



Laying the Foundation for Building a Diverse and Inclusive Workforce

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The text "Sponsored by" is in a small, grey, sans-serif font. To its right is the Cornerstone logo, which consists of a blue square with a white circle inside, followed by the word "Cornerstone" in a bold, blue, sans-serif font.

February 07, 2019

KNOWLEDGE | RESOURCES | ADVOCACY | CONNECTIONS

cupa·hr™ Webinar

Presenters



Roberta Maldonado Franzen, PHR
Director of Talent Solutions
Kansas State University

KANSAS STATE
UNIVERSITY



Kellie Wilson
Strategic Partner
Kansas State University

KNOWLEDGE | RESOURCES | ADVOCACY | CONNECTIONS

Objectives

- Showcasing diversity through institutional branding and social media
- Identifying metrics for best diversity hiring practices
- Incorporating diversity-and-inclusion principles into the candidate-to-new-hire process

A little about Kansas State



2016
Excellence in HR
award from CUPA-HR
Midwest chapter

5,000+
faculty and staff support
our vision to become a
top 50 research
institution by 2025

#1
Ranked the best
college town in the
United States
(Liveability.com)

22,000+
students from all 50
states and more than
100 countries

2018
Recipient of the Higher
Education Excellence in
Diversity (HEED) award
(Insight into Diversity)
5 years in a row!

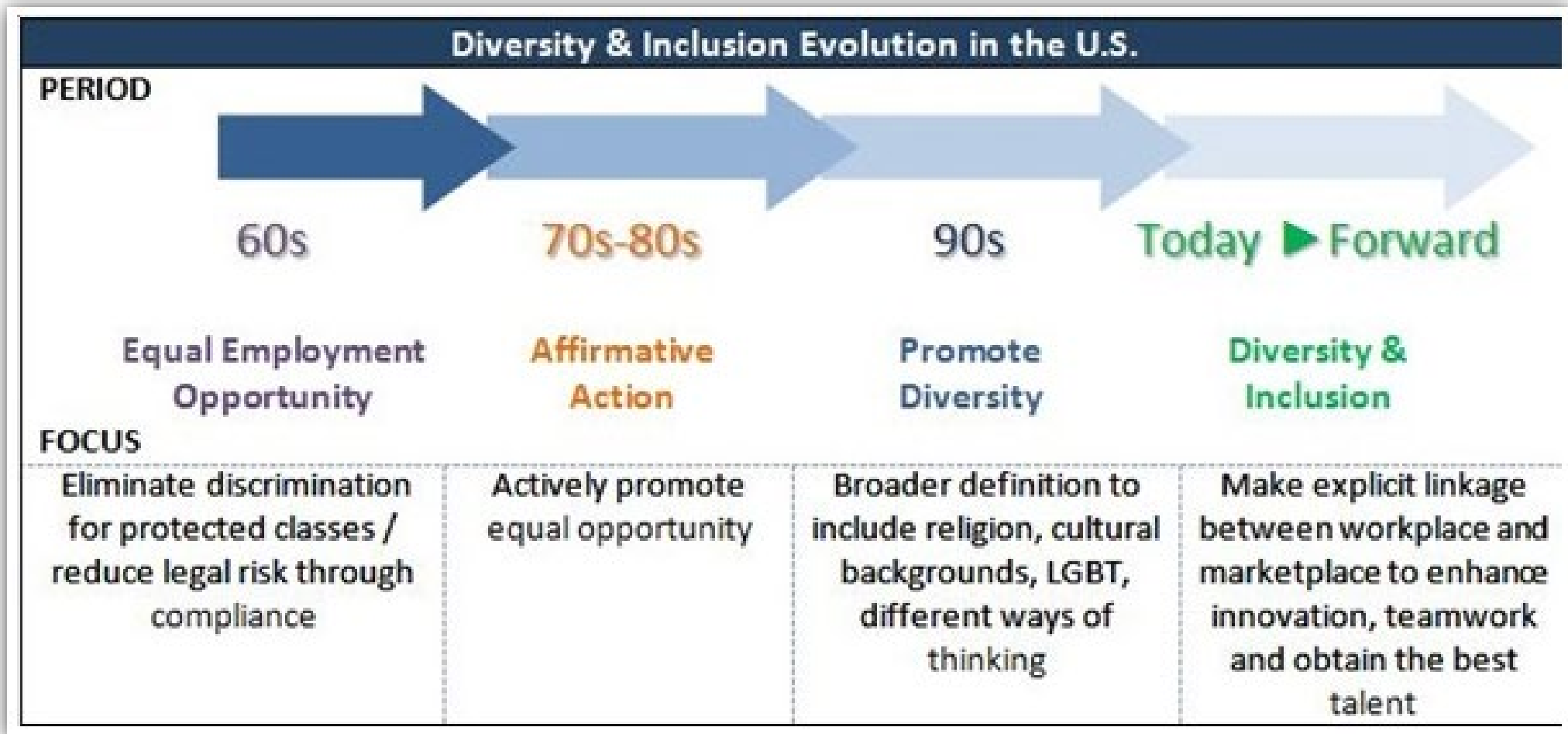
#1
Choice for
multicultural
students in
Kansas

#4
For best quality
of life (Princeton
Review)

Which one doesn't belong?

- a) Subtract
- b) Multiply
- c) Add
- d) Decrease

Diversity and Inclusion Evolution



Source: Association for Talent Development

Winning the War on Talent

313%

Competition for Talent



Resources



Project Implicit®

Project Implicit

Reviewing Applicants



Research on
Bias and Assumptions

Welcome to Hiring Top Talent!

This training will guide you through the hiring process and cover best practices for conducting an effective search for top talent and diversity. It will take about 20 - 30 minutes to complete and is required for ALL individuals involved in the hiring process.



Employer Brand

*Employers with a strong talent brand
drive 2x the amount of applicants
per job compared to others*

The logo for Kansas State University, featuring the text "KANSAS STATE" in a large, white, serif font, underlined, and "UNIVERSITY" in a smaller, white, sans-serif font below it. The background is a purple rectangle with a faint, circular seal of the university visible behind the text.

KANSAS STATE
UNIVERSITY

Employer Brand



General Description of Position:

The Kansas State University College of Engineering is seeking a First Year Program Instructor (or Teaching Assistant Professor) for new engineering students. This is a full time, 12-month, term position.

Diversity and Inclusion:

Kansas State University embraces diversity, and promotes inclusion in every sector of the institution. The university established the Office of Diversity, led by the associate vice provost for diversity and a dedicated staff. Additionally, each college has a designated Diversity Point Person to provide insight and guidance.

Kansas State University received the prestigious Higher Education Excellence in Diversity, or HEED, award from Insight Into Diversity magazine for the past three years. Multicultural students account for 15 percent of our student population, a university record and continuing trend.

Employer Brand

Military to Civilian Career Translator

Find out how your military skills can apply to a civilian occupation

From the US Department of Labor

Three people in military uniforms are sitting at a table, smiling and talking. The woman in the middle is looking towards the man on the left. The man on the right is looking towards the woman. The background is a bright, indoor setting.

INNOVATIVE PROGRESSIVE RESPONSIVE
Human Capital Services



WORK AT K-STATE

The university offers an excellent benefits package, including health and life insurance and tuition assistance for employees and their families, but there are many other perks to becoming a K-State employee. University faculty and staff are eligible for discounted tickets to performances and employee discounts at various businesses. Additionally, reduced-priced tickets are available to K-State's Big 12 Conference sporting events. Our teams have frequently been Big 12 champions and offer exciting rivalries.

Which social media platform do you use to attract talent?

- a) LinkedIn
- b) Twitter
- c) Facebook
- d) Snapchat
- e) Instagram
- f) 3 or more
- g) None of the above

Social Media

TRADITIONALIST

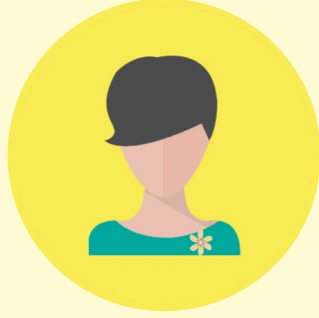
1920-1945



BABY BOOMER

BOOMER

1946-1965



GEN X

1966-1979



GEN Y

1980-2000



GEN Z

2001-2015



Social Media

84% of organizations utilize social media to attract candidates



K-State Careers @KStateCareers · Mar 20

Check out this article on how to answer the three toughest questions asked during an interview! [#TuesdayTips](#) [#Tips](#) [#KStateCareers](#)



The 3 Toughest Interview Questions and How to Answer Them

They're common, but these tough interview questions get the best of candidates. Here's how to answer them.

[inc.com](#)

Social Media



K-State Careers @KStateCareers · Apr 4
This #WildcatWednesday features Rebeca Paz, the First Scholars Program Manager. Rebeca has been with K-State since 1996! Thanks, Rebeca, for all your great work over the years! #MyKStateCareer #KStateCareers @KState1stSchol



“
MY FAVORITE PART ABOUT
WORKING AT K-STATE IS THE
AMAZING STUDENTS THAT I HAVE
HAD THE PRIVILEGE TO WORK WITH
DURING MY TENURE AT THE
UNIVERSITY

”
Rebeca Paz:
First Scholars Program Manager

#MyKStateCareer

2 8



K-State Careers @KStateCareers · Mar 27
Exciting #career opportunity we're #hiring for an Aviation Maintenance Lab Tech @KStatePolytech #KStateCareers #aviation #maintenance #aircraft #polytechnic #KState bit.ly/2pNqDuT

AVIATION MAINTENANCE LAB TECH

- Provide overall student assistance during lab sessions, maintain shop and ground support equipment, and build aviation-related training aids.
- Perform maintenance on aircraft and equipment in the educational environment.
- Support various activities which enhance and promote the aviation maintenance degree option and the Polytechnic campus.

3 1



K-State Careers @KStateCareers · Apr 5
When looking at new companies, what benefits are the most attractive to you?

17% Retirement

8% Health

42% Work/Life Balance

33% Employee Culture

24 votes • Final results

Social Media



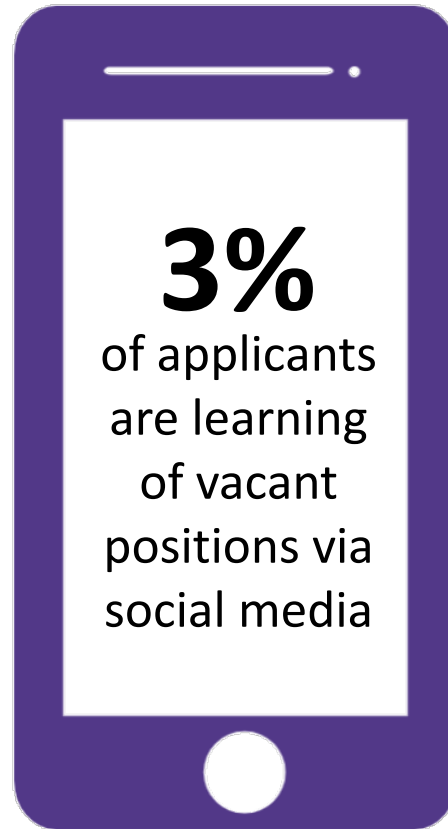
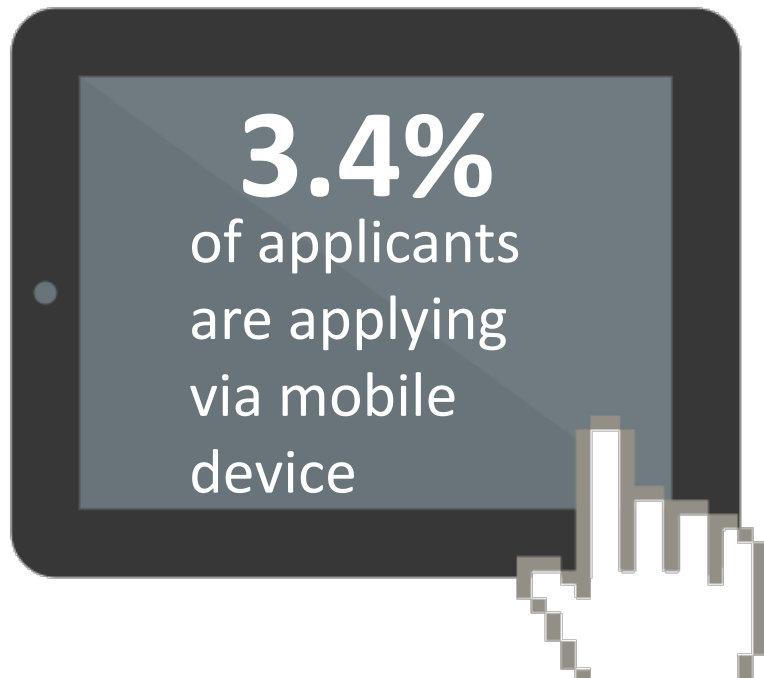
Do you measure where candidates whom you offered a position learn of the opportunity?

a) Yes

b) No

Metrics

Measurements used to manage and improve the process of hiring



in **71%**

Of social media applicants learned of vacant positions via LinkedIn

 **9%**

Of social media applicants learned of vacant positions via Twitter

 **19%**

Of social media applicants learned of vacant positions via Facebook

Metrics

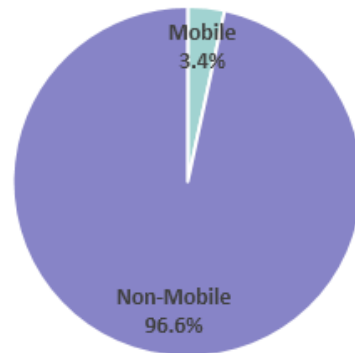
Mobile Sourcing

Mobile Apps Submitted 643
% of Mobile Apps Submitted 3.4%

	Mobile	Non-Mobile
Faculty	6 (0.2%)	3927
Unclassified	190 (1.7%)	10811
USS	447 (11.1%)	3587
Total #	643 (3.4%)	18325

	Mobile	Non-Mobile
Female	1013 (10.5%)	8665
Underrep. Race	566 (8.9%)	5806
His./Lat.	178 (13.4%)	1146
Veteran	166 (19.6%)	682
Ind. w/ Dis.	140 (16.5%)	710

Mobile Sources



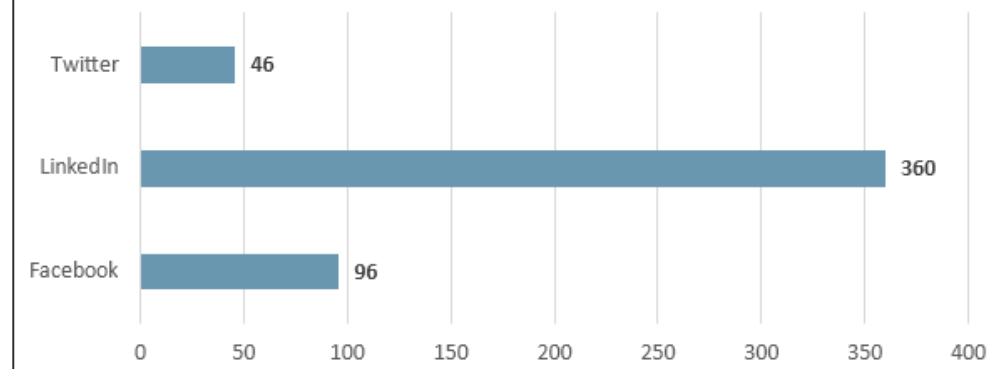
Social Media Sourcing

Social Media Apps Submitted 502
% of Social Media Apps Submitted 2.6%

	Facebook	LinkedIn	Twitter	Non-SM
Faculty	12 (0.3%)	59 (1.5%)	15 (0.4%)	3847
Unclassified	61 (0.6%)	254 (2.3%)	31 (0.3%)	10655
USS	23 (0.6%)	47 (1.2%)	0 (0.0%)	3964
Total #	96 (0.5%)	360 (1.9%)	46 (0.3%)	18466

	Facebook	LinkedIn	Twitter	Non-SM
Female	61 (0.6%)	118 (1.2%)	11 (0.1%)	9488
Underrep. Race	29 (0.5%)	122 (1.9%)	20 (0.3%)	6201
His./Lat.	6 (0.5%)	13 (1.0%)	2 (0.2%)	1303
Veteran	6 (0.7%)	18 (2.2%)	2 (0.3%)	822
Ind. w/ Dis.	5 (0.6%)	7 (0.8%)	1 (0.1%)	837

Social Media Sources



Applicant Pool Demographics

Current Applicant Pool Demographics

Requisition No.	123456
Department	Example Department
Position Title	Example Position Title
Business Title	Example Business Title
Work Type	Example Work Type
Total Applications	22

Instructions

This report demonstrates the self-ID'ed demographics of the applicant pool. Applicants can choose to not disclose this information which results in the demographic totals being lower than the total number of applications.

Notes

Only complete applications are reported. Applicants who did not complete or withdrew their application are not included.

Demographic Categories

Gender	Count
Female	4
Male	18
Total Self-ID'ed Gender	22

Veteran Status	Count
Veteran	3
Non-Veteran	19
Total Self-ID'ed Veteran Status	22

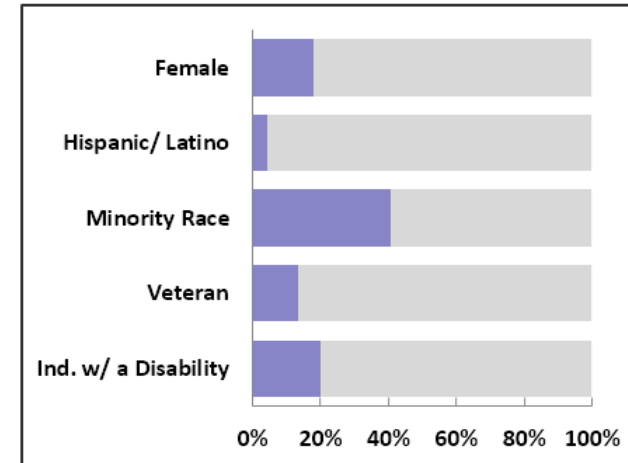
Ethnicity	Count
Hispanic or Latino	1
Non-Hispanic or Latino	21
Total Self-ID'ed Ethnicity	22

Disability Status	Count
Individual w/ a Disability	4
No Disability	16
Total Self-ID'ed Disability Status	20

Race	Count
American Indian or Alaska Native	0
Asian	6
Black or African American	2
Native Hawaiian and Other Pacific Is.	0
Two or more races	1
White	13
Total Self-ID'ed Race	22

The tables under Demographic Categories report numbers only on **applicants who voluntarily self-ID'ed** their gender, ethnicity, race, veteran status, and disability status. The total self-ID'ed number for each table may not reflect the **Total Applications** number to the left as a result of applicants choosing to not disclose their information.

Demographic Ratios



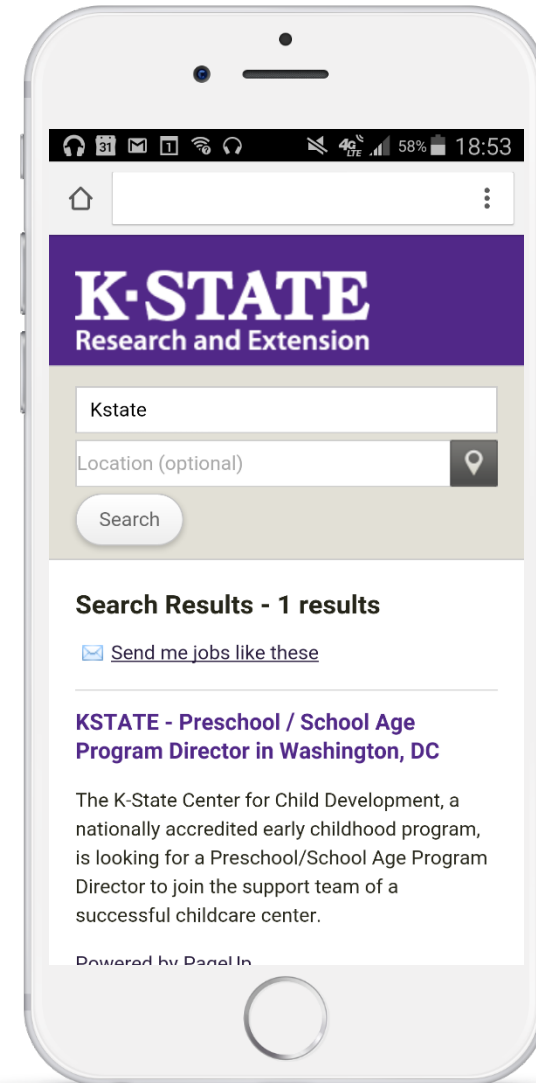
18.2% of 22 self-ID'ed as Female
4.5% of 22 self-ID'ed as Hispanic/ Latino
40.9% of 22 self-ID'ed as Minority Race
13.6% of 22 self-ID'ed as Veteran
20.0% of 20 self-ID'ed as Ind. w/ a Disability

Is your careers website mobile friendly?

- a) Yes
- b) No
- c) I don't know

Candidate Experience

The reaction a job seeker has regarding the job application process



Candidate Experience

The screenshot shows a web browser window displaying the Kansas State University application portal. The browser's address bar contains a search field and navigation icons. The page header features the 'KANSAS STATE UNIVERSITY' logo in white text on a purple background. Below the header, a section titled 'Save time on your application' offers to pre-fill information. It provides two main options: 'Attach resumé from:' and 'Prefill using:'. The 'Attach resumé from:' option includes buttons for 'Upload file', 'Dropbox', and 'Google Drive'. The 'Prefill using:' option includes buttons for 'Facebook' and 'LinkedIn'. A 'Continue' button is located at the bottom center of the page.

KANSAS STATE UNIVERSITY

Save time on your application

We can help fill out the application by pre-filling some of the information:

Attach resumé from:

- DOC
- DOCX
- TXT
- PDF

Prefill using:

- Facebook
- LinkedIn

Upload file

Dropbox

Google Drive

Continue

Candidate Experience

Dear Lindsey,

Congratulations! We would like to schedule an interview for the **Talent Acquisition Strategic Partner (# 497659)** position which you applied for with **Kansas State University**.

Please let us know if you have any questions or need assistance with scheduling.

When you receive the interview invitation, please click on the link to access the screening process. We appreciate your interest in joining the Wildcat family.

Dear Seth,

Thank you for taking time to apply for the **Talent Acquisition Strategic Partner (497659)** with **Kansas State University**. We appreciate your desire to join the K-State family.

Your application has been reviewed and after careful consideration, we have decided to pursue other candidates.

Please continue to consider **Kansas State University** as your future employer as we continue to strive to become a top 50 research university by 2025. We encourage you to continue to monitor **Current opportunities** on the **Kansas State University Careers** website. Follow us on **Twitter**, **Facebook**, and **LinkedIn** for additional employment opportunities.

Again, thank you for your interest in **Kansas State University** and best wishes for success in your future career endeavors.

Kind Regards,

If you have any questions, please feel free to contact us at kstatejobs@ksu.edu or by phone at (785) 532-6277 and ask for Talent Acquisition.

Candidate Experience

Welcome to Kansas State University

You & Your Community

K-State At a Glance

K-State Strategic Plan



Welcome to K-State, Micah!

We are excited to have you in your new role and part of the K-State family!

As part of your new opportunity at K-State, please complete the tasks listed on the right hand side of the screen. The tasks are ordered according to when you need to complete. You can log back in to this portal at any time by clicking the [Applicant Login](#) on the [Career Opportunities](#) page.

Click on the other tabs located at the top of your employee portal for valuable information and resources which are readily available at your fingertips.

If you have questions, please contact your HCS departmental liaison or [Human Capital Services](#).

Your task list

COMPLETE IMMEDIATELY

- Create / Enter Your eID
- Complete Hire Forms

PRIOR TO YOUR ARRIVAL

- Review your Benefits (USS) Due: 13 Jan 2019
- Schedule your Benefits Orientation Due: 13 Jan 2019

FIRST DAY

- ID Verification for I-9 (Bring your documents) Due: 13 Jan 2019
- Start your position off right Due: 13 Jan 2019
- Wildcat ID Card Due: 13 Jan 2019
- 30 Day Parking Permit Due: 13 Jan 2019
- Complete Designation of Beneficiary Form (USS) Due: 13 Jan 2019

Do you use an electronic system to attract talent?

a) Yes

b) No

Leverage Applicant Tracking System (ATS)

Top 5 Overall Application Sources

Total Apps Submitted 1616

Faculty Applicants
Other
Kansas State University Careers website
Indeed
HigherEdJobs
AcademicKeys

Unclassified Applicants
Other
Kansas State University Careers website
Indeed
HigherEdJobs
Current K-State Employee told me

USS Applicants
Other
Kansas State University Careers website
Indeed
Department Website
Current K-State Employee told me



Leverage Applicant Tracking System (ATS)

The image shows a screenshot of an Applicant Tracking System (ATS) interface with two candidate profiles displayed side-by-side. Each profile is contained within a window-like frame with a green header bar.

Left Profile: Kellie Wilson

- Header:** Kellie Wilson (with checkmark, close, and refresh icons)
- Location:** Manhattan, Kansas, 66503, United States
- Current Role:** Human Resources Generalist @ Frontier Farm Credit
[Employee details](#)
- Past roles:**
 - Sales Trainee/Recruiter @ Ferguson Enterprises (May 2005 to June 2007 (2 years 1 month))
 - Recruiter @ Bartlett And Company
- Resume:** [View](#) or [Download](#)
- Education:** Bachelor Degree - Business Admin. @ Kansas State University
- Contact:** kelliewilson@ksu.edu
- Avatar:** A small circular profile picture with the name "Wilson" below it.
- Footer:** A blue arrow icon pointing right.

Right Profile: Roberta Maldonado Franzen

- Header:** Roberta Maldonado Franzen (with checkmark, close, and refresh icons)
- Location:** Manhattan, Kansas, 66503, United States (with a smiley face icon)
- Current Role:** Director @ Kansas State University (April 2010 to September 2016 (6 years 5 months))
- Past roles:**
 - [Redacted] @ Target Corporation (2010 (6 years 10 months))
 - [Redacted] Leader @ Pawnee Mental Health Services (May 2001 to May 2003 (2 years))
 - Human Resource Manager @ Sykes Enterprises (February 1999 to May 2001 (2 years 3 months))
- Resume:** [View](#) or [Download](#)
- Education:** Bachelor Degree - Psychology; Masters - Human Resources Management @ Central Michigan University
- Contact:** rfranzen@ksu.edu
- Avatar:** A small circular profile picture with the name "ta Maldonado Franzen" below it.
- Footer:** A blue arrow icon pointing right.

Leverage Applicant Tracking System (ATS)

Tags

- Asst. Dean RDI 12/20/18
- Chief Information and Security Officer
- Compensation
- Dean
- Dean, Polytechnic
- Director FCS
- Employee Relations
- Human Resources
- International Programs
- Maintenance and Repair
- OIE Director
- Parking/Transportation 11.8.18
- Parking/Transportation 3 - 11.19.2018
- Research Administration
- Student Affairs
- UAS Pilot
- Aviation
- Chief Information Officer
- CISO
- Compliance
- Dean, College of Arts and Sciences
- Director
- Diversity
- Enrollment Management
- HVAC
- Lawyer
- NCORE
- Parking/Transportation 11.19.18
- Parking/Transportation 2 - 11/19/18
- Payroll
- Physician Assistant
- Risk and Compliance
- Title IX

Areas of Interest

- Academic Advising/Support
- Arts/Museum
- Child Development
- Education/Instructional
- Executive/Director/Manageme...
- Health Profession
- Human Resources
- Law Enforcement/Compliance
- Office/Clerical
- Recreation/Event
- Student Affairs/Services
- Administrative/Professional
- Business/Accounting/Finance
- Communications/Public Relations/Marketing
- Engineering/Computer Science
- Facilities/Grounds/Skilled Trades
- Horticulture
- Information Systems/Technology
- Library/Physical/Social Science
- Other
- Research/Scientific/Grants
- Veterinary Medicine

Sources

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- Society for Human Resource Management. 5 Recruiting Trends for 2016. <http://bit.ly/29BxwHJ>
- Society for Human Resource Management. Survey: Employers Using Social Media to Find Passive Candidates. <http://bit.ly/2fndpTO>
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Let's Get Social

#cupahr



#KStateCareers

Q &A

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Kellie Wilson
kelliewilson@ksu.edu



Thank You!

Laying the Foundation for Building a Diverse and
Inclusive Workforce

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