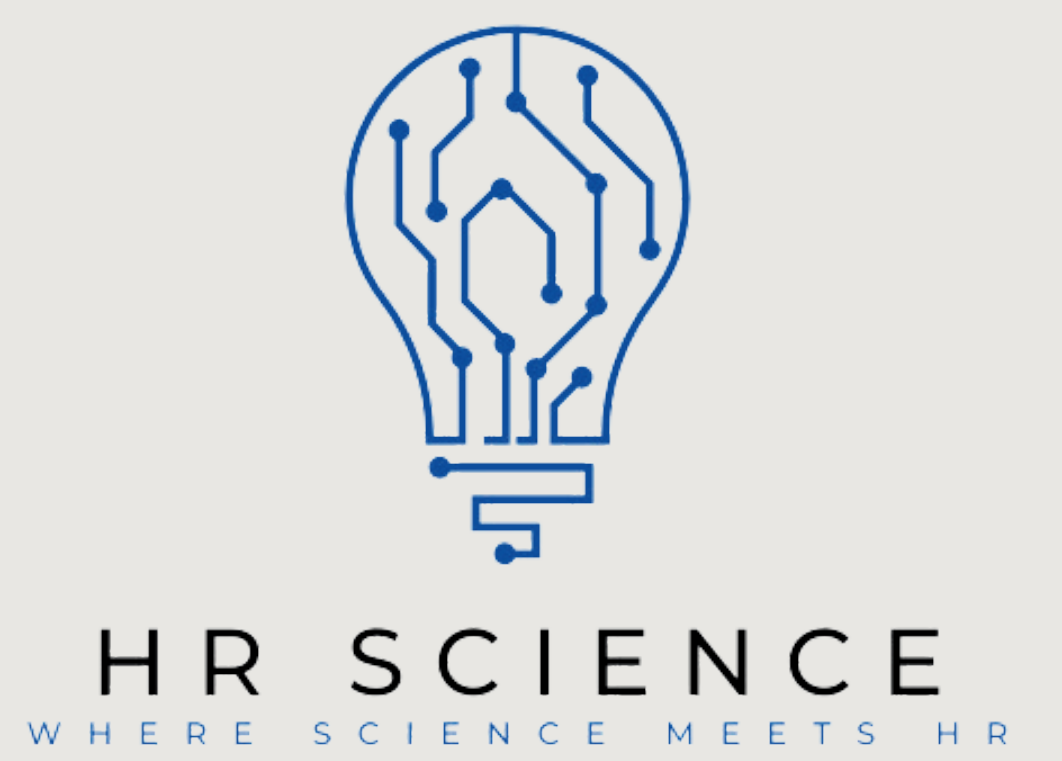




# HBC-WHO? PERCEPTIONS OF TALENT FROM HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

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## BACKGROUND

- Qualified applicants strive to be recognized as a “good fit”
- History of racial discrimination in talent acquisition
- Important to examine the relationship between personal and societal perceptions of race to improve organizational Diversity Equity & Inclusion initiatives

## RESEARCH QUESTIONS

1. How do Historically Black College and University (HBCU) graduates feel they’re perceived by organizations compared to their Predominantly White Institutions (PWI) counterparts?
2. How does the intersectionality of race and gender in the workplace affect these perceptions?

## METHODOLOGY

- HBCU and PWI students & graduates
- Survey in Amazon MTurk
- Self-reported perceptions & experiences
- Racial code switching
- Perception of professionalism
- Perceived notability of educational institution
- Attitudes toward organizations

## IMPLICATIONS

- Presents need for further awareness and engagement to recognize forms of implicit bias and racial discrimination
- Help organizations identify where to develop inclusive and equitable talent acquisition initiatives
- Help organizations implement proper implicit bias training to create a more inclusive environment

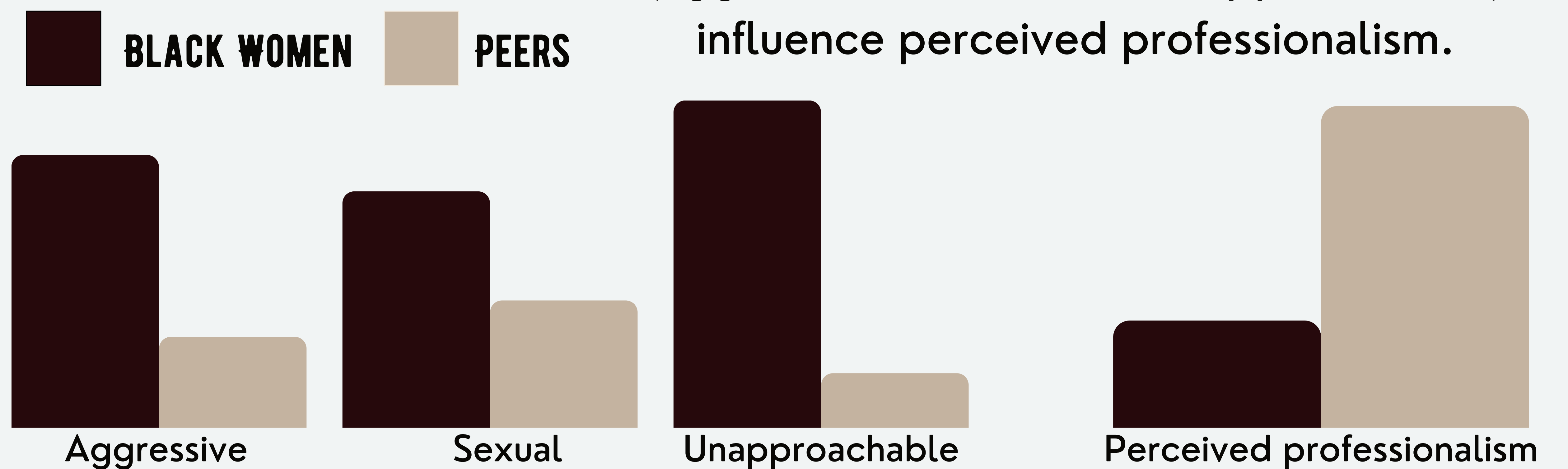
## EXPECTED RESULT 1

H1. Levels of professionalism and qualification students perceive organizations expect from them.



## EXPECTED RESULT 2

H2. Perceived levels of characteristics (aggressive, sexual, and unapproachable) influence perceived professionalism.



## EXPECTED RESULT 3

H3. Percentage of participants feeling inclined to participate in codeswitching.

