

Diversity Recruiting

Best Practices learned during a record
year of hiring



Progress Energy

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2005 Looking Back

- Unique recruiting opportunity
 - ◆ 1443 accepted early retirement option
 - ◆ Only 450 positions eliminated
 - ◆ Left us with 1000+ positions to fill (on top of normal turnover and normal recruiting activities)
- 'Top Down' CEO emphasis on increasing Diversity population of Minorities and Females at our company

How did we do this?

We strategically looked at Diversity Recruiting and developed targeted plans to address Diversity hiring as a focused effort.

Key lessons learned

- ◆ CEO emphasis was critical with the driving the company's culture change.
- ◆ Diversity Recruiting takes more time and more strategy than traditional recruiting. It is a never-ending 'journey'.
 - ◆ In an organization that is largely an 'engineering' organization, understanding this change in philosophy was difficult.
 - ◆ A full time focused recruiter on diversity sourcing was critical for our success.

Ideal conditions...

- Onsite contract help to manage the volume
 - ◆ Afforded us the opportunity to 'create' our ideal environment for Diversity Recruiting
 - ◆ Created 'Diversity Recruiter' role that previously did not exist
- Results
 - ◆ Increased Minority hires by 6% (10% total over last 2 years)
 - ◆ Females went up 1%, (12% over last 2 years)

Key Lessons & Best Practices in Diversity Recruiting

- Maintain and actively work a **pipeline** of diverse candidates *and* route those candidates to as many open positions as they are qualified for.
- The benefits:
 - Able to respond quickly to new open positions with qualified minority and female candidates
 - Maximized the amount of opportunities a single candidate was routed to.

Key Lessons & Best Practices in Diversity Recruiting

- Created a diversity ‘query’ in our internal Applicant database. This allowed recruiters to search proactively for previously applied diverse applicants in the peoplesoft system.
- This allowed us to re-look at good candidates that may have been second on the initial requirement but could be hired on another.
 - These candidates were contacted, phone screened and routed to open requirements when appropriate.

Key Lessons & Best Practices in Diversity Recruiting

- Work with our internal Corporate Communications Department to leverage current and past corporate giving contributions.
- Worked with diversity focused organizations that had a prior relationships with Progress Energy.
- Through community outreach efforts, we were able to get the word out about our efforts in various diverse communities.
- This also ensured inclusion for their events and access to their informal networks.

Key Lessons & Best Practices in Diversity Recruiting

- Expanded and leveraged our existing recruiting bandwidth at specialty and college functions by partnering on college and/or military events.
 - ◆ Candidates not initially hired were put into an active 'pipeline' and provided regular follow up and personal touch.
 - ◆ Diversity candidates from these events not initially hired were directed to the Diversity Recruiter to keep in contact with.

On-Going Diversity Recruiting

Diversity Recruiting requires a different level of focus and attention vs. traditional recruiting efforts.

- ◆ Journey vs. Task
- ◆ It requires a lot of education – internally
- ◆ It requires a total commitment from your recruiters and entire company

