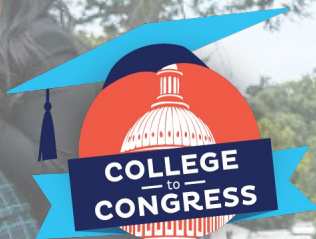


# How to Strengthen Diverse Pipelines to Your Workforce



A Guide to Promoting Equitable Hiring and  
Recruiting Practices



## Audrey Henson, Founder and CEO of College to Congress

- Testified before Congress three separate occasions on paid internships
- Successfully lead the advocacy effort for increased funding for paid internships on Capitol Hill
- <https://youtu.be/qucU1bL8xOU>



## 3 Phases to Diversify Pipeline & Why We're Here

- Phase 1: Audit your company/organization
- Phase 2: Take what you have learned and amend your hiring strategies
- Phase 3: Hiring and cultivating talent
- C2C's Corporate Allies Program





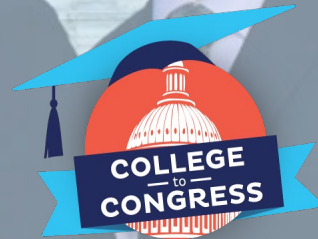
# Phase 1: Audit Your Organization

- Look at your hiring strengths and what you would like to see more diversity in (Race, gender, class, geography)
- Ask your team what you would like to see and figure out how to address it
  - Example: To address a gender gap, work with nonprofits that recruit women, etc.
- Look at the messages that your team is putting out
  - Certain words resonates with certain people
- Take a look at what you're saying and who is saying it



## Phase 2: Amending Your Strategies

- **Seek partners to build pipelines**
  - C2C example: to increase black male applications we held a seminar with JP Morgan's 100 Black Excellence program
- **Know when to step back or say something**
- **Examples: expanding remote internships**
- **Rooney Rule**





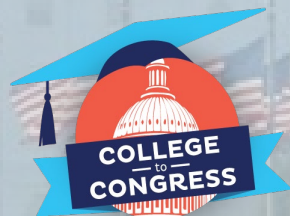
## Phase 3: Hiring and Cultivating Talent

- Advertise upfront that internship pays, further demonstrates that you're trying to be fair to candidates
- Highlight people in the company with similar backgrounds during interview process
- Lean on diverse experiences to become more insightful company



# Legislative Update on Paying Interns

- C2C was founded in 2016 and began advocating at the national level for the expansion of paid internships on Capitol Hill
- After testifying before Congress, they created the Paid Internship Program that allocated more than \$48 million directly to pay interns on Capitol Hill
- Now more than ever after the COVID -19 Pandemic and events on January 6th, Capitol Hill staffers need more support than ever before.
- Currently, funds in the Paid Internship Program go unspent, and we're working to make more Members aware of the funds and educate them and their staff on how to use them.
- Recent legislation:
  - H. Res. 756, which improves conditions for interns and staff members in Congressional offices



# What is C.A.P (Corporate Allies Program)?

- We match our corporate allies with diverse, highly -qualified intern talent.
  - We especially partner with companies working in Government Relations and Public Affairs.
- Our interns come from a variety of backgrounds, including first -generation college students, first -generation American citizens, and LGBTQ+ students.
  - Their experiences and perspectives bring unique contributions.
- 90% of our alumni have gone into jobs in Politics, Public Affairs, or a Government -related field.
- Some of our current and former Corporate Allies include the following:





## Benefits of Joining C.A.P

- **Organizations gain access to 500+ students with professional training.**
  - They are trained in phone and office etiquette, budget management, and so much more.
  - YOU get to help diversify the workforce!
- **We encourage companies to fill out an interest form if they are interested in joining our program!**



## Final Remarks

- Joining C.A.P can help you diversify your workforce!
- Contact [Tiffany@CollegetoCongress.org](mailto:Tiffany@CollegetoCongress.org) if interested
- Remember the 3 phases
- Join CAP!

