

5 DIVERSITY METRICS TO MEASURE YEAR-ROUND

Did you know that diverse teams outperform **non-diverse ones by 35%** and **57% of employees** think their companies should be more diverse? With diverse hiring initiatives on the rise, it's important for companies to track and measure their current progress towards a more diverse workforce. Evaluating the following can help your organization take diverse hiring to the next level. Take a look at 5 of the most important metrics to track:

1 DIVERSITY METRIC: DIVERSITY BREAKDOWN OF CURRENT TOTAL WORKFORCE BY ORGANIZATIONAL STRUCTURE

To start, fill out this chart to get a holistic view of where your organization is lacking or excelling in diversity.

	ENTRY LEVEL	MID LEVEL	EXEC LEVEL	C-SUITE
Minority	_____ %	_____ %	_____ %	_____ %
White	_____ %	_____ %	_____ %	_____ %
Female	_____ %	_____ %	_____ %	_____ %
Male	_____ %	_____ %	_____ %	_____ %
Millennials	_____ %	_____ %	_____ %	_____ %
Gen X	_____ %	_____ %	_____ %	_____ %
Baby Boomers	_____ %	_____ %	_____ %	_____ %
Disabled	_____ %	_____ %	_____ %	_____ %
Non-disabled	_____ %	_____ %	_____ %	_____ %
Civilian	_____ %	_____ %	_____ %	_____ %
Veteran	_____ %	_____ %	_____ %	_____ %

*Keep in mind: That some of the percentages may cross over as employees can be a member of more than one segment.

2

DIVERSITY METRIC: DIVERSITY BREAKDOWN OF JOB APPLICANTS

A study by the *Administrative Science Quarterly Journal* found that when Asian candidates made their names sound more “white” they were twice as likely to receive a call back than when using their Asian names, and the same was true for African-Americans.

Are you aware of the diversity of candidates in your hiring process? Have you measured it against race, gender, age, disability and even Veteran status? Fill out the following chart and the numbers may surprise you:

	ENTRY LEVEL	MID LEVEL	EXEC LEVEL	C-SUITE
Minority	_____ %	_____ %	_____ %	_____ %
White	_____ %	_____ %	_____ %	_____ %
Female	_____ %	_____ %	_____ %	_____ %
Male	_____ %	_____ %	_____ %	_____ %
Millennials	_____ %	_____ %	_____ %	_____ %
Gen X	_____ %	_____ %	_____ %	_____ %
Baby Boomers	_____ %	_____ %	_____ %	_____ %
Disabled	_____ %	_____ %	_____ %	_____ %
Non-disabled	_____ %	_____ %	_____ %	_____ %
Civilian	_____ %	_____ %	_____ %	_____ %
Veteran	_____ %	_____ %	_____ %	_____ %

*Keep in mind: That some of the percentages may cross over as employees can be a member of more than one segment.

How does your applicant pool compare to your existing workforce? Is your applicant pool full of minority candidates but your existing workforce is lacking them? Highlight areas of discourse for discussion with your higher ups!

3 DIVERSITY METRIC: EMPLOYEE RETENTION RATE

Remember: it's one thing to hire and employ diverse candidates, but are you keeping them? Use this following chart to see which areas of diversity aren't sticking around for the long-haul, then investigate with exit surveys to find out why.

	ENTRY LEVEL	MID LEVEL	EXEC LEVEL	C-SUITE
Minority	_____ %	_____ %	_____ %	_____ %
White	_____ %	_____ %	_____ %	_____ %
Female	_____ %	_____ %	_____ %	_____ %
Male	_____ %	_____ %	_____ %	_____ %
Millennials	_____ %	_____ %	_____ %	_____ %
Gen X	_____ %	_____ %	_____ %	_____ %
Baby Boomers	_____ %	_____ %	_____ %	_____ %
Disabled	_____ %	_____ %	_____ %	_____ %
Non-disabled	_____ %	_____ %	_____ %	_____ %
Civilian	_____ %	_____ %	_____ %	_____ %
Veteran	_____ %	_____ %	_____ %	_____ %

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4 DIVERSITY METRIC: SOURCES OF DIVERSE CANDIDATES

Where are the majority of your diverse candidates coming from? Use this information to reallocate recruitment budget towards the right channels of diverse hires.

	JOB BOARD	EVENTS	REFERRAL	SOCIAL
Minority	_____ %	_____ %	_____ %	_____ %
White	_____ %	_____ %	_____ %	_____ %

	JOB BOARD	EVENTS	REFERRAL	SOCIAL
Female	_____ %	_____ %	_____ %	_____ %
Male	_____ %	_____ %	_____ %	_____ %
Millennials	_____ %	_____ %	_____ %	_____ %
Gen X	_____ %	_____ %	_____ %	_____ %
Baby Boomers	_____ %	_____ %	_____ %	_____ %
Disabled	_____ %	_____ %	_____ %	_____ %
Non-disabled	_____ %	_____ %	_____ %	_____ %
Civilian	_____ %	_____ %	_____ %	_____ %
Veteran	_____ %	_____ %	_____ %	_____ %

*Keep in mind: That some of the percentages may cross over as employees can be a member of more than one segment.

5 DIVERSITY METRIC: PAY DISPARITIES - AVERAGE SALARY

Are there pay discrepancies among your minority vs white employees? What about males and females? The age section, we can let slide, since as we age and earn more experience our salaries increase... but are your disabled workers not earning as much as non-disabled? Highlight discrepancies and get these numbers in front of execs. These charts don't lie!

	ENTRY LEVEL	MID LEVEL	EXEC LEVEL	C-SUITE
Minority	_____ Av	_____ Av	_____ Av	_____ Av
White	_____ Av	_____ Av	_____ Av	_____ Av
Female	_____ Av	_____ Av	_____ Av	_____ Av
Male	_____ Av	_____ Av	_____ Av	_____ Av
Millennials	_____ Av	_____ Av	_____ Av	_____ Av
Gen X	_____ Av	_____ Av	_____ Av	_____ Av
Baby Boomers	_____ Av	_____ Av	_____ Av	_____ Av

Disabled	_____ Av	_____ Av	_____ Av	_____ Av
Non-disabled	_____ Av	_____ Av	_____ Av	_____ Av
Civilian	_____ Av	_____ Av	_____ Av	_____ Av
Veteran	_____ Av	_____ Av	_____ Av	_____ Av

*Keep in mind: That some of the percentages may cross over as employees can be a member of more than one segment.

DIVERSITY METRIC BONUS: NUMBER OF EEOC COMPLAINTS

Your employees and job applicants are protected under the U.S. Equal Employment Opportunity Commission which prohibits employers from discriminating against any employee or job applicant for their race, color, sex, religion, pregnancy, disability, national origin, age, and even genetics. EEOC complaints are made public and any job seeker or existing employee can access them.

- To Do:** Invest in the help of a focused talent acquisition solution like [WCN Diversity](#) to identify promising diversity talent and tailor your recruitment approach to deliver greater candidate engagement.