



SF LGBT Community Center LGBT Job Fair Series 2010 October 13, 2010 Post Event Brief

“This was indeed a great experience. It is nice to know that companies are involved within the LGBT community.”
- Job Seeker Participant

Overview

The San Francisco Lesbian Gay Bisexual Transgender Community Center (The Center) is very proud to announce the preliminary results of lgbt job fair which took place on October 13, 2010.

The attached report provides a brief event overview as part of The Center’s Workforce Development Program. It also summarizes findings from registration forms and surveys, which job seekers and employers completed. For further information about The Center’s Economic Development Programs, contact David Bach, Workforce Development Program Manager.

The Center thanks the participants, volunteers, and staff for their dedication and hard work that made the event a success.

Highlights

Given the current state of the economy, we were pleased with the number of participants and the diverse backgrounds they represented.

- 13 employers
- 4 employer service providers
- 164 job seekers
- 100% employer survey response rate
- 100% service provider response rate
- 60% job seeker survey response rate

Employers and Service Providers

Overall, the following 13 employers participated:

- Bank of America
- California Pacific Medical Center
- Cambridge Investment Research
- CBS Interactive
- E&J Gallo Winery
- Federal Reserve Bank
- Gap Inc.
- MJM Management Group
- Salesforce.com
- Trader Joe’s
- UCSF Medical / UCSF Campus
- US Merchant Systems
- Wells Fargo Bank

The following 4 service providers participated:

- Goodwill SF
- Mission Hiring Hall
- Positive Resource Center
- Sector Academy Table

Employer and Service Provider Survey Results

Job Fair Quality

- 33.3% rated the job fair “excellent” overall.
- 61.9% rated the job fair “good” overall.

Staffing Needs

- 95.2% met qualified candidates for their own or other divisions within their organization.
- 23.8% rated the level at which the job fair addressed their staffing needs “excellent.”
- 33.3% rated the level at which the job fair addressed their staffing needs “good.”
- 52.4% rated the skill level of job seekers “good.”
- 28.6% rated the skill level of job seekers “average.”

Recruitment

- 19.0% conducted interviews on the spot.
- 81.0% planned to follow up with candidates.
- 57.1% rated the event very valuable in diversity recruitment.
- 81.0% were more likely to participate in future Job Fairs at The Center.

Comments from Employer Representatives:

“Very attentive staff and volunteers. Lunch was very good with healthy options—thank you!”

“Have job seekers prepare a short list of jobs they wish to seek.”

“Consider training job seekers to research a general profile of the companies at the event & positions of interest to them.”

“Thanks for a good event!”

“The event was very well organized. Staff and volunteers were very professional and friendly. It was an absolute pleasure!”

“The Center did well in attracting a diverse pool of job seekers.”

Candidates wanted to see more recruiters and a wider variety of industries represented, but appreciated The Center’s efforts:

“The Job Fair was extremely welcoming with a good list of reputable employers and next steps provided.”

- Job Seeker Participant

Job Seeker Demographics

164 job seekers participated in the job fair, and 59.1% completed the exit survey. Based on registration information and survey results, the job seeker demographics are as follows:

Education

- 17.1% had a Graduate degree
- 31.1% had a Bachelor's degree
- 6.1% had an Associate's degree
- 22% had completed some college

Sexual Orientation

- 57.4% identified as Gay or Lesbian
- 10.6% identified as Bisexual
- 18.1% identified as Heterosexual
- 13.8% identified as Other, including Queer and Transgender

Race/Ethnicity

- 12.6% were African American
- 10.5% were Asian
- 52.6% were Caucasian
- 18.9% were Latino/Latina
- 4.2% were Native American
- 4.2% were Pacific Islander
- 6.3% were Other, including Multiracial

Age Range

- 13.7% were 18-25
- 27.4% were 26-35
- 22.1% were 36-45
- 25.3% were 46-55
- 11.6% were over 55

Job Seeker Survey Results

Job Fair Quality

- 27.4% rated the job fair "excellent."
- 43.2% rated the job fair "good."
- 24.5% rated the diversity of employment opportunities "excellent."
- 44.7% rated the diversity of employment opportunities "good."

Job Seeker Resources at The Center

- 35.8% had never attended a job fair (LGBT or otherwise) before.
- 44.1% used The Center for their job search prior to the job fair.
- 35.5% of those who attended the pre-job fair workshop found it "very useful."
- 48.4% of those who attended the pre-job fair workshop found it "useful."

Job Seeking Efforts

- 28.7% said the job fair helped "greatly" with their job seeking efforts.
- 56.4% said the job fair helped "somewhat" with their job seeking efforts.
- 71.3% said the event provided them with possible employment leads.

"I like the range of jobs available, the fact that there are gay-friendly jobs represented, and that many of the companies here are actually hiring."

Responses to Comments

We appreciate that all participants were honest in their feedback, as they raised several concerns and recommendations.

The Center has limited parking options for employers.

Employers suggested that The Center work with nearby parking facilities, and have a convenient parking option included in the registration. This possibility will be explored for future events.

Few employers were present, and they differed from the flyers.

The Center lists **past** employers on promotional material and flyers, and it is stated as such. In the week prior to the event, The Center's website was updated with a document containing a list of confirmed employers. We can work to communicate this better in the future.

The requirements were too stringent for candidates, especially the professional dress code.

We want job seekers to have the best possible chance of finding a job, so the dress code and résumé requirements are in place. Past employers have suggested that job seekers try to dress in professional attire. Professional attire can mean different things to different people, so candidates should use their best judgment in determining an appropriate look that is clean, comfortable, and presentable – leaving employers with a good impression.

Most employers wouldn't accept my résumé and asked me to apply online.

While many employers have an online application process, some do not. Therefore, we encourage all job seekers to be as prepared as possible. That means identifying participating employers and available positions beforehand, and having a résumé to submit if necessary.

The job fair ended before the stated end time.

As is often the case, it pays to be early. If employers find enough qualified candidates early in the hiring process, they need not look further. At the job fair, attendance peaked and then dropped dramatically, meaning that some employers had no candidates to speak to. As such, some elected to refocus their recruiting efforts. We will work to improve the flow so that both employers and job seekers will be able to partake in the event to its fullest extent.

I couldn't get inside the building, and the signs and directions were confusing.

The Center officially opens at 12 noon, so the building is closed to the public before then. In the case of early starting events, such as this job fair, we ask that participants wait outside the building until the event begins. As for the directions, we appreciate the comments, and we will endeavor to improve the signage and traffic flow for future functions.

I wasn't prepared for the event and didn't know what to expect.

The Center hosts a workshop prior to all job fairs, in addition to several job seeker services. We encourage job seekers to partake in these or similar services in the future.

I registered online, but the check-in desk said I wasn't.

There are two components to the online registration process for job seekers. The first is to complete a profile, which includes username, email, password, and personal information. The second is to register for a specific event by selecting the appropriate box.

LGBT Job Fair Background:

Employment discrimination is still prevalent. 58.1% of the job seekers who attended the job fair have experienced workplace discrimination of some sort. For LGBT job seekers, this means that they are unlikely to “out” themselves during the job search process – even in liberal-minded San Francisco. Due to this barrier, job seekers are unwilling to take the risk of losing their dream jobs, while LGBT-friendly employers find it difficult to embrace the LGBT workforce into the workplace, despite their best intentions.

Employers recognize that achieving diversity in the workplace is critical to their ability to access new markets and compete in the current competitive landscape. Although the LGBT marketplace is huge, the LGBT community remains an invisible workforce that is incredibly difficult to access.

Workforce Development at The Center

LGBT job fairs make sense because they bring applicants and employers together in a safe environment, establishing a direct link and dialogue between LGBT job seekers and LGBT-friendly employers. Additionally, because they are conducted here at The Center, the program assuages job seekers' fears of discrimination.

Job fairs represent only one piece of the workforce development puzzle. The Center offers a seamless approach that combines intensive one-on-one counseling services such as résumé review, job search coaching, and interviewing skills with workshops, seminars, and job fairs. We are the only community center in the nation with a publicly supported Economic Development Department, and it is our mission to provide a community model to community centers worldwide.

We work hard to find a balance between the job fair size, variety of employers, and diversity and talent of job seekers. This economy has made it a challenging task, but we hope that this balance was achieved. Once again, the support of employers and volunteers was crucial to the success of the event.

2011 LGBT Job Fair Series:

Mark your calendars! The next Job Fair will take place on Wednesday, February 23, 2011 from 10:00 a.m. to 2:00 p.m. Information on The Center's 2011 LGBT Job Fair Series can be found on The Center's website at www.sfcenter.org/job_fair.php.

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