



amberjack

Diversity and Inclusion Insights 2022

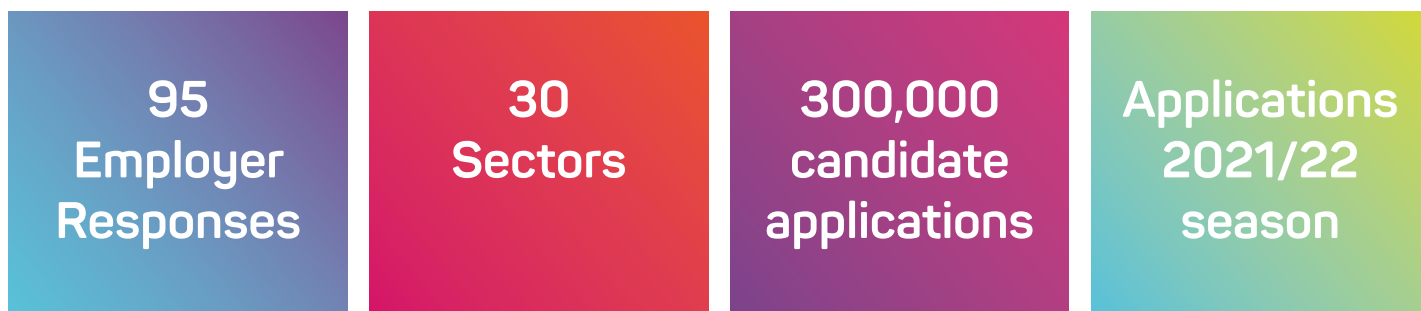
Welcome to our Insights Reports for 2022

We are now in our 11th year of running our annual research reports. The purpose of these reports is to provide the industry with insight on candidate behaviours and employer trends to help guide organisations when planning for the new recruitment season in our ever-changing world of Early Talent. This year we will have 3 key reports covering the main trends:

- **Attraction Insights**
- **Diversity and Inclusion Insights**
- **Assessment and Candidate Experience Insights**

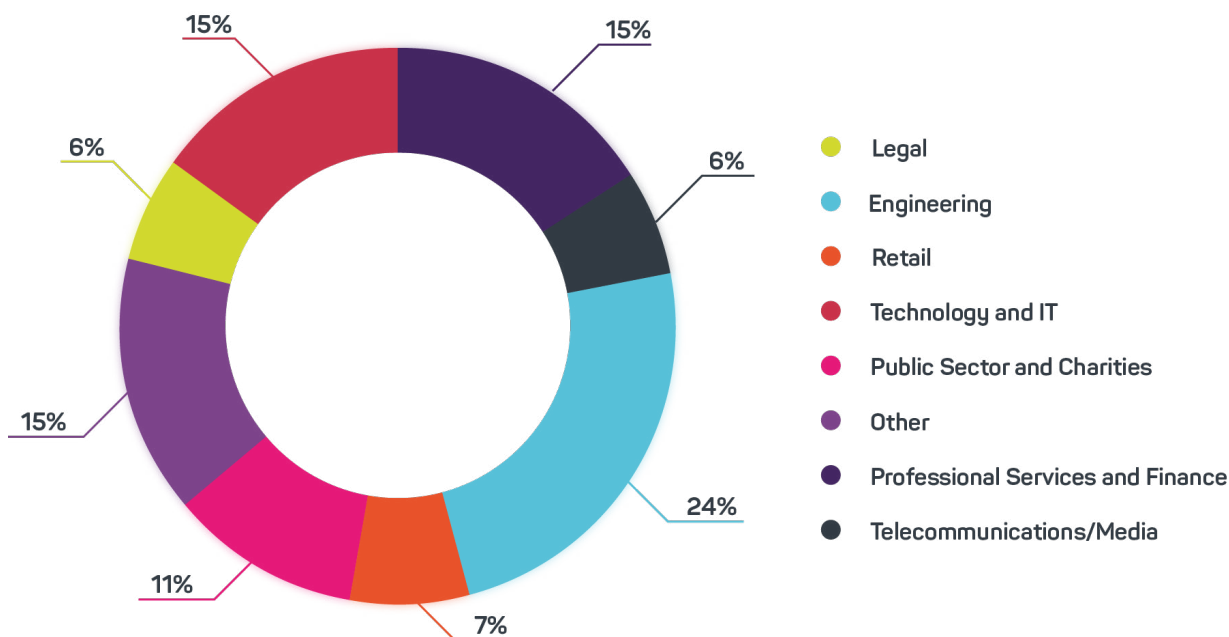
Overview of Data

We've pulled the data for the reports from the latest 2021/22 recruitment season. This year we've had responses from 95 employers, across 30 sectors. We've also analysed over 300,000 candidate applications, providing us with an extremely robust data set for review.



We collated data for both the Graduate and Apprentice market. Due to the data being very similar, especially from the employer survey we've combined the results to provide overall themes. Where there are significant differences, we separated the data points out.

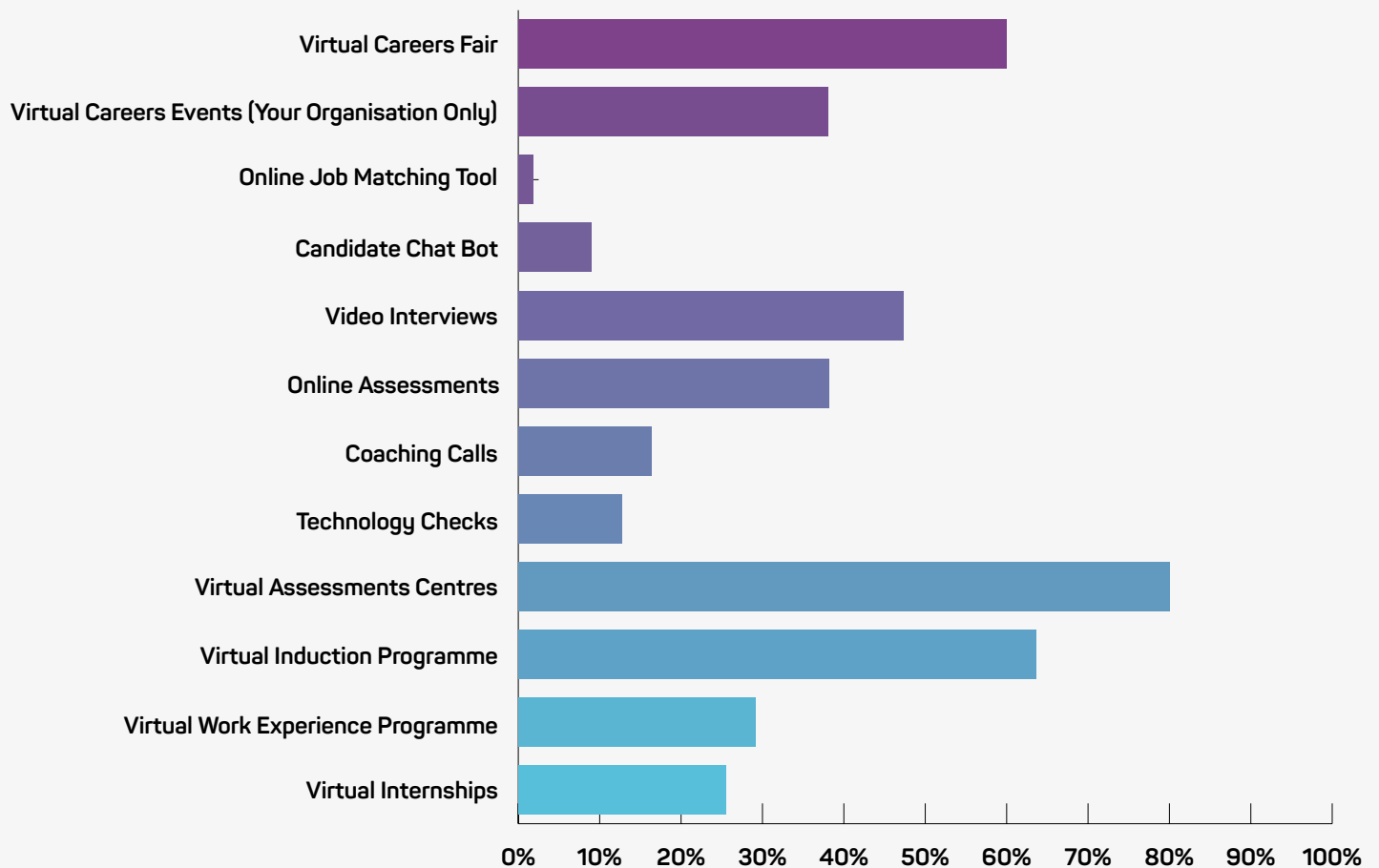
Our 95 employer responses came from the below sectors



Section 1: Impact of the Pandemic

Due to the impact of the Global Pandemic over the past two recruitment seasons, we were keen to understand how this would shape Future Talent recruitment practices moving forward.

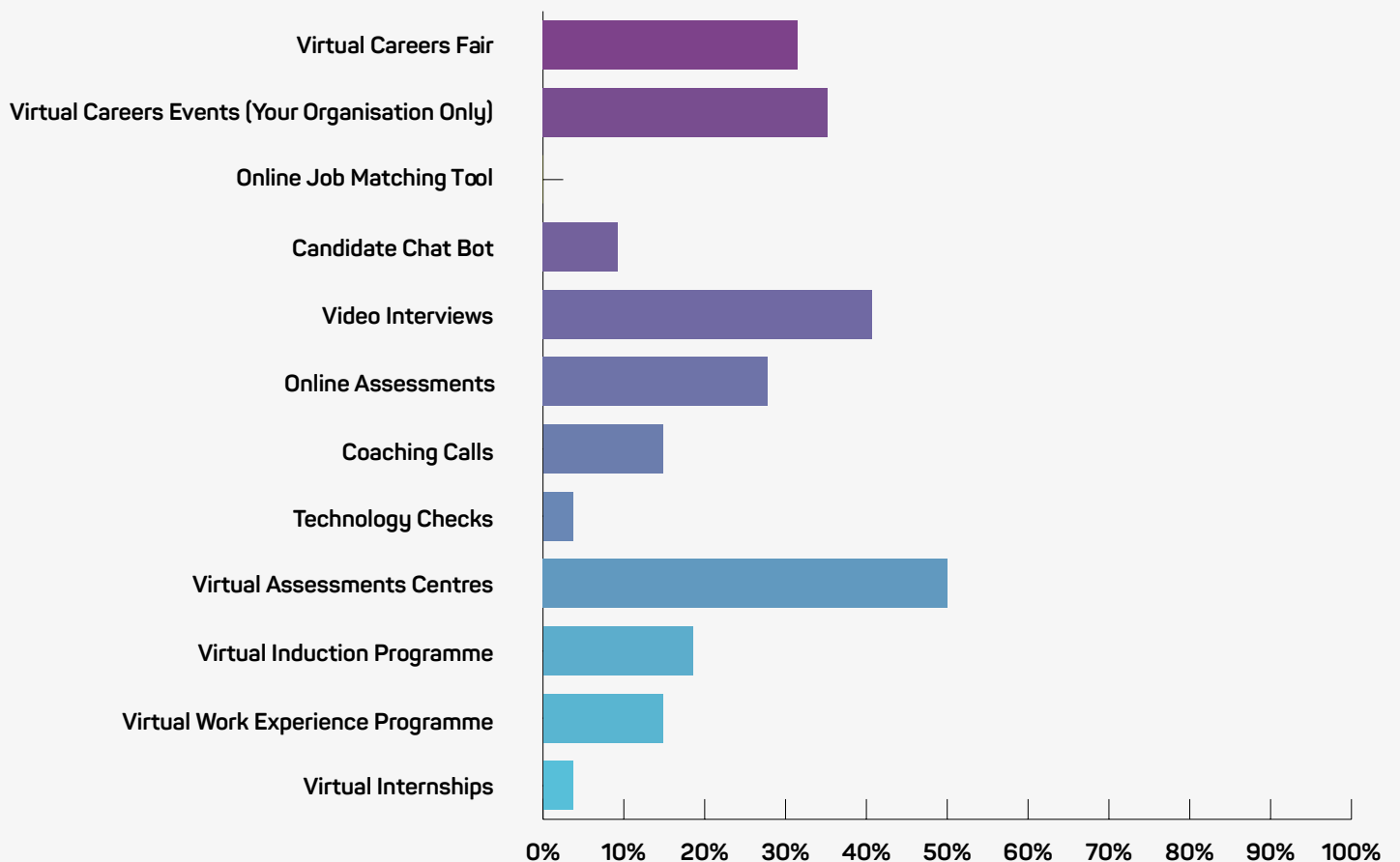
Question: What practices and processes were implemented through the pandemic?



We asked employers, what practices and processes they implemented throughout the pandemic. It was no surprise that virtual careers fairs and events, video interviews and virtual assessment centres were the top answers.

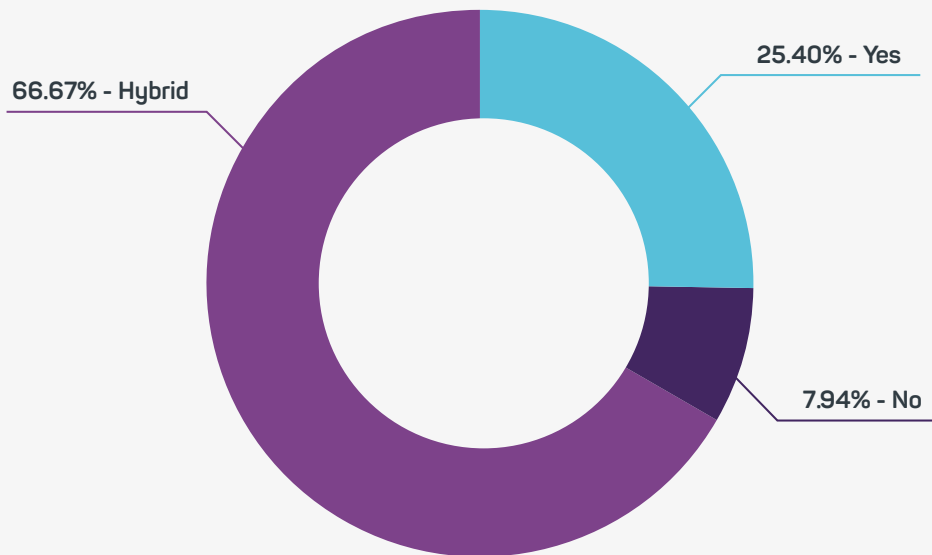


Question: As restrictions have been lifted which remained?



We then went on to ask; 'as restrictions have lifted, which of these have remained?' Virtual careers events, virtual assessment centres and video interviews seem to be the key elements that have remained. This could be for a number of reasons including accessibility (ED&I), cost and resource efficiencies and candidate experience.

Question: Do you intend to return to in-person recruitment activity?



Finally, we asked employers, how they thought they would approach the new recruiting season. Nearly 70% said their hybrid approach would continue.



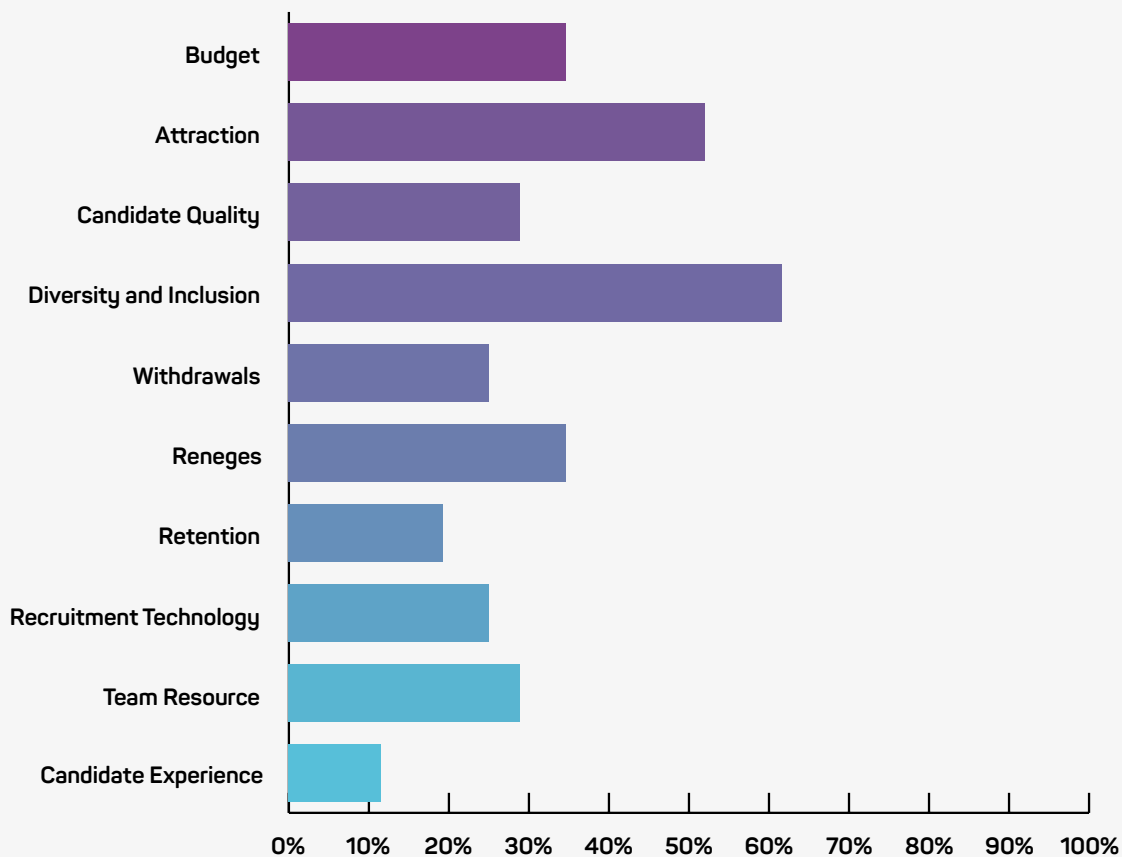
Considerations for Employers

- Hybrid approach likely to continue with face-to-face activity increasing for this new season. Employers will need to carefully consider the balance and implications for brand awareness and reach.
- Continuation of digital and virtual assessment centres has led to increased candidate expectations. Employers need to keep investing in technology to provide the best possible experience.
- In a candidate led market, initiatives such as coaching calls and tech checks can help to elevate your experience and stand out from competitors. As we move back to more F2F activity these can be a great differentiator.

Section 2: Recruitment Challenges

Each year we look at key recruitment challenges to help us understand the market but also to support organisations to find solutions.

Question: What are your key recruitment challenges?



2020/21 Rank Ordered Challenges

1. Recruitment Technology
2. Budget
3. Team Resource
4. Candidate Experience
5. Candidate Quality

2021/22 Rank Ordered Challenges

1. Diversity & Inclusion
2. Attraction
3. Reneges
4. Budget
5. Candidate Quality

This year, there has been a big shift in terms of perceived challenges. Last year we saw Recruitment Technology at the top. This is no surprise since, virtually overnight, all organisations had to switch their entire processes online. Budget came next. Due to the continued economic uncertainty, budgets were either reduced or hiring paused and there was certainly a nervousness around changing too much in a time that was already very unsettled.

Moving to this year, Diversity and Inclusion is sited as the number one challenge and as we move back into a candidate led market, attraction has come to the forefront again. As the market has bounced back, we've also seen an increased number of reneges, and this is a challenge that has been reported in our survey as well.

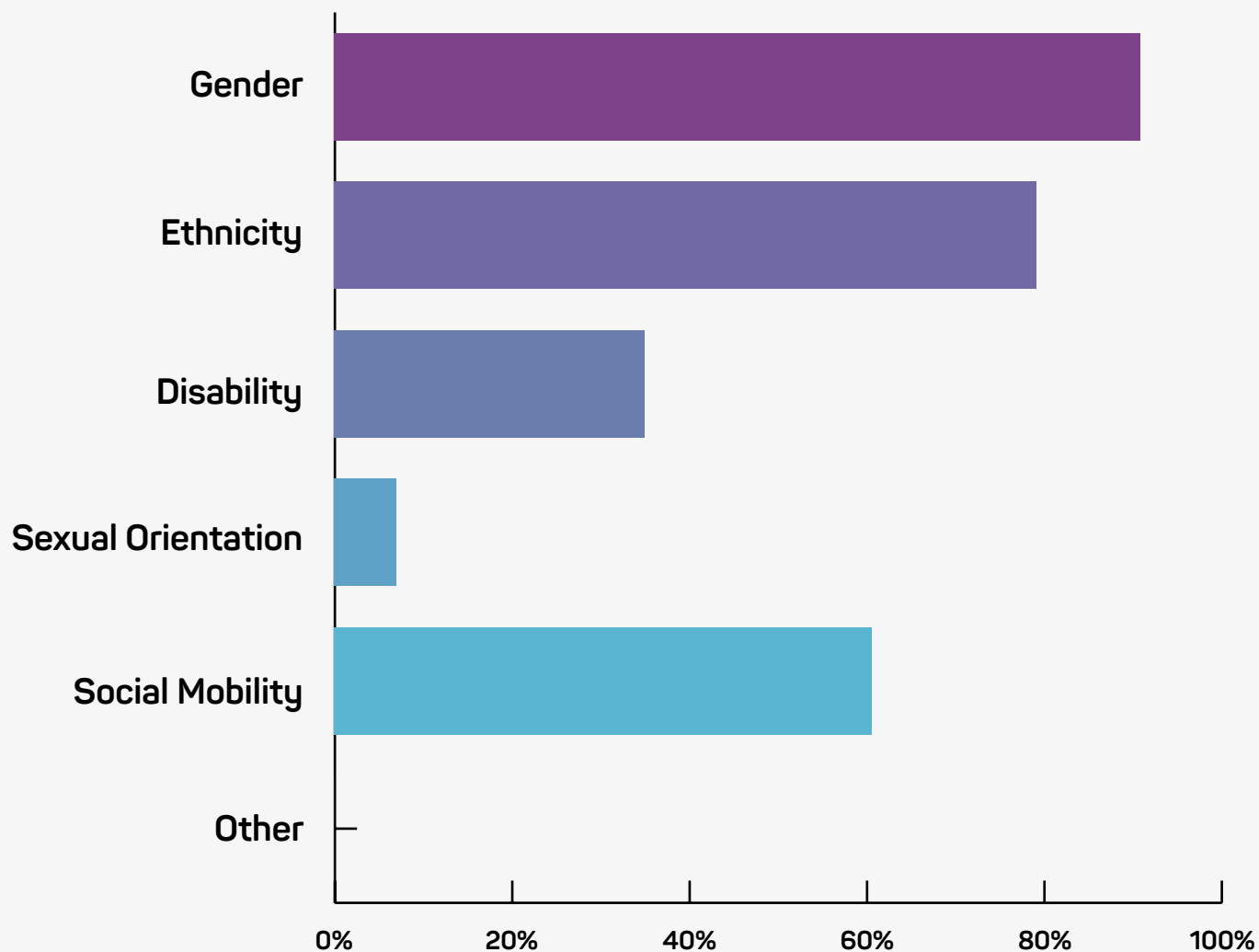
Candidate quality is consistent across both years and speaks to the challenge that all Future Talent employers face when recruiting in such a fiercely competitive market.



Section 3: Diversity & Inclusion

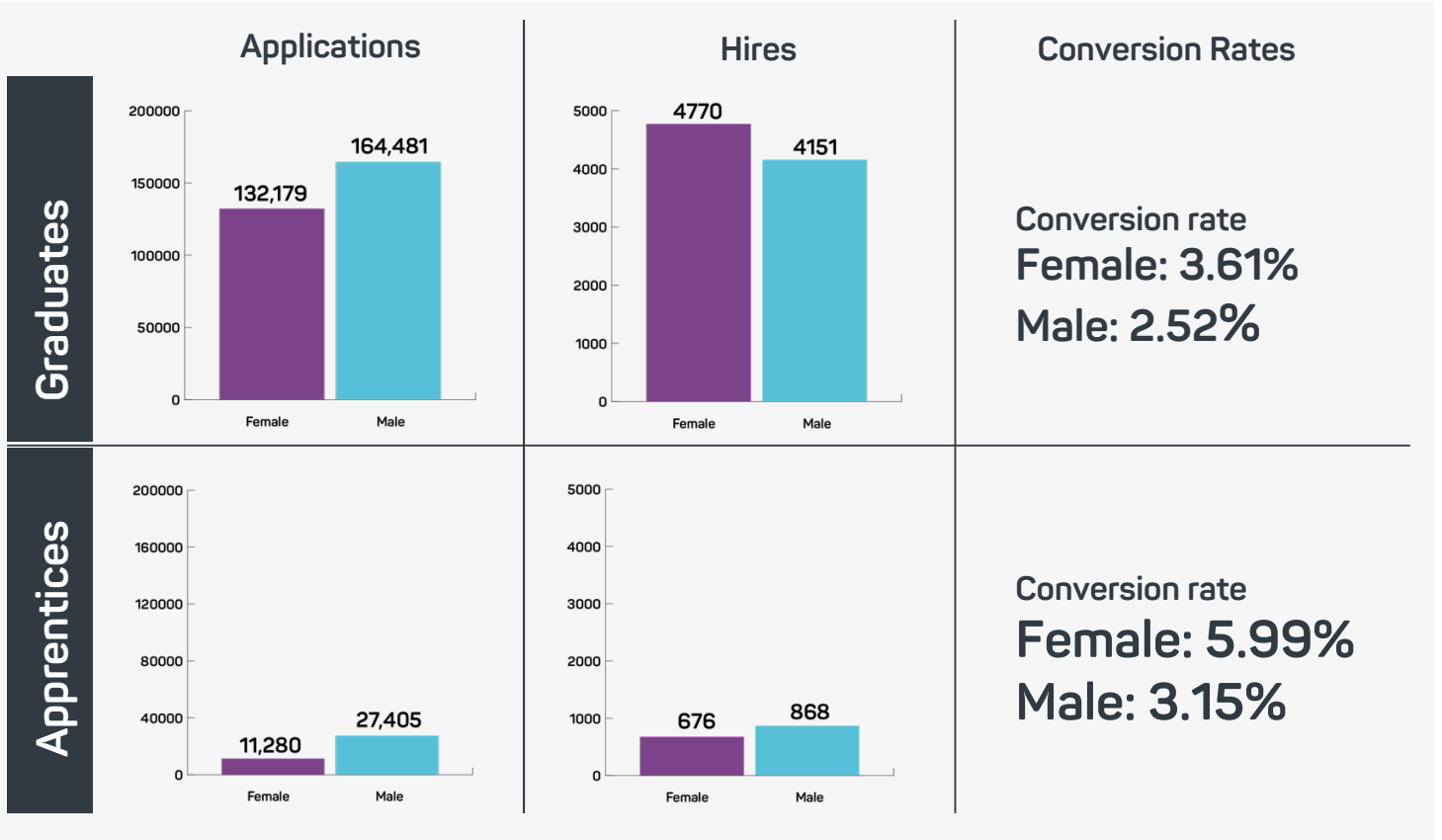
Each year we look at key recruitment challenges to help us understand the market but also to support organisations to find solutions.

Question: What is your key area of focus for Diversity and Inclusion?



The top 4 top answers were Gender, Ethnicity, Social Mobility and Disability. Therefore, we focused on these areas to provide further analysis and insight.

Gender Trends



Looking at gender first, we see a positive story. From our analysis, females are statistically 43% more likely to secure a role than males. From a conversion rate perspective, 3.61% of female applicants are hired vs 2.52% of males. Within the apprenticeship market, conversion rates are slightly lower, but it is still a significant increase on previous years.

This data indicates that the dedicated focus that employers have placed on attracting more female talent is having an impact. Hopefully, over time, the shift that we are seeing at the Early Careers entry level, will translate into better representation of females at a more senior level and help to address the inequality that currently exists in most sectors.

Ethnicity Trends

Graduate

Overall Hires	Applications	%age apps	Hires	%age hires	Conversion ratio	Conversion %age
Arab	4936	1.63%	109	1.20%	45.28	2.21%
Asian	97209	32.08%	2456	27.01%	39.58	2.53%
Black	32897	10.86%	534	5.87%	61.60	1.62%
Chinese	22025	7.27%	865	9.51%	25.46	3.93%
Mixed	11713	3.87%	377	4.15%	31.07	3.22%
Other	5208	1.72%	119	1.31%	43.76	2.28%
Prefer not to state	11470	3.79%	246	2.71%	46.63	2.14%
White - British	87817	28.98%	3561	39.16%	24.66	4.06%
White - Other	29716	9.81%	826	9.08%	35.98	2.78%

Apprenticeships

Overall Hires	Applications	%age apps	Hires	%age hires	Conversion ratio	Conversion %age
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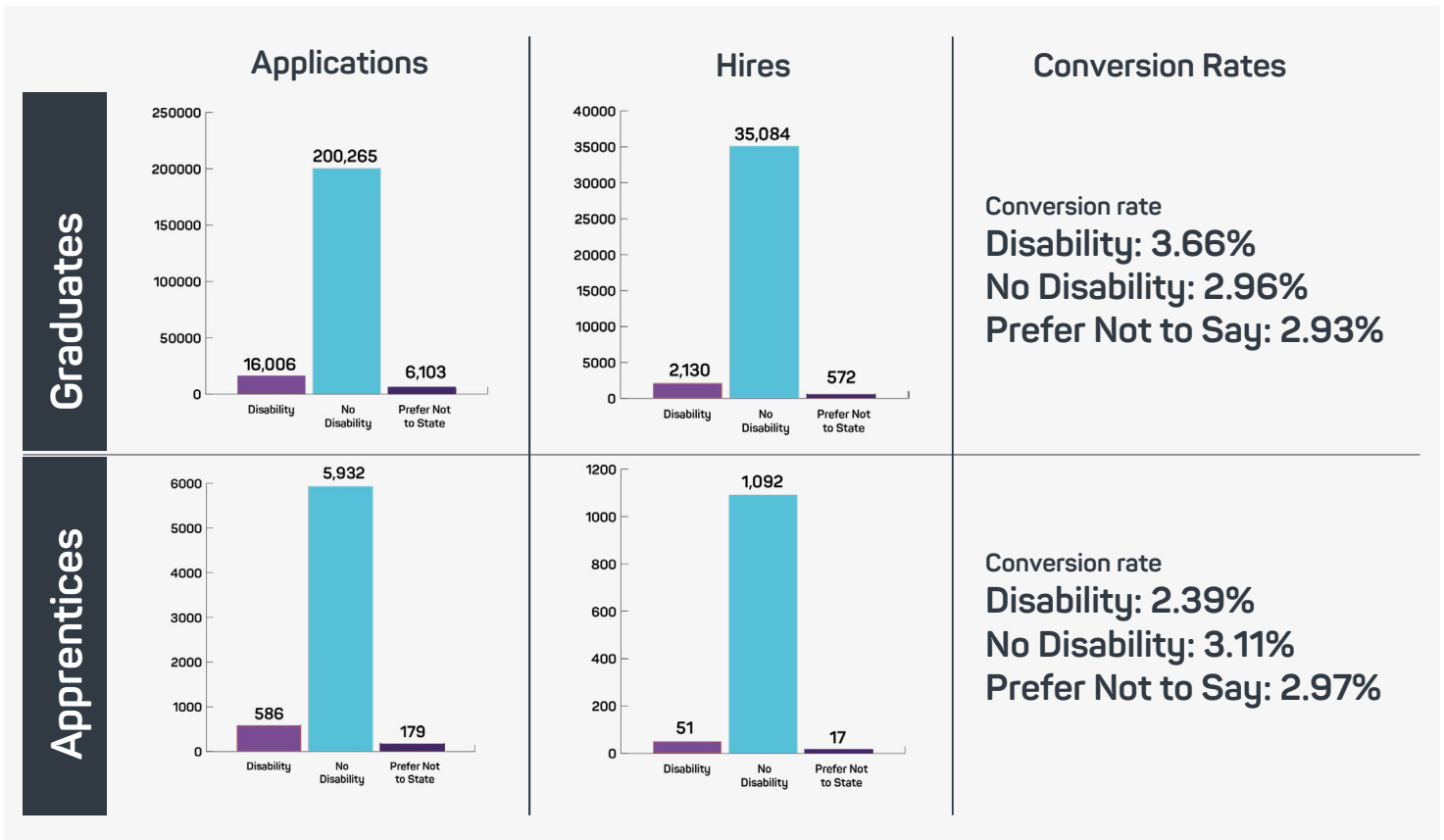
Unfortunately, when we look at Ethnicity the story isn't as positive. Just under 14% of White British applicants were rejected at an application stage compared with around 22% for Arab, Black and Chinese candidates. In addition, those candidates are more likely to be rejected by up to 59% at screening than White British candidates.

It also shows us that White British applicants are more advantaged by online tests, with just 31% being rejected at this stage. As we've split out the BAME groups, it has revealed the challenges, especially with Black candidates.

From an apprenticeship perspective, it's slightly more encouraging. Asian candidates represent 25% of all applicants and account for over 30% of hires, which is a fantastic outcome. Black candidates make up 11% of the applicant pool and 12% of hires. This indicates that the apprenticeship market is performing well from an ethnicity perspective, but clearly there is far more for employers to do when addressing ethnicity within their graduate populations.



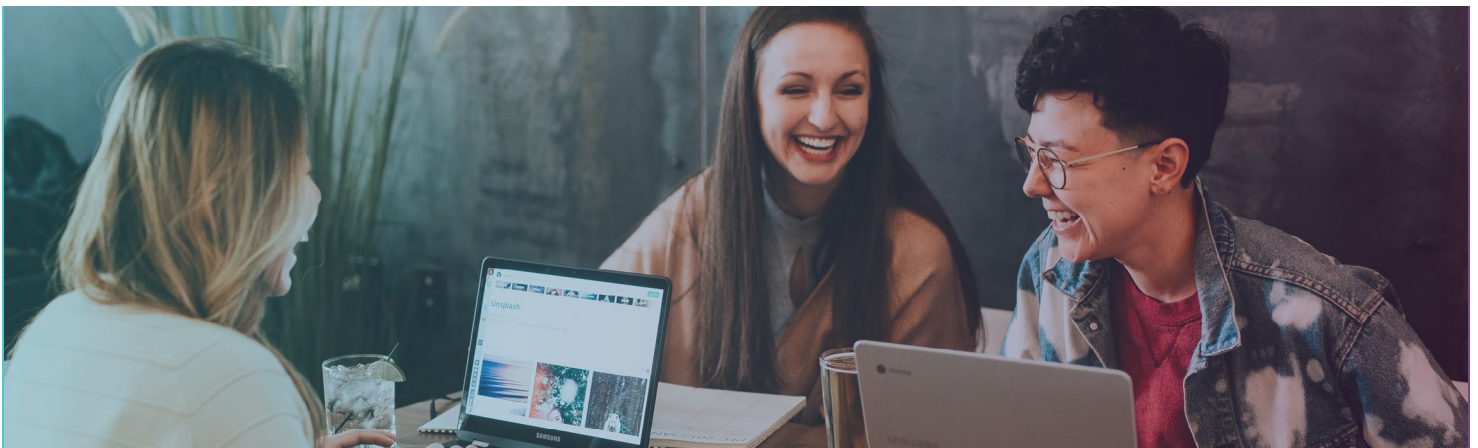
Disability Trends



Disability is mostly a good news story. Graduate candidates that disclosed that they have a disability are statistically more likely to be hired than those without a disability. It is a slightly different story within apprenticeships, which is disappointing, but it is still an increase on previous seasons.

It is also worth highlighting the 'Prefer Not to Say' population. Having done some recent focus groups with students, their feedback was that whilst they are less concerned about revealing a disability at the outset of a process, they worry more when progressing through the later stages, especially when they get to a face-to-face interaction with an employer.

One final statistic that is quite striking, is that disabled candidates are almost a quarter more likely to be rejected at an interview stage than the non-disabled candidates, which is very disappointing. So, thinking about how we can influence that hiring manager education, potentially some further training, and maybe better support for video interviews or an assessment center for candidates with disabilities could help address this.



Social Mobility Trends



Employers have placed significant focus on this area in recent years. It looks as though that this work is paying off. Candidates that have declared a social mobility flag are actually more likely to get a job than those that don't. Overall, social mobility candidates are performing better than their counterparts with almost a 50% better conversion ratio, which is quite outstanding.

That said, we will be doing a deeper dive into this data and look more specifically at each of the social mobility flags. It's clear that some flags are a stronger indicator of an individual's economic status than others (for example attended state school vs free school meals or carer status), so we are keen to understand if there are differences between these and if these could be delivering a more positive picture than what is the reality.



Considerations for Employers



We hope this Insights Report has been interesting and provides some support for new season planning.

Here are our top tips for your consideration as you finalise the strategy for your new campaigns:

- There are clearly still challenges for some minority groups. A complete review of your assessment process will help identify any issues.
- It is important to separate out BAME groups to gain a realistic view of your diversity hiring statistics.
- Think carefully about your communication and messaging to candidates to support inclusivity.
- Black Heritage candidates are still at a disadvantage. Employers need to continue their focus on supporting these individuals and providing a level playing field for them to succeed.

Diversity is a major point of interest and concern for organisations right now.

You can discover more on Amberjack's products and services, including information on how we can help you improve your diversity, or request a chat with a member of our team, by getting in contact, today.

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