SELF-ASSESSMENT ON HISPANIC CORPORATE RECRUITMENT

The attached self-assessment is designed to help you review your organization's current role in Hispanic corporate recruitment, and to identify ways in which you might want to change or increase your efforts. It was developed by Emily McKay of the National Council of La Raza, with assistance from the workshop panel.

If you are a representative of a corporation, or a government or nonprofit agency, concerned with RECRUITING Hispanics, complete Section I of the self-assessment.

If you are a representative of an educational institution, community-based organization, professional association, or other entity which attempts to PLACE Hispanics or which could help to identify Hispanics for corporate jobs, complete Section II.
SECTION I: SELF-ASSESSMENT FOR EMPLOYER REPRESENTATIVES

1. Does your corporation or agency have a formal, written affirmative action or recruitment plan which includes plans and objectives for increasing the number of Hispanic employees, including professional, technical, and managerial employees?
   ____ Yes  ____ No  ____ Not Sure

2. How does the proportion of Hispanics in professional, technical, and managerial jobs within your company or agency compare with the percentage of Hispanics in your metropolitan area?
   ____ Equal to or higher than the local percentage of Hispanics
   ____ About the same as the local percentage of Hispanics
   ____ Somewhat lower, but more than half the local percentage of Hispanics
   ____ Much lower, and less than half the local percentage of Hispanics
   ____ Almost no Hispanics at these levels
   ____ Don't know

   How does it compare with the percentage of Hispanics in the country, according to 1985 Census data (7.2%)?
   ____ Equal to or higher than 7.2%
   ____ Somewhat lower, but more than 3.5%
   ____ Much lower, and less than 3.5%
   ____ Almost no Hispanics at these levels
   ____ Don't know

3. What would you say is the level of your company/agency's commitment to using active recruitment to increase Hispanic employment at the professional, technical, and managerial levels? Check the ONE response which you feel best reflects your entity's perspective as reflected by top management.
   ____ Top management believes that increasing Hispanic employment through active recruitment is necessary for the "bottom line"--it will be good for business in the long run.
   ____ Top management believes that increasing Hispanic employment through active recruitment is useful for corporate image and needed to meet affirmative action requirements, but will have limited long-term impact on business/agency success.
   ____ Top management believes that increasing Hispanic employment through active recruitment is a "necessary evil," to be done primarily to avoid legal problems and avoid community controversy.
   ____ Top management believes that increasing Hispanic employment through active recruitment is unnecessary or undesirable.
   ____ Other (specify) ____________________________

4. How do personnel staff feel about active recruitment of Hispanics?
   ____ Same views as top management
   ____ More enthusiastic about Hispanic recruitment than top management
   ____ Less enthusiastic about Hispanic recruitment than top management
5. In recruiting for positions typically requiring postsecondary preparation at the B.A. degree level or above, what are your major recruitment approaches for HISPANIC recruitment? (Check ALL that apply.)

___ Contact placement offices at colleges and universities nationally or regionally, but without focus on Hispanic enrollment
___ Contact placement offices, with emphasis on schools with significant Hispanic enrollment
___ Contact professional associations and related entities which have formal or informal placement services
___ Contact Hispanic organizations and associations which have placement services or strong Hispanic community contacts
___ Contact placement services or use "headhunters"
___ Use word-of-mouth and informal contacts within the industry, profession, or community
___ Use an established Hispanic-focused network developed specifically for this purpose
___ Use internships, summer jobs, co-op jobs, scholarships, or other approaches to identify Hispanics in college and help them finish, with the objective of hiring them upon graduation or completion of an advanced degree
___ Work with educational institutions which have large Hispanic enrollments to improve their programs and thereby help assure that their graduates can meet corporate hiring needs
___ Use our current Hispanic employees to help us find others
___ Other (specify ______________________________________________________________________)
___ No separate Hispanic recruitment; done as a part of general or overall minority recruitment
___ Little active recruitment; we can afford to wait for people to come to us

Now CIRCLE the two approaches above that have been most successful and CROSS OUT the two approaches that have been least successful for your company or agency in recruiting Hispanics.

6. Do you have Hispanics on your personnel staff who carry out Hispanic recruitment?

___ Yes  ___ No  ___ Not sure

7. Do non-Hispanic staff also carry out Hispanic recruitment?

___ Yes  ___ No  ___ Not sure

If so, do they receive specific training or orientation to provide needed knowledge and skills for recruiting Hispanics?

___ Yes  ___ No  ___ Not sure

8. Do you feel that the preparation provided recruiters to prepare them to do Hispanic recruitment is adequate and effective?

___ Yes  ___ No  ___ Not sure
9. When you identify a promising Hispanic whom you are interested in hiring, do you have a system for "selling" that individual on your company or agency through arranging contacts with other Hispanic employees or providing information about the Hispanic community in the area where the person would work?

___ Yes  ___ No  ___ Not sure

10. How would you rate the success of your company or agency's Hispanic recruitment efforts over the past two years?

___ Very successful
___ Somewhat successful
___ Not very successful
___ Not at all successful
SECTION II: SELF-ASSESSMENT FOR COMMUNITY AND EDUCATIONAL ENTITIES

1. Does your organization consider referral of Hispanics to industry or government for professional, technical, and/or managerial jobs to be:
   ___ A primary function
   ___ A secondary function
   ___ Something we like to do if possible, but don't consider to be one of our regular functions
   ___ Something we would like to do, but don't have the resources to attempt
   ___ Something we prefer not to do
   ___ Other (specify ______________________)

2. Does your organization receive calls or letters from employers asking you to refer qualified Hispanics for jobs?
   ___ Yes    ___ No    ___ Not sure

   If yes, what kinds of contacts have you received in the past three months? (Check all that apply.)
   ___ Job announcements mailed by employers to the organization generally, indicating that you are on a standard mailing list
   ___ Personal letters from employers asking for referrals for a specific job
   ___ Telephone calls from employers, asking for referrals
   ___ Telephone calls or letters from "headhunters" seeking individuals on behalf of an employer
   ___ Requests from employers for you to carry out active recruitment on their behalf
   ___ Requests from employer associations or other entities for you to refer individuals for job fairs or similar functions
   ___ Other (specify ______________________)

3. Does your organization maintain a file or listing of Hispanics who are looking for jobs or might be available for recruitment?
   ___ Yes    ___ No    ___ Not sure

   If so, does your organization have a system for UPDATING the listing regularly?
   ___ Yes    ___ No    ___ Not sure

   Does the organization keep track of referrals that lead to employment?
   ___ Yes    ___ No    ___ Not sure

4. If your organization views job referrals as one of your ongoing functions, do you publicize this effort among Hispanics in order to increase your listing of available Hispanics seeking jobs or willing to consider a job change?
   ___ Yes    ___ No    ___ Not sure    ___ N/A
If yes, HOW do you make this function known to Hispanics who may be interested? (Check all that apply.)

___ Use formal advertisements in university and community publications
___ Make this function known at conferences and seminars
___ Send mailings to Hispanics who may be interested or know someone who is
___ Provide this function primarily to our members or students, not the general public, and inform them formally of the service
___ Make function known informally to Hispanics we know
___ No specific outreach — just accept information from people who find us
___ Other (specify ____________________________)

5. If your organization views job referrals as one of your ongoing functions, do you publicize this effort among potential employers?

___ Yes       ___ No       ___ Not sure       ___ N/A

If yes, HOW do you make this function known to employers? (Check all that apply.)

___ Use formal advertisements in publications seen by employers
___ Make this function known at conferences and seminars
___ Send mailings to potential employers
___ Visit potential employers
___ Make function known informally to employers we know
___ No specific outreach — just try to help when contacted
___ Other (specify ____________________________)

6. What do you consider to be the major problems your organization faces in referring/placing Hispanics for professional, technical, and/or managerial jobs? (Check ALL that apply.)

___ We have trouble identifying Hispanics with the credentials employers want — too few Hispanics with these degrees
___ Employers too seldom are willing to provide co-op jobs, internships, or scholarships to increase the "pipeline"
___ Employers establish unnecessary or unreasonable credential or experience requirements which tend to exclude Hispanics who could do the job
___ Employer recruiters who come to us often don't understand Hispanic concerns and don't make a good impression
___ Employer representatives don't seem to really want to hire Hispanics
___ We don't have the resources to maintain an active and effective career bank of individuals — takes money and staff time that we don't have
___ Hispanics don't want to relocate
___ Hispanics don't usually choose the disciplines most employers are looking for

Now CIRCLE the TWO problems you feel are the most important.