

# Hispanic Heritage: *Lean into Understanding Differences*

National Hispanic Heritage Month (Spanish: *Mes Nacional de la Herencia Hispana*) is annually celebrated from September 15 to October 15 in the United States to recognize the contributions and influence of Hispanic Americans throughout the history, culture, and achievements of the United States.

**Hispanic** An adjective that generally means “relating to Spanish-speaking Latin America” or to “people of Spanish-speaking descent.” It can also be used as a noun when referring to a US resident who is “of Spanish or Spanish-speaking Latin-American descent.”

The list of countries described as Hispanic includes two Caribbean islands (Puerto Rico and Cuba), Spain (although it’s not always included in some lists), and the Central African nation of Equatorial Guinea (Spanish is one of three official languages). The entire list of countries are Argentina, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Equatorial Guinea, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Spain, Uruguay, and Venezuela.

**Latino** (especially in the US) a person of Latin American origin or descent, in particular a man or boy.

**Latina** (especially in the US) a woman or girl of Latin American origin or descent.

**Latinx** a gender-neutral alternative for Latino/a.

The masculine term Latino , along with its feminine form Latina and gender-neutral form Latinx, is a noun and adjective, often used in English, Spanish, and Portuguese, that most commonly refers to United States inhabitants who have cultural ties to Latin America.

The term Latino can be used by people who come from Latin American countries, and this list of countries described as Latino is longer and more inclusive. For example, it includes more countries in the Caribbean. For the most part, people from any of the Hispanic countries listed above—with the key exception of Spain and Equatorial Guinea—can describe themselves as Latino, Latina, or Latinx. Spanish is not necessarily spoken in every country. Other countries that the list includes are Brazil, Belize, French Guiana, Guyana, Guadeloupe, Haiti, Martinique, Saint-Barthélemy, Saint-Martin, and Suriname.

**Chicano** an American of Mexican origin or descent, especially a man or boy.

**Chicana** an American woman or girl of Mexican origin or descent.

**Chicanx** a gender-neutral alternative for Chicano/a.

# Keeping Pace with the Hispanic Talent Boom

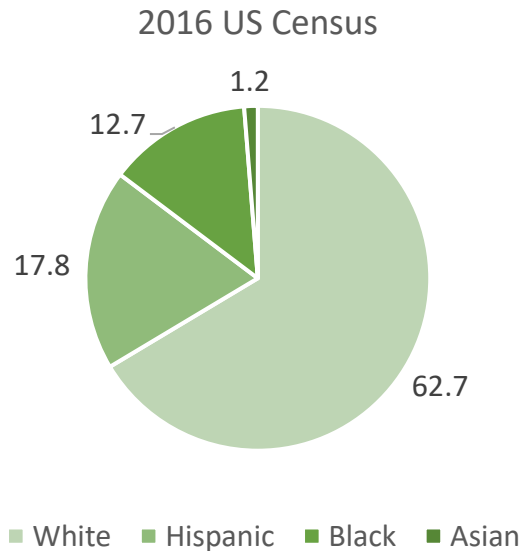
Data source: DMBA Inclusive Leadership Index

## Best Practices in Attracting & Retaining Hispanic Talent

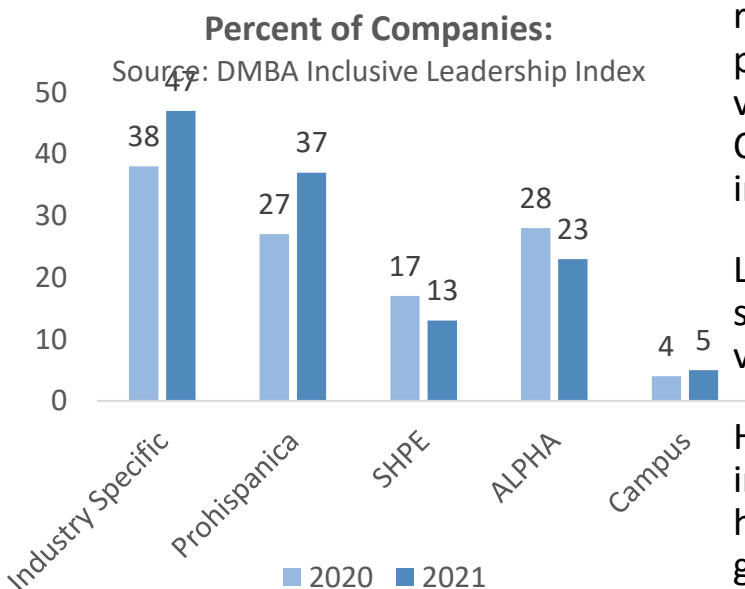
The growing demographic of the Hispanic population is the very reason companies must accelerate their efforts to build the Hispanic pipeline.

78 percent of Hispanics will account for new net workforce entry between 2020 and 2030.

According to the US Labor Department 1 out of 5 workers will be Hispanic.



## Recruiting Hispanic talent in the new normal: Companies are not shifting fast enough.



Traditional recruiting sourcing reduced significantly due to the pandemic, and due to the impact of virtual and remote environments. Companies found more success with industry specific partnerships.

Less than 50 percent of companies shifted to full recruiting sourcing via virtual tools.

Hispanic campus recruiting did not increase with 5 percent of companies hiring less than 10 percent of college graduates.

# Keeping Pace with the Hispanic Talent Boom

Data source: DMBA Inclusive Leadership Index

## Recruit Differently – Hire with Intention

75 percent of companies have dedicated recruiters for diversity hiring. *Intention:* Hire dedicated recruiters to develop and expand external Hispanic partner relationships.

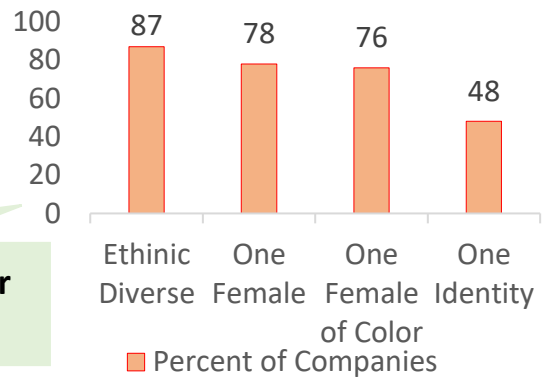
Ensure external partners are supporting talent acquisition hiring goals. *Intention:* Share TA goals with targeted groups to increase hiring outcomes.

Create undergraduate internships for 100 percent Hispanic students by building pipelines with HSI Universities. *Intention:* convert 60% plus students to full time hires.

Create diverse panels including Hispanics of different disciplines and experiences.



### Diverse Candidate Slate Mix

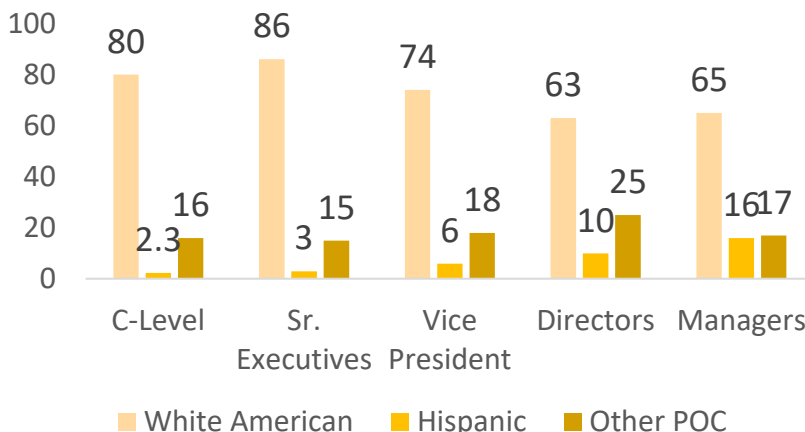


**57 % of companies require diverse slates for every position**

## The Urgency of Now.....

### Hispanic Pipeline as Compared to White Americans

Percent of Talent: 2020 DMBA ILI



The opportunity is real for companies to develop intentional strategies to advance Hispanic talent within their organizations.

*What's the Best Practice: invest, innovate, engage and reach beyond what you envision.*