

RECRUITING & HIRING METRICS

Diversity Metrics

Diversity metrics enable you to track the representation of identities throughout your pipelines. When tracking diversity metrics, you should optimize for alignment with your team’s diversity goals.

Sample Metric	Why It Matters
Pipeline Source	Understanding the makeup of the candidate pools coming from each source allows you to identify the best sources of candidates from underrepresented backgrounds. If you find one that is creating homogenous candidate pools (e.g., referrals), the data can serve as a starting point for re-examining your strategy for that source.
Active Candidates	Having a pulse on the current active candidates will help you quickly identify whether any identities are not actively being considered, allowing you to make quick pivots to your pipeline development strategy.
Total Candidates	A holistic view of all candidates—both active and inactive—enables you to see a complete picture of everyone who has been considered for a role.

Equity & Inclusion Metrics

Equity and inclusion metrics enable you to see whether all candidates are considered on a level playing field and aren’t subject to disparate experiences. When tracking equity metrics, you should optimize for consistent evaluation, consistent experience, and an accessible interview process.

Sample Metric	Why It Matters
Time-in-process / time-to-hire	Monitoring time-in-process / time-to-hire allows you to ensure no group was “fast-tracked” ahead of others, which could indicate a potential bias within the hiring team.
Pass-through rates & offer accepts	Monitoring pass-through rates and offer accepts allows you to ensure no group was disproportionately advanced or rejected, which could indicate a potential bias within the hiring team.
Withdrawal rates & offer declines	Monitoring pass-through rates and offer accepts allows you to ensure no group was disproportionately opting out of the process, which could indicate poor candidate experience. It can also surface opportunities to evolve your value propositions.

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Equity & Inclusion Metrics Continued

Candidate evaluation ratings	If you can quantify your candidate evaluations through numerical scores or a structured rating system, this allows you to check for potential bias across interview panels.
Candidate experience (multiple factors)	Administering candidate experience surveys allows you to collect feedback on whether candidates from different backgrounds felt they were: <ul style="list-style-type: none">• Provided adequate information about the role• Received timely communications and updates• Offered accommodations• Adequately prepared for their interview sessions• Evaluated fairly by interviewers• Provided a welcoming experience

Selecting the Right Metrics

Not every company can track all of these metrics, and that's okay; start with what you can, and build on those over time. Here are some questions to ask yourself when thinking about metrics:

- What information can your tools collect? If you're using an ATS, what reporting is already built-in?
- What recruiting and hiring metrics are currently monitored? Can you add a layer of DEI metrics onto those?
- From a resourcing standpoint, what data can the team reasonably collect, track, report, and act on?
- Are you looking to gather data for a one-off role (e.g., Director of Growth Marketing) or a role that is frequently or always open (e.g., Customer Support Representative)?

Larger companies will find more value in additional granularity or data "cuts" if they're growing quickly, have lots of open roles, or have large candidate pools for each role. As your recruiting operations become more robust, you can also look at additional cuts to identify trends in your strategy and processes. Most of the aforementioned metrics can also be cut by location, department, requisition, interview stage, hiring manager, recruiter, sourcer, and more. Start a conversation with your team to determine what makes the most sense.