

In-house Recruitment Network presents

STEM Recruitment

Past, Present and Future

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Introduction

In-House Recruitment Network were delighted to host 30 management-level in-house recruitment & HR professionals for an in-depth breakfast event on Stem Recruitment: Past, Present and Future.

We were lucky enough to hear from four specialist speakers who gave us a fascinating insight into their experiences with STEM recruitment, covering various topics such as diversity, talent shortages and the current level of demand for jobs in science and technology.

These inspirational presentations were accompanied by our hugely valuable roundtable discussions, where experts of the recruitment industry gathered to share their views on the topics covered.

A very special thank you to
Our Speakers



Kristin Baker
Strategic
Marketing &
Growth
Transformation,
**Schneider
Electric**



Dan Paine,
Tech
Recruiter,
Facebook



Amy Francis,
TA Operations
Manager,
DigitasLBI



Jessica
Sullivan,
Lead
Product
Specialist,
**StepStone
UK**

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About

The In-house Recruitment Network is the industry's fastest growing community of in-house recruiters and HR professionals.

Members of the community benefit from specialist breakfast events, influential conferences and the hugely popular In-House Recruitment Awards Ceremony.

With 10,000 members, the In-house Recruitment Network is the largest and most active professional network of in-house recruiters.

The In-house Recruitment Network hosts over 25 high-calibre events and gatherings each year, making it the ideal environment for specialist peer-to-peer discussions and networking.

Jobsite have been responsible for pairing the ideal candidate with their perfect job since 1995.

Jobsite are the leading British job board and have over 150,000 vacancies listed on their site every month.

Providing opportunities based on relevancy and personalisation; Jobsite ensure that high quality candidates are connected with some of the UK's most successful businesses.

As part of StepStone group, which operates some of the worlds strongest job portals - Jobsite provide a wide network of boards and an active audience of skilled professionals.

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The biggest challenges currently experienced in STEM Recruitment

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Tackling Equality in the Workplace

One of the biggest issues with STEM recruitment is its portrayed target audience - which often deters skilled candidates from applying for these roles.

Whether it's overcoming a lack of ethnic diversity or appealing to skilled female workers who see STEM roles as male-dominant - there is a clear need to adjust the image of STEM roles to new graduates.

Facebook attend regular training days at schools and universities to teach younger people about career possibilities - with the need for a variety of skills being a fundamental point.

Recruiters have also vented their frustration over a lack of roles adapted for disabled workers. Despite the abundance of talent on offer from disabled employees, businesses must find ways of integrating them.

Attracting the Right Talent

Getting the right talent in can be extremely difficult, especially if you're seeking a candidate with a specific skillset. Identifying young talent at a young age is also difficult if their preferred roles do not yet exist.

The best way to ensure younger talent is acquired is by offering a broad spectrum of career possibilities that lead to transferrable skills in the workplace. There's no reason a sales manager with the right ambition cannot become an engineer.

Then there's contractors - who turn out to be efficient choices for roles that are particularly niche and hard to recruit for. Despite this, the same level of loyalty is not achieved in comparison with a full-time employee.

+50%
increase in applications
from school/university
training days
Dan Paine - Facebook

STEM Recruitment Challenges

- Relationships with hiring managers
- Improving diversity and integrating disabled workers
- Encouraging talented candidates to relocate
- Relying on contractors for niche roles due to lack of candidate interest
- Uncertain about need for social media presence

Top Tip

Organise visits to local schools and universities to inspire and advertise the true nature of the role

The short,
medium and
long term
objectives -
how can they
be achieved?

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Short Term Goals

- Encouraging diversity
- Introductory programmes
- Collect fresh data
- Set goals for hiring
- Measure each step of the hiring process



Medium Term Goals

- Overcoming perception barriers
- Advertising your business as having multiple career paths
- Changing how we attract candidates
- Retaining talented employees



Long Term Goals

- State-of-the-art apprenticeship schemes
- Further education regarding what an apprenticeship means for a future career
- Improve relationships with hiring managers - welcome them to STEM events



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Diversity

- Advertise job roles to younger people
- Open days for males and females to take part in work-related activities
- Introduce job roles adapted for disabled employees

Perception

- How do candidates see your industry or company image? Review this.
- Use open days and events to educate potential employees on the true nature of your business
- Encourage in-house rotation of roles once or twice a month - employees work with new teams

Apprenticeships

- Introduce new apprenticeship schemes that fulfill the desired roles of new candidates
- Explain to young people the benefits an apprenticeship can have within STEM industries

Goals

- What does your existing data suggest? - Are you underachieving?
- Identify what it is your business needs the most
- Measure your success regularly after setting your goals for recruitment

Retention

- Demonstrate a clear commitment to future career paths for new talent
- Encourage diversity in the workplace and a positive working culture
- Inspire employees and candidates through case studies and events that emphasise success stories within the industry

Collaboration

- Build a positive relationship with hiring managers to improve their knowledge of STEM recruitment
- Invite them to events or discussions where STEM recruitment is a hot topic

The 3 stand-out points recruiters are keen to discuss on STEM recruitment

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Attraction & Retention

There is a huge difference in the number of male engineering graduates compared to females. Attracting female engineers has always been difficult due to the image engineering has to younger people mulling over their career paths. Tackling this issue is dependant on how young girls are educated on the subject of engineering as a career possibility. There needs to be clear explanations about the multitude of career possibilities on offer in engineering. There are also many success stories of women achieving top level STEM roles, which can act as inspiration to those seeking answers.



5x
more boys achieving
mechanical engineering
degrees than girls
Kristin Baker - Schneider Electric

Company image plays a major role in the attraction value for STEM candidates. Even if a company is hugely successful, how do they advertise to STEM candidates who are seeking out a particular job role? Facebook currently employ around 10,000 people, yet STEM opportunities available at the company are not always clear to candidates who only see them as a significant social media outlet. Educating potential employees about your company is fundamental to attracting the talent you need.

So once you've acquired the talent you've been seeking, how can you be sure you'll retain them for years to come? Candidates who become disillusioned by their career prospects will look elsewhere after a while, so it's essential that you set out a clear plan for their future. This also encourages candidates to set their own working goals. New employees must have a feeling of belonging throughout their employment, as well as visibility of their working achievements.

Top Tip

Retain new candidates by ensuring they are mentored and gradually educated by someone in a similar, senior role

The 3 stand-out points recruiters are keen to discuss on STEM recruitment

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Unconscious Bias

We tend to assume that certain job roles are taken by specific individuals. Why? There are plenty of recruiters today who are unaware of the impact unconscious bias has on their recruitment strategy. One example of recruiter bias is gender bias, which could well be a factor in the shortage of young female engineers. It takes just a tenth of a second for the brain to decide whether you can affiliate yourself with someone else, and this comes into effect during the interview process.

This is just one small part of the grouping process many recruiters go through, where they unconsciously separate candidates into specific groups. So what can be done to overcome something we do instinctively?



70%

of recruiters associate men with jobs and women with family
Amy Francis - DigitasLBI

75%

of recruiters show a preference for white people over black people
Amy Francis - DigitasLBI

Ideas for dealing with unconscious bias

- **Blind CVs** - this is where the personal information of the candidate is kept from the recruiter - they make the decision of employment based entirely on skills and experience alone
- **The Rooney Rule** - this is an existing rule introduced by the National American Football League in 2002, where at least one ethnic minority candidate is interviewed for a position should there be a vacancy

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The Talent Pool

Recruiters are becoming increasingly frustrated with identifying candidates for the roles they are advertising. There seems to be a genuine lack of volume as far as talent pools are concerned - with location now proving to be an issue for candidates prioritising their working experience over salary.



As far as foreign talent is concerned, feedback from recruiters seems to suggest there has been less interest in relocating to the UK, possibly due to the Brexit outcome. How can recruiters be expected to cope with a skills shortage and the impact of outside influences such as Brexit? For bigger companies such as Facebook, talent pool volumes are still a problem as they look to fill the hundreds of other roles they have to offer. Smaller companies cannot afford to hold out for full-time employees with the exact skillset they're after and so instead turn to contractors as a short term fix.

8
seconds
the amount of time it takes for a candidate to decide whether they apply for a role or not
Amy Francis - DigitasLBI



How to cope with a skills shortage

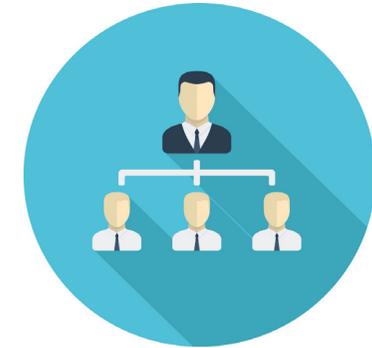
- Recruiters can contribute to the way in which specific job skills are taught at school/university level through collaboration in the local area
- Restructure the way in which the workforce is built to encourage transferrable skills - candidates may be interested in developing these skills

What's working really well in the world of recruitment?

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In-house Team Building

Many recruiters have introduced a team building exercise that mixes different departments. This encourages employees to try their hand at new skills and see whether they could potentially branch into these roles in the future.



Building relationships with universities

Developing strong ties with local schools and universities helps recruiters to advertise the jobs they have available, as well as demonstrate the skills they require to progress. This inspires younger people and improves the chances of future applications.



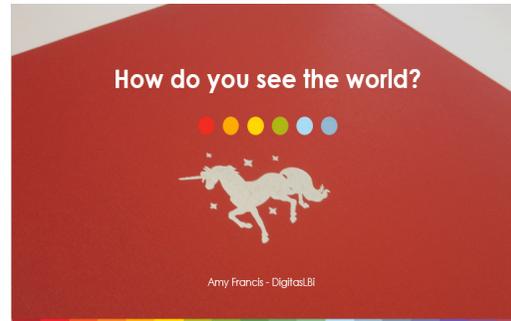
Recruitment through business leads

Much of the success witnessed in recent months has come down to business leads. Whether it's inbound or outbound, social media such as LinkedIn or networking, these are wonderful ways of building awareness and reaching out to the right talent pools.



The speaker presentations

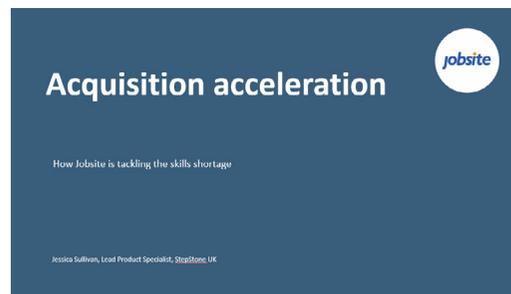
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How do you see the world?
Amy Francis, TA Operations Manager,
DigitasLBi



Removing the Status Quo
Dan Paine,
Tech
Recruiter, Facebook



Acquisition acceleration
Jessica Sullivan, Lead
Product Specialist, StepStone UK



Bridging the Engineering Skills
Gap
Kristin Baker
Strategic Marketing & Growth
Transformation, Schneider

Conclusion

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‘The way we approach the recruitment of STEM candidates needs to change’

It is clear that a number of factors are contributing to the isolated talent pool STEM recruitments are emerging from, including unconscious bias and candidate perception.

There have also been countless examples of young candidates offering the right skillset but choosing not to pursue a career in a STEM role due to their own perception of the industry.

Furthermore, it seems many young people with a passion for STEM roles are not aware of the multitude of industries and businesses that require their talent.

Education, commitment to diversifying roles and a fresh recruitment strategy are essential to a brighter future for STEM Recruitment as a whole.

Thank you for reading!

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