



NATIONAL COUNCIL OF  
**LA RAZA**

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## 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.