



VMS Professionals January 2021 Meeting

Agenda:

- Welcome & Introductions
- “Diversifying Talent Acquisition”: The team at Southwest Airlines shared their approach to improving diversity in their talent acquisition strategies
- 2021 Conference Update & Topics Poll

Attendees Represented the Following Companies:

7-Eleven	CME Group	JPMorgan Chase	QBE North America
Accenture	Cruise	Kohls	Southwest Airlines
Advocate Aurora Health	Dearborn	LinkedIn	Special Olympics
Alcon	Devon Energy	MAKE Corporation	Standard Insurance
Allstate	Ericsson	Mary Kay	Takeda
American Airlines	Expedia	McDonald's	Texas Capital Bank
American Electric Power	Farmers Insurance	Molson Coors	Texas Instruments
American Family Insurance	Florida Blue	Motorola Solutions	TransAmerica
Anthem	Guidewell	Neiman Marcus	United Airlines
Arvato	Harvard Business School	NetApp	Univar Solutions
AT&T	Health Care Service Corporation	Northwestern Mutual	US Cellular
Benefit Express	Ingram Micro	Option Clearing Corporation	Wintrust

Presentation: Southwest Airlines – “Diversifying Talent Acquisition”

Pathways and Partnerships: Connecting talent to opportunities

- Discussion: Why is a diverse slate critical?
- Examined the relationship between finalist pools and actual hiring decisions
- How to leverage relationships through community and outreach partnerships (targeted organizations and intern programs)
- What are your vendors doing to support your goals?
- Without forecasting it is hard to plan diversity strategies and build diverse pipelines
- Slow down and look at the diversity of teams as well as diversity of thoughts

**For a copy of the full presentation, please email VMSPProfessionals@makecor.com*