

DRIVING A 30% GAIN IN CANDIDATE DIVERSITY



SITUATION

Historic recruiting practices focused on outreaches to the nation's most prestigious universities, resulting in a homogeneous workforce and executive team that was dominated by white males.

IMPACT

The client struggled to overcome its employer brand and attract diverse candidates.

RESULTS

nextSource partnered with minority-owned staffing agencies whose own workforces reflected our client's specific DEI goals. We sourced and prepared workers in disadvantaged neighborhoods, attending DEI events, hosting webinars, and reaching out to diversity councils, professional associations, candidate peer support and advocacy groups, and higher education institutions. Working with our suppliers, we offered resume support; interview preparation; incentivized technical skills training; coaching; and ongoing surveys of the talent community to adjust to emerging needs.