

REPORT

Community Insights Report



Diversity is more than we can see

Diversity is visible and invisible. It can be intersectional — people belonging to more than one diverse community. This report helps you explore 13 different underrepresented communities to uncover your current level of awareness and learn more about how to be an advocate.



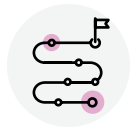
Formerly Incarcerated Community

Individuals with prior justice system involvement.



Working Parents

Individuals with children that balance parenthood alongside work.



Older & Experienced Workers

Individuals over the age of 50.



People with Disabilities

Individuals of different physical or mental abilities.



Neurodiverse community

Individuals with genetically diverse or varied cognitive function



Refugees & Immigrants

Individuals who have immigrated to a new country and/or been refugees.



Women

Individuals who identify as a woman.



LGBTQ+ Community

The lesbian, gay, transgender, bisexual and queer community.



Transgender & Gender Nonconforming Community

PART OF THE LGBTQ+ COMMUNITY



Veterans

Includes individuals who have served in the military.



Black Community

Individuals who link their ancestry back to any of the Black racial groups.



Hispanic & LatinX Community

Individuals who trace their ancestry back to any Hispanic or LatinX roots.



Indigenous & First Nations Community

Individuals who are indigenous, first nation or may be Native American.



Asian & Pacific Islander Community

Individuals who trace their ancestry back to Asian American and Pacific Islander roots.



Formerly Incarcerated Community

Formerly incarcerated individuals account for *more than 5 million people in the US workforce alone* and face major systemic barriers to employment.



600k

people enter the prison system every year (Prison Policy Initiative, 2022)

43.6%

of formerly incarcerated black women are unemployed, compared to 6.4% of black women or 4.3% of white women not impacted by the justice system (Prison Policy Initiative, 2018)

+27%

of formerly incarcerated people are unemployed (Prison Policy Initiative, 2018)

COMMON MISCONCEPTIONS

- ✗ Formerly incarcerated people are all dangerous.
- ✗ A person who went to prison must be lazy and not want to work.
- ✗ People with criminal records lack discipline and are better suited to manual labor or customer service jobs.

WAYS TO ADVOCATE

- ✓ Implement policies like 'Ban the Box' which allow applicants the choice not to disclose their justice involvement.
- ✓ Identify and hire for positions that can be done remotely or at a location with public transportation access.
- ✓ Learn more about what it means to be a fair chance employer by researching The Fair Chance Act and your local fair hiring laws.

TERMS TO USE

Formerly incarcerated individuals
 Justice-impacted person
 Person with justice involvement

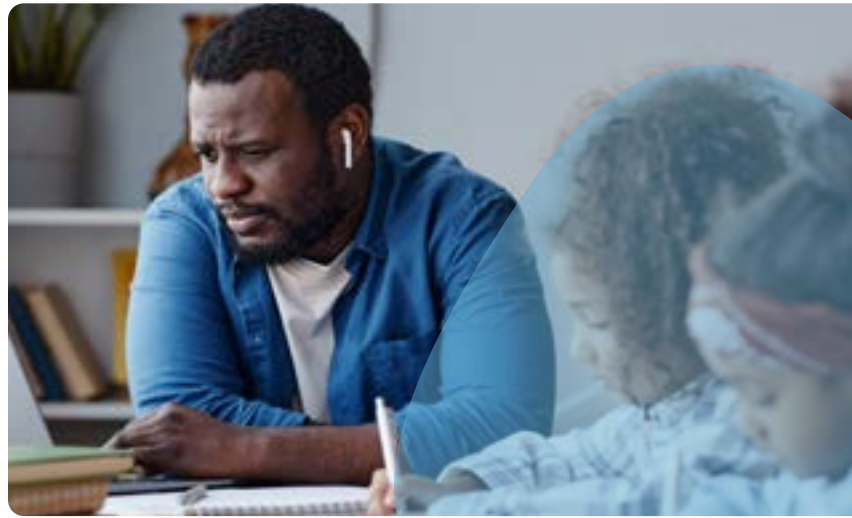
TERMS TO AVOID

Ex-convicts
 Ex-prisoner
 Ex-inmate
 Ex-felon
 Ex-offender



Working Parents

Families with two working parents make up 33.4 million families.



63.4%

of mothers were employed and at work in 2020, a 5.6% drop from pre-pandemic numbers in 2019 (Pew Research Center, 2020)

25%

of employed parents are concerned about the difficulty of managing children while working from home (Glassdoor)

94%

of working parents say flexibility is key, but 66% of those said it led to more burnout as they ended up working more (BenefitNews, 2021)

COMMON CHALLENGES

- ✗ Inflexible management and work hours force working parents to lose pay or dip into their paid time off in order to be available for family-related events.
- ✗ Limited access to childcare. This is difficult for two-parent households and even harder for single parents.
- ✗ Lack of paid leave compounds the aforementioned challenges, putting further strain on family breadwinners.

WAYS TO ADVOCATE

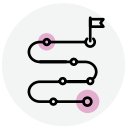
- ✓ Be flexible around working hours. A compressed work week or a remote/hybrid schedule allows time for working parents to be present for childcare needs or activities like baseball practice.
- ✓ Don't overlook a candidate because of gaps in their resume. Instead, be curious and get the story behind the gap.
- ✓ Assess current policies and how they support all family types. Consider flexible return to work policies that let people transition back into the organization part-time after parental or mental health leave.

TERMS TO USE

Working parents
Working mothers or fathers
Parental policies

TERMS TO AVOID

Maternal or paternal policies (use 'parental' to be gender inclusive)



Older & Experienced Workers

Older and experienced workers are *one of the fastest growing populations in the workforce*. By 2024, they will be nearly a quarter of the workforce.



61%

of older workers have seen or experienced age discrimination in the workplace (AARP)

76%

of older workers see age discrimination as a hurdle to finding a new job (AARP)

92%

of companies do not include older workers in their diversity metrics (Pwc)

COMMON MISCONCEPTIONS

- ✗ Older workers won't be able to learn or use technology.
- ✗ An older worker won't be willing to take a more junior or lower-paying job, or learn new skills.
- ✗ Experienced workers are less committed and have lower retention.

TAKE STEPS TO BECOME AN ADVOCATE

- ✓ Revise your definition of diversity to include older workers.
- ✓ Take steps to address age bias with your team and remove it from the hiring process. For example, watch out for words like 'energetic', 'dynamic' or 'digital native' in job descriptions.
- ✓ Promote training opportunities for older workers to learn new skills, and adapt transferable skills.

TERMS TO USE

Older workers
Experienced workers

TERMS TO AVOID

Retirees
Elderly
Aging Workers
Boomers



People with Disabilities

People with disabilities make up more than 26% of the US workforce (61 million people) and *have one of the highest unemployment rates of any population.*



69%

of people with a disability age 16–64 were not employed in 2019 vs. 25% for people without a disability (BLS, 2019)

33.4%

(24,238) of discrimination charges filed to the EEOC were about disability discrimination (EEOC, 2019)

61M

people, or 1-in-4 adults in the US, have a disability (CDC, 2018)

COMMON MISCONCEPTIONS

- ✗ A disabled person will be a financial or physical burden to the organization.
- ✗ Inclusion will only benefit employees with disabilities and not their coworkers.
- ✗ No one has displayed visible or obvious signs of a disability, therefore there aren't any employees with disabilities at the company.

TAKE STEPS TO BECOME AN ADVOCATE

- ✓ Be cognizant of exclusionary hiring techniques. For example: an Artificial Intelligent program like HireVue attempts to predict a candidate's employability based on gestures, poses, tone and cadence.
- ✓ Provide training to build awareness in the workplace — not all disabilities are visible or talked about.
- ✓ Incorporate inclusive design principles on communication materials like websites and emails. Design with high contrast, a larger type size like 14 points, and select a color palette that takes color blindness into account.

TERMS TO USE

People with disabilities
Disabled person

TERMS TO AVOID

Handicapped
Handicap
Special needs
Special
Gifted
Differently-abled



Neurodiverse Community

About 15–20% of the global population identify as 'neurodivergent' (Oxford Academic, 2020). *Conditions such as ADHD, dyslexia, dyspraxia and autism are all on the neurodiversity spectrum, and employment prospects for these individuals are shockingly low.*



30–40%

is the estimated unemployment rate for neurodivergent adults. (UConn Center for Neurodiversity & Employment Innovation)

16%

of adults on the autism spectrum are in full-time work and 77% of those unemployed want to work. (HealthAssured Blog, 2022)

90%

of disabilities are invisible. (Genius Within)

COMMON MISCONCEPTIONS

- ✗ Neurodiversity is a problem or illness that needs to be fixed.
- ✗ Neurodivergent people lack communication skills and do not want to form relationships.
- ✗ Neurodiverse means a person is 'high-functioning', and therefore doesn't need support.

TAKE STEPS TO BECOME AN ADVOCATE

- ✓ Understand that being neurodiverse can be a workplace advantage. Dyslexia is associated with greater creative ability and problem-solving. For example, entrepreneurs like Richard Branson or Charles Schwab are dyslexic and promote it as a strength.
- ✓ Growth and success can look very different for a neurodivergent professional compared to their neurotypical counterparts. Managers should find out how they work and play to their strengths.
- ✓ Involve neurodivergent team members in the process of creating and implementing policies that support neurodivergence. Be sure to address 'unspoken rules' or etiquette, as these may go unnoticed.

TERMS TO USE

Group

Neurodiverse
Neurominority
Neuroatypical

Individual

Neurodivergent
Divergent thinker

TERMS TO AVOID

Special needs
Mentally ill
Touched
High-functioning



Refugee & Immigrant Community

Refugees and immigrants *account for more than 44.8 people in the US as of 2018* and face significant issues with unemployment or underemployment.



17.4%

of the U.S. labor force is made up of immigrants, about one in six workers (US Bureau of Labor Statistics, 2020)

1.6M

skilled immigrants are un- or underemployed (National Immigration Forum)

41%

of skilled immigrants have at least a bachelor's degree but many still apply to lower-skilled jobs (National Immigration Forum)

COMMON CHALLENGES

- ✗ Lack of English fluency is often equated with being uneducated.
- ✗ Customs/practices that may not align with the expectations of American workplace etiquette.
- ✗ Fear of appearing overqualified causes some immigrants to apply to lower positions.

TAKE STEPS TO BECOME AN ADVOCATE

- ✓ Provide resources to help them put their best foot forward (i.e., interview toolkit, virtual backgrounds, etc.)
- ✓ Develop a program to facilitate social integration and contact with co-workers (i.e., carpooling, childcare, etc).
- ✓ Partner with refugee-focused recruitment agencies. For example, the Tent Partnership provides a variety of services for employers that are open to hiring or otherwise supporting refugees.

TERMS TO USE

Refugees
Immigrants

TERMS TO AVOID

Illegals
Aliens
Migrants



Women

Women make up 46.8% of the labor force in the United States. *The gender wage gap shows disparities ranging from 53% to 85% of a white, non-Hispanic man's earnings, varying by race.* (DOL)



57%

of US respondents have at least one gender-biased belief. (UN Gender Bias Report, 2020)

140k

jobs were lost in December 2020 and all were held by women, while men gained 16,000 jobs (CNN, 2021)

9.1%

is the unemployment rate for Latina women. Second highest being 8.4% for Black women (BLS, 2021)

COMMON MISCONCEPTIONS

- ✗ Women are weaker than men.
- ✗ Women are more emotional and erratic, and therefore unable to be in positions of power.
- ✗ Women will require more time off from work due to childcare responsibilities.

TAKE STEPS TO BECOME AN ADVOCATE

- ✓ Evaluate and standardize pay. Make your pay structures transparent and public.
- ✓ Offer flexible work options for all employees to ensure equal opportunity for participation across gender lines.
- ✓ Establish mentorship programs to encourage women's mobility within your organization.

TERMS TO USE

Woman
Female

TERMS TO AVOID

Girls
Ladies
Terms of 'endearment'
Woman as a modifier (i.e. woman CEO)
'Guys' when referencing a group



LGBTQ+ Community

40% of LGBTQ+ workers are in industries more prone to economic insecurity such as the service industry and healthcare. As of June 2020, American workers cannot be fired for being LGBTQ+ as ruled by the Supreme Court.



32%

of LGBTQ+ people of color say they've experienced discrimination when applying for jobs, twice more than their white counterparts (NPR & Harvard Report)

25%

of LGBTQ+ Americans have experienced discrimination based on sexual orientation or gender identity (NPR & Harvard Report)

22%

of LGBTQ+ Americans have not been paid equally or promoted at the same rate as their peers (NPR & Harvard Report)

COMMON CHALLENGES

- ✗ Being made to feel 'unprofessional' or 'disruptive'.
- ✗ Fear of harassment or other discriminatory behavior
- ✗ 1-in-5 LGBTQ+ workers report having been told or had coworkers imply that they should dress in a more feminine or masculine manner

TAKE STEPS TO BECOME AN ADVOCATE

- ✓ Clearly communicate what will and will not be tolerated as 'office banter'
- ✓ Publicly support the LGBTQ+ community by participating in PRIDE events and supporting LGBTQ+ charities/causes.
- ✓ Ensure that existing policies and benefits are inclusive and that domestic or same-sex partners are covered by health insurance. Parental leave policies should be revised to be more inclusive to support a variety of family types.

TERMS TO USE

LGBTQ+ people
 Queer person
 Gay
 Lesbian
 Transgender

TERMS TO AVOID

Homosexual



Transgender & Gender Nonconforming Community (TGNC)

There are more than 2 million transgender individuals in the US, and 1.2 million who identify as nonbinary or gender-nonconforming (Mckinsey Quarterly, 2021). It's important to recognize that these workers are subject to different types of harassment than others in the LGBTQ+ community.

25%

of transgender people (more than 1-in-4) have lost a job due to bias. More than 75% report experiencing workplace discrimination (National Center for Transgender Equality)

2x

more likely is a transgender adult to be unemployed than a cisgender adult (Mckinsey Quarterly, 2021)

32%

more money a cisgender employee makes a year than a transgender employee, even when they have similar or higher education levels (Mckinsey Quarterly, 2021)

COMMON CHALLENGES

- ✗ Discrimination which includes lack of bathroom accessibility, being deliberately referred to by incorrect pronouns, and having to tolerate inappropriate questions.
- ✗ Support and/or concealment is not an option for many transgender employees who wish to begin transitioning.
- ✗ Even if hired, many TGNC individuals are unable to retain employment due to discrimination and lack of support. This is especially true for Black transgender individuals.

TERMS TO USE

Transgender
 Trans Man/Trans Woman
 Transmasculine/
 Transfeminine
 Non-binary
 Gender-nonconforming

TERMS TO AVOID

Transexual
 Transvestite
 Hermaphrodite

TAKE STEPS TO BECOME AN ADVOCATE

- ✓ Don't wait to create a safe environment. Be proactive about protecting transgender workers by implementing basic trans-inclusive policies like bathroom access and pronoun usage.
- ✓ Include trans-specific information in your DEI training. Give your cisgender employees the tools they need to be allies.
- ✓ Support transitioning employees. Ask them what they need, how they would like the process to be handled and ensure access to health care benefits that are gender-identity-specific.



Veterans

Military personnel are often cross-trained in multiple skills and have experience with varied tasks and responsibilities. The lack of knowledge around veterans' transferable skills leads to consistent underemployment.



18.8M

men & women were veterans in 2019 (BLS, 2020)

41%

of veterans who served on active duty in the U.S. Armed Forces since Sept 2001 have a service-connected disability (Sisk, 2019)

284K

veterans were unemployed in 2019, 56% were aged 25–54 years old (BLS, 2020)

COMMON CHALLENGES

- ✗ Veterans are not adequately prepared to interview or market their transferable skills.
- ✗ Misconception that veterans will not be able to connect or relate to their colleagues.
- ✗ The belief that some veterans are unstable because of Post Traumatic Stress Disorder and mental illness.

TAKE STEPS TO BECOME AN ADVOCATE

- ✓ Invest time in gaining of military literacy. Veterans will have less difficulty connecting to their colleagues if they've done their homework on the basics.
- ✓ Educate yourself on transferable military skills. For example, veterans often receive some form of Communications or IT training which perfectly suits a role in cyber security.
- ✓ Use tools like CareerOneStop or O*NET OnLine to learn about military occupation codes/ specialties used in the military. This will clear up any confusion when reviewing resumes.

TERMS TO USE

Veteran

TERMS TO AVOID

Jarhead

Ex-military



Black Community

Black employees have *only 3.2% of senior level and executive roles*, despite making up 12.5% of the labor force. (Fortune).



13%

Black men are paid 13% less than white men; Black women are paid 39% less than white men and 21% less than white women (Fortune, 2020)

6.5%

of Black people were unemployed in 2018, the second highest rate across all races (BLS, 2019)

25%

or 1-in-4 Black workers report discrimination at work (Gallup, 2021)

COMMON CHALLENGES

- ✗ Microaggressions or passive aggressive comments about intelligence, ability to speak English, or the way they carry themselves.
- ✗ The pressure to 'code switch' suppressing personal values, views, and attributes to fit in with organizational ones like 'whitewashing' resumes by deleting ethnic-sounding names or companies.
- ✗ Often Black employees are seen as the main resource for diversity training and informal conversations.

TAKE STEPS TO BECOME AN ADVOCATE

- ✓ Employee Assistance Programs (EAPs) can increase the likelihood that Black employees get the support and services they need. Consider offering additional paid mental health days or discounted therapy sessions. Support access to mental and physical health providers who are diverse, accessible and culturally responsive.
- ✓ Write and publish a formal statement on racial justice and equity, in order to respond to events that impact your employees.
- ✓ Cultivate understanding, education and support through Employee Resource Groups (ERGs).

TERMS TO USE

Black man or woman

TERMS TO AVOID

Colored person



Hispanic & LatinX Community

The LatinX and Hispanic community is the *fastest growing demographic*. The community makes up 18% of the workforce today and by 2030 will make up 21% of the US population (PBS).



50%

or 1-in-2 workers joining the workforce in 2025 will identify as Hispanic (SHRM)

20.2%

unemployment rate of the Latina workforce in April 2020 — an all-time high. Unemployment due to the pandemic has been highest among LatinX workers (EPI)

13.5%

of the US population speak Spanish at home (CNN)

COMMON MISCONCEPTIONS

- ✗ A LatinX individual is most likely an illegal immigrant.
- ✗ Hispanic and LatinX people are all from the same general place/background.
- ✗ English is not their first language/they are not fluent, so they must be uneducated.

TAKE STEPS TO BECOME AN ADVOCATE

- ✓ Connecting with organizations like Society of Hispanic Professional Engineers and the Association of Latino Professionals for America will help to move the needle on LatinX representation in higher paying jobs.
- ✓ Establish sponsorships, senior-level advocate relationships, to build belonging and potential for mobility for LatinX employees.
- ✓ Celebrate your Hispanic employees by finding a way to bring Hispanic cultures into your workplace. Heritage Month programs (September 15 to October 15) are particularly useful.

TERMS TO USE

LatinX
Latina or Latino
Hispanic

TERMS TO AVOID

Generalizing LatinX individuals as 'Spanish' or 'Mexican'



Indigenous & First Nation Community

The Native American population of the United States is expected to grow to 2.4% of the total country's population by 2060, which means *an increase from 2.9 to 10 million people in our generation.*



33%

of Native Americans report experiencing discrimination in being paid or promoted equitably (NPR NA Discrimination)

6.6%

is the unemployment rate for American Indian and Alaska Native populations, versus 3.9% unemployment for the total population in 2018 (BLS, 2019)

19.7%

of the American Indian population has less than a high school degree compared to the 10.5% of the total population in 2018 (BLS, 2019)

COMMON CHALLENGES

- ✗ Access to educational opportunities. Native Americans have the lowest graduation rate among any group in the United States.
- ✗ 'Wild West' imagery, which promotes stereotypical costuming and terminology.
- ✗ People attempt to connect by sharing genealogy/historical connection to tribes. This undermines belonging to a tribe, which is defined as a nation enrolling and claiming you as a member of the tribe.

TAKE STEPS TO BECOME AN ADVOCATE

- ✓ Learn more about the history of the land your offices lease from.
- ✓ Meaningfully connect with local tribal nations to locally recruit. Tribal Employment Rights Organizations (TEROs) are exceptional resources for employers seeking to build community partnerships.
- ✓ Familiarize yourself with housing shortage trends in your area. Housing and access to reliable transportation both impact individuals' ability to stay gainfully employed. The Department of HUD reports a lack of funding to build adequate housing for Indigenous Americans.

TERMS TO USE

Native American
 American Indian
 Indigenous American
 Alaska Native
 First Nations (Canada)

TERMS TO AVOID

Indian
 Powwow in place of meeting
 Chief
 Up/down the totem pole



Asian & Pacific Islander Community (AAPI)

More than 20 million people who identify as Asian live in the United States. While the Asian-American population is rising and is expected to be 9.6 percent of the population by 2060.



6%

of corporate leadership is Asian-American despite their representing 13% of the labor force and reporting the highest levels of education and income (Business Insider, 2021)

48%

of the Asian community's estimated 615,000 unemployed were without work for six months-plus through the first quarter of 2021 (USA Today, 2021)

14%

of immigrants are from Asia. Yet, Asian-Americans are often overlooked in the discussion about immigration (NPR, 2021)

COMMON CHALLENGES

- ✗ Many Americans believe in the 'model minority' myth, expecting Asian Americans to be highly educated, hard-working and submissive.
- ✗ Because of their perceived success as a group, the discrimination and economic or professional struggles faced by AAPI are invalidated.
- ✗ Asian-Americans are the least likely racial group to be promoted to management and executive positions. This is often referred to as 'The Bamboo Ceiling.'

TERMS TO USE

Asian American
Asian Pacific Islander

TERMS TO AVOID

Oriental

TAKE STEPS TO BECOME AN ADVOCATE

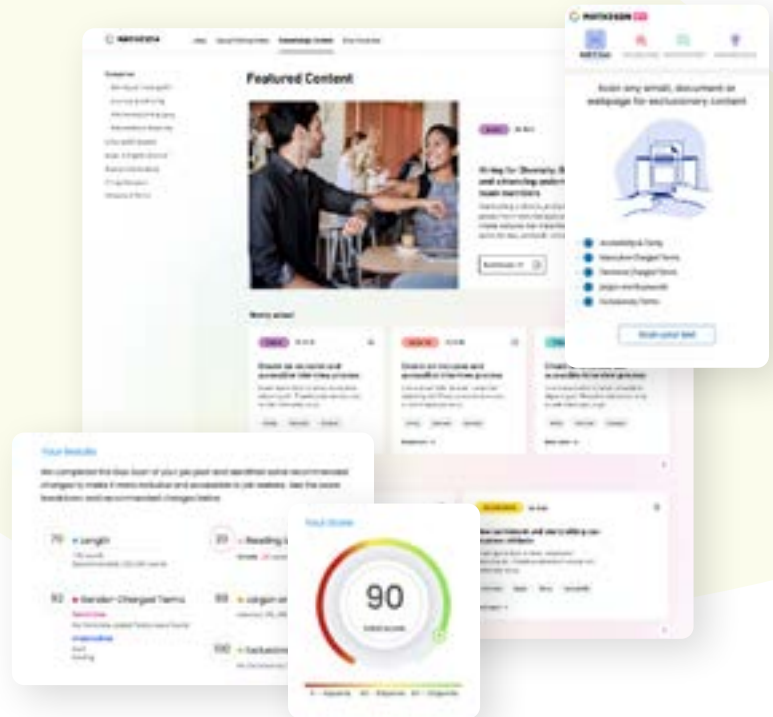
- ✓ Keep yourself and your workforce educated about anti-Asian sentiment.
- ✓ Explicitly include Asian Americans in your organization's public DEI statements and goals.
- ✓ Explore the cultural differences that make some AAPI individuals less likely to speak up or be vocal in ways that may hinder their ability to advance in the workplace.

LEARN MORE

Diversity Hiring Platform

Mathison gives employers a full suite of technology tools to activate your diversity hiring in one place.

Learn more: mathison.io



Hiring for Diversity

Learn about underrepresented job seeker communities and equitable hiring in our new book, *Hiring for Diversity*. We bring together the most cutting-edge practices for implementing a diversity hiring strategy that leaves your organization with a comprehensive view and an actionable plan.

Learn more: mathison.io/hiring-for-diversity-book



