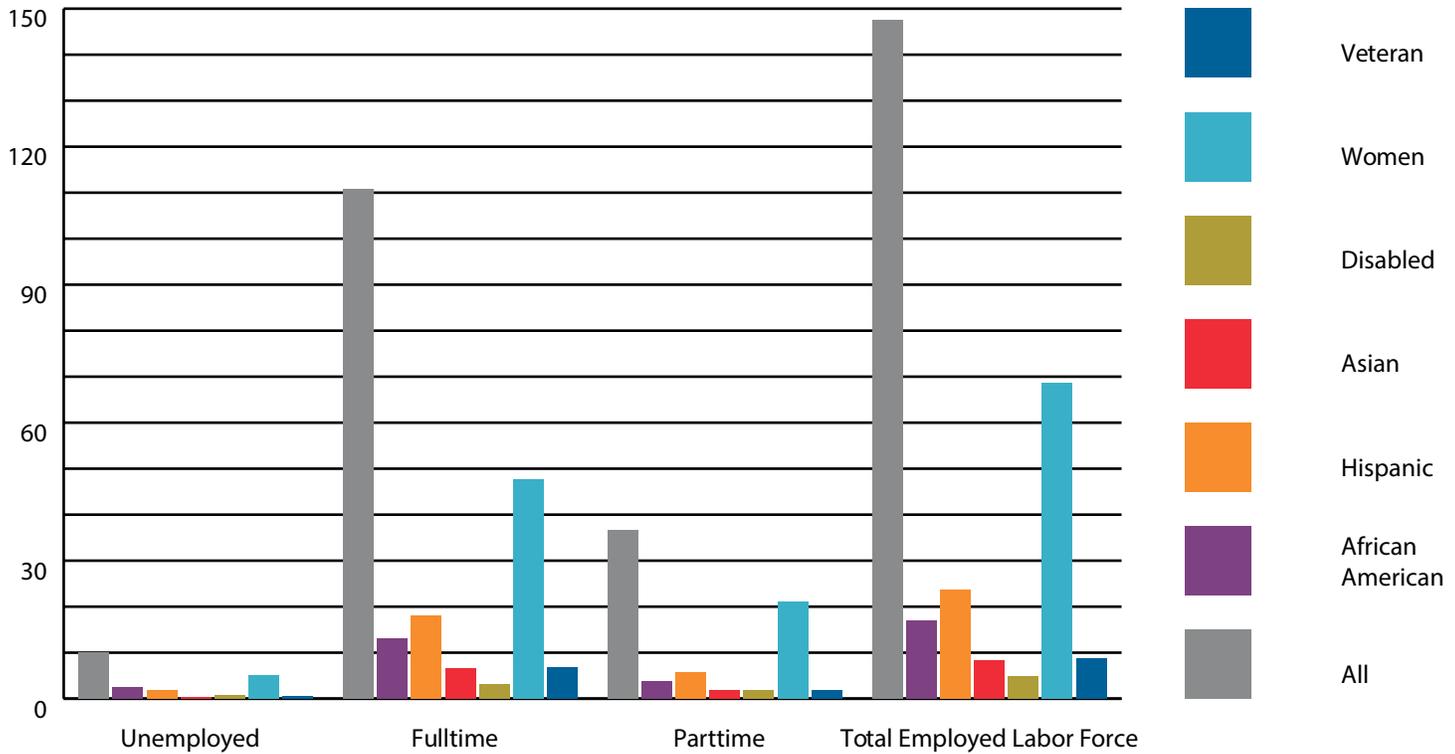
September 2014 Diversity Jobs Index

The Diversity Jobs Index for the September 2014 report is **53.67**, indicating a **6.97%** increase in demand for diverse talent as compared to the month of August.

Diversity Jobs Report

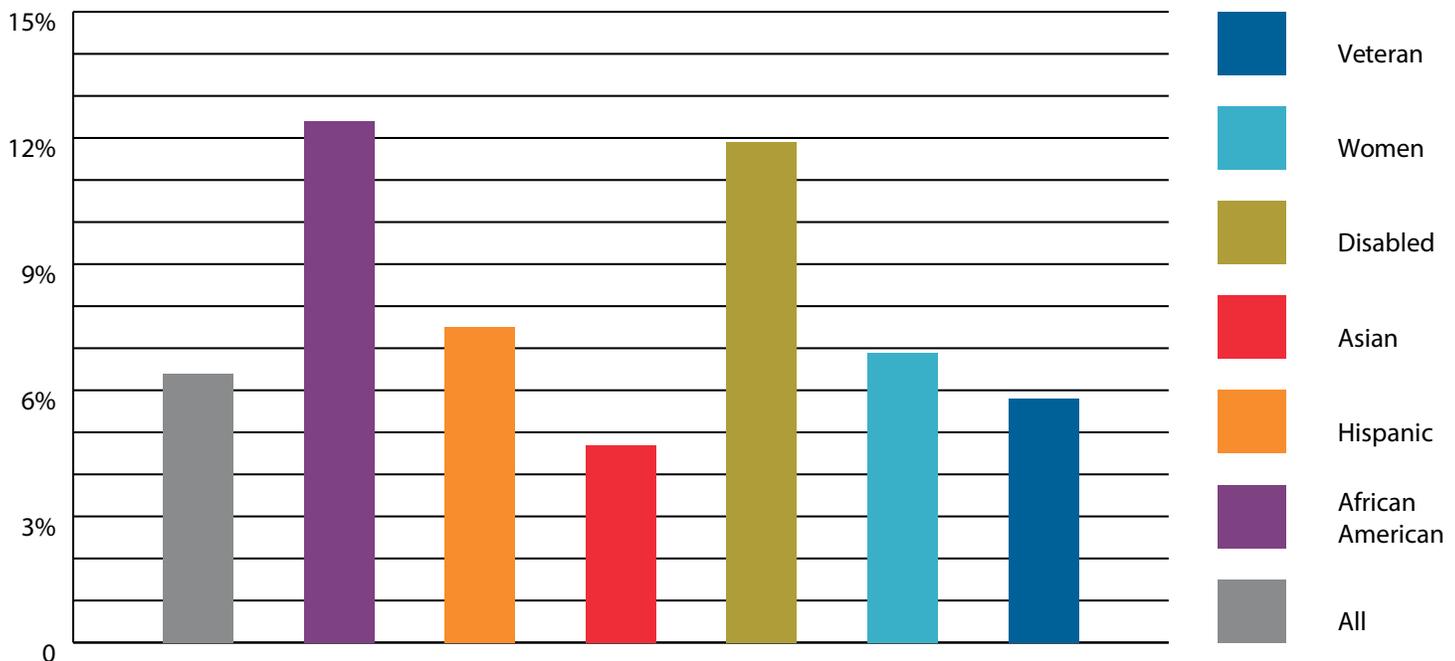
Employment Data by Segment

In Millions



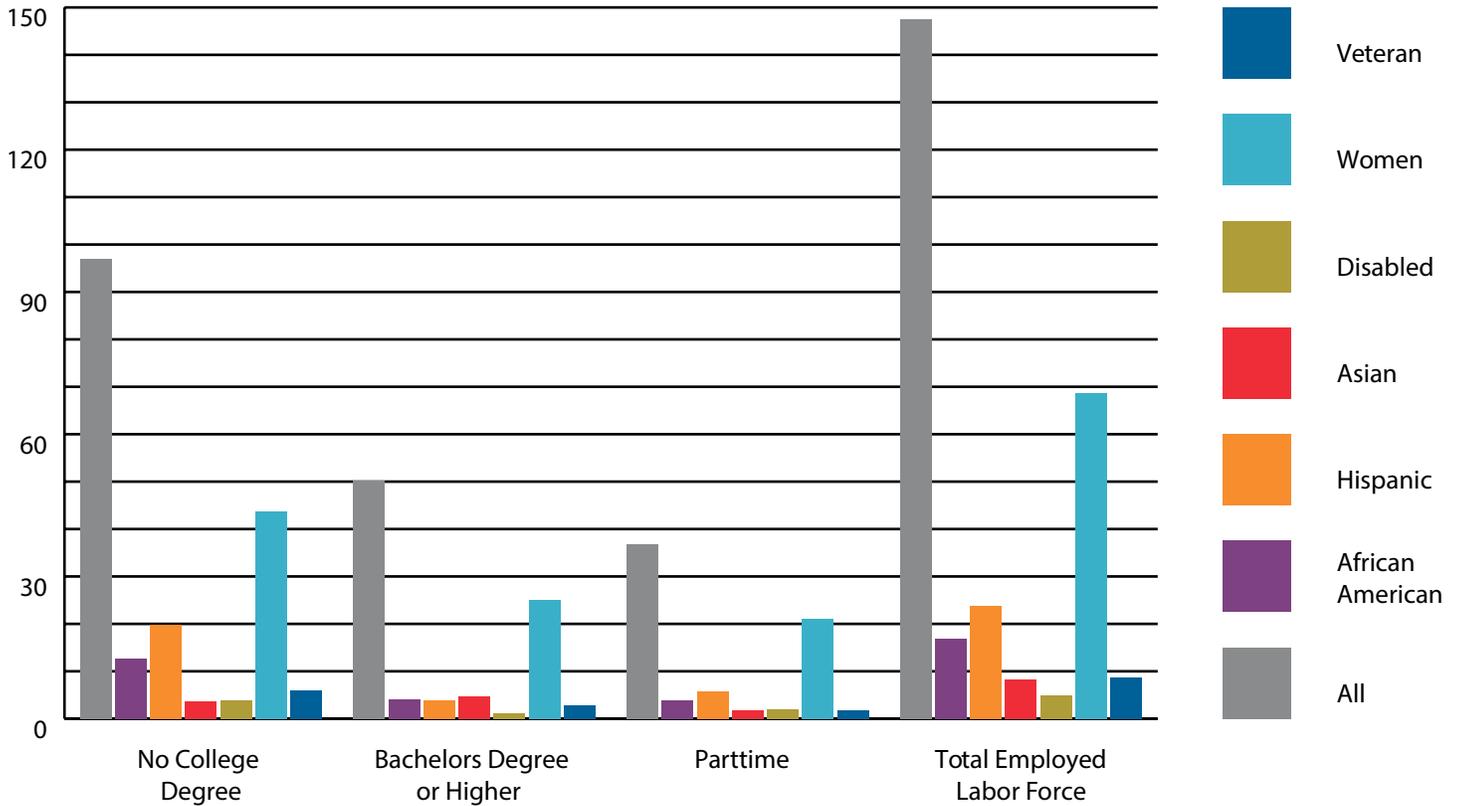
Unemployment Rate by Segment

In Percentages

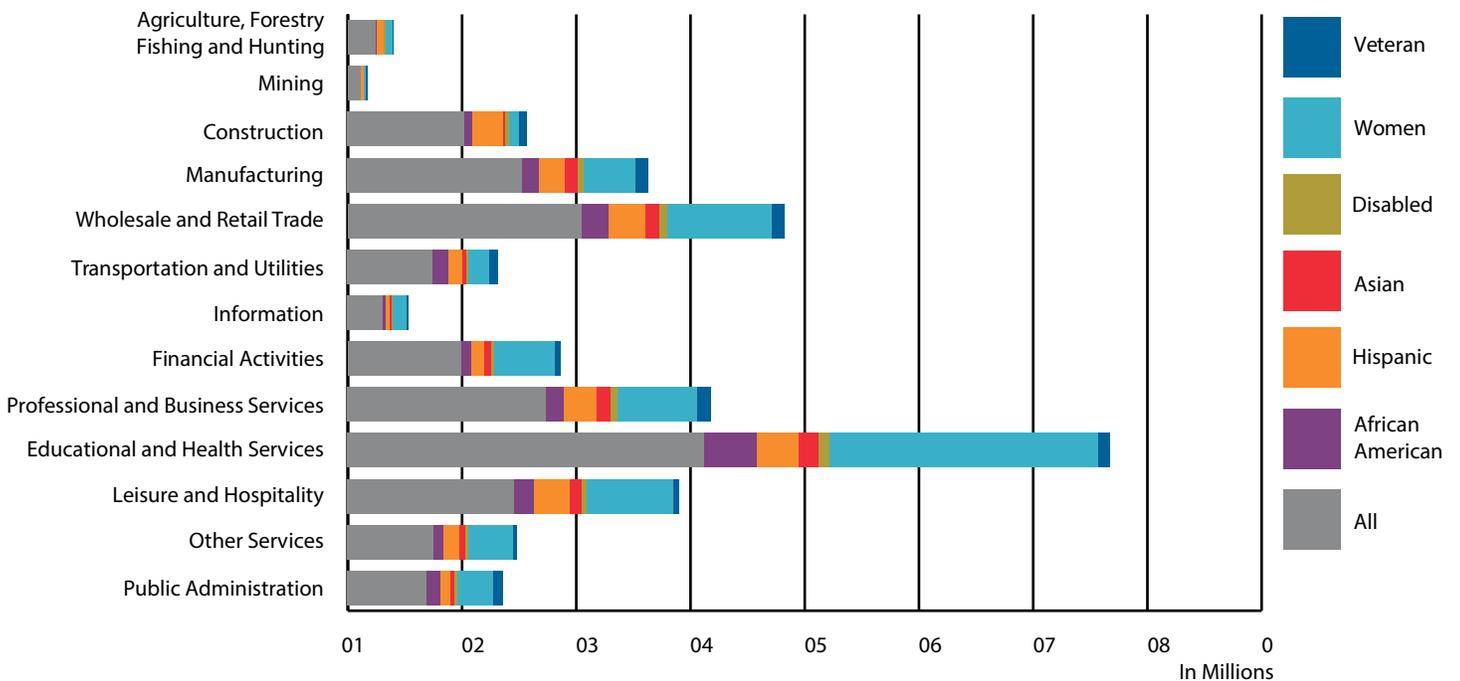


Employment Demographics by Education

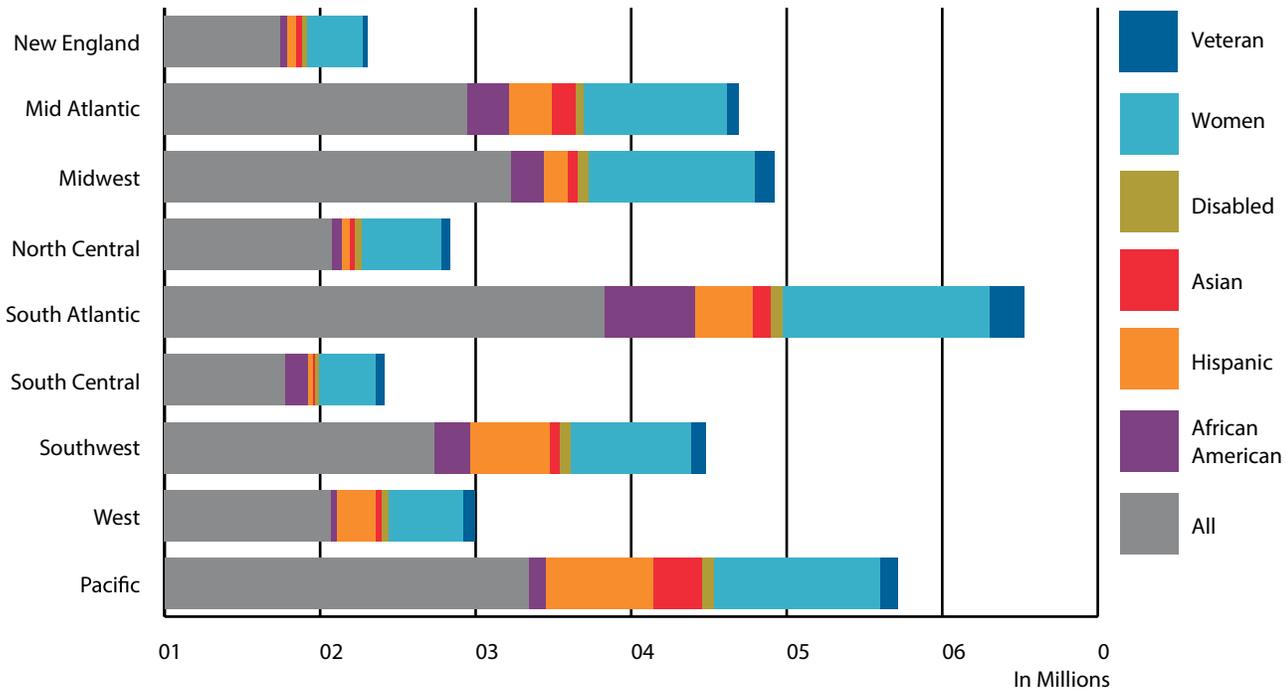
In Millions



Employment Demographics by Industry



Employment Demographics by Region



What the Numbers Mean

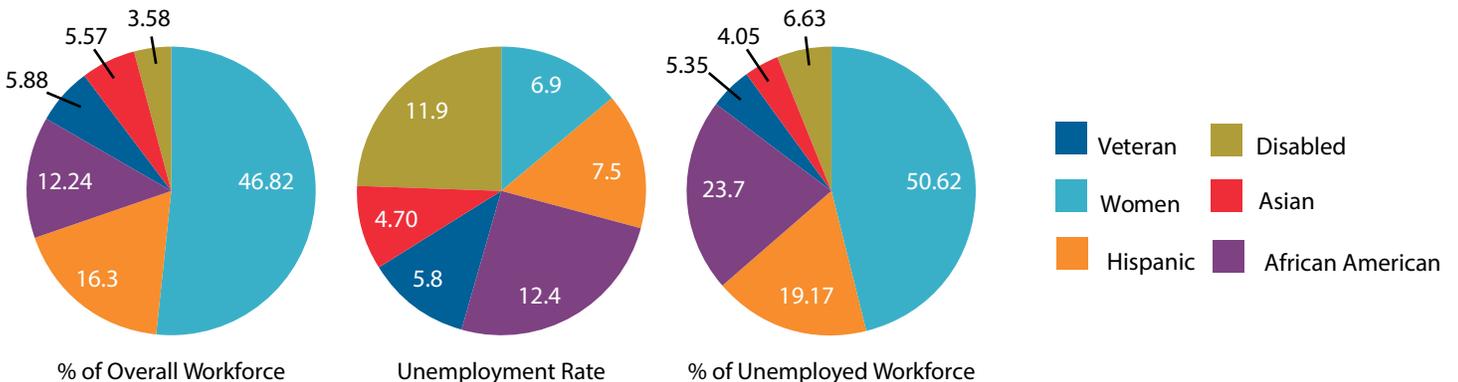
Diversity Jobs Index:

- As the U.S. Hispanic population continues to grow, this segment is increasingly participating in the civilian labor force. As a result, Hispanic incomes continue to rise, providing improved economic mobility.

Diversity Jobs Report:

- While Hispanic employment levels have elevated since the recession, growth is primarily attributed to non-professional services industries, like construction and hospitality, which typically include low wage jobs. The numbers reveal limited educational attainment has been a barrier in this regard.
- As employers seek to hire more college educated Hispanics, the war on talent will intensify. Top talent will seek out employers that truly value diversity. By investing in inclusion initiatives that speak directly to Hispanics, employers can better identify and recruit Hispanics professionals.

Diverse Workforce Labor Market Statistics



Segment Specific Highlights

African Americans comprise 12.24% of the total workforce.

- ↑ African Americans are strongly represented in the Transportation and Utilities sector and made up **17.74%** of the overall labor force in this sector during August.
- ↓ African Americans are strongly underrepresented in the **Financial Activities** sector and made up only **9.13%** of the overall labor force in this sector during August.

Hispanics comprise 16.13% of the total workforce.

- ↑ Hispanics are strongly represented in the **Hospitality and Leisure** sector and made up **21.88%** of the overall labor force in this sector during August.
- ↓ Hispanics are strongly underrepresented in the **Information** sector and made up **10.35%** of the overall labor force in this sector during August.

Women comprise 46.8% of the total workforce.

- ↑ Women are strongly represented in the **Education and Health Services** sector and made up **75.14%** of the overall labor force in this sector during August.
- ↓ Women are strongly underrepresented in the **Construction** sector and made up **8.9%** of the overall labor force in this sector during August.

Veterans comprise 5.9% of the total workforce.

- ↑ Veterans are strongly represented in the **Public Administration** sector and made up **12.84%** of the overall labor force in this sector during August.
- ↓ Veterans are strongly underrepresented in the **Education and Health Services** sector and made up only **3.45%** of the overall labor force in this sector during August.

Differently Abled Persons comprise 3.6% of the total workforce.

- ↑ Differently Abled persons are strongly represented in the **Agriculture** sector and made up **6.06%** of the overall labor force in this sector during August.
- ↓ Differently Abled persons are strongly underrepresented in the **Financial Activities** sector and made up only **2.4%** of the overall labor force in this sector during August.

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, Differently Abled 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 conferences 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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