

**External Recruitment Outreach Summary** 2021-22

# Diversity as a key part of Outreach & Recruitment

Diversity is part of every outreach and recruitment function in our enhanced and expanded efforts to hire the best talent for all our roles.

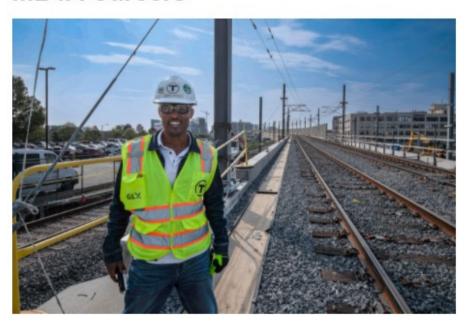
## All open positions are:

- Posted on MBTA Careers Site
- Emailed to community partners, schools and affinity groups who have opted into the mailing list
- Automatically sent to individuals who have subscribed to MBTA Job Interest cards
  - Currently over 26,000 subscriptions in 29 categories
- Presented at career fairs and networking events

### Specific open positions are/will be:

- Posted on LinkedIn, Facebook, school and professional job boards
- Emailed to lists that are being cultivated based on job interest category

## **MBTA Careers**





# Job Posting Email Blast

Opportunities are emailed and posted for all MBTA employees and unions. There are also government employees, community partners, affinity groups and schools who have opted to receive notices for all job postings.

### **Sample of Affinity Groups:**

- Massachusetts Association of Hispanic Attorneys
- Massachusetts Dept of Veterans Services
- Hanscom Airforce Base TAP Job Board
- Dress for Success Boston
- Women in Transportation

#### **Sample of Community Partners:**

- ASA Education & Career Planning Center (Boston Public Library)
- Dimock Community Health Center
- Community Work Services
- MassHire Downtown Boston
- Mass Department of Career Services
- Urban Edge
- Boston Public Health Commission
- United South End Settlements
- Urban League of Eastern Massachusetts
- Career Collaborative

### Sample of Schools:

- Suffolk University
- Bentley
- Bunker Hill Community College
- Benjamin Franklin Institute of Technology
- Universal Technical Institute (UTI)
- Boston College
- MIT
- Northeastern University
- Harvard
- Wentworth Institute of Technology
- Madison Park Vocational High School
- Mass Maritime Academy
- South Shore Vocational Tech



# Professional Affinity & Community Groups

## Groups who have been helpful with outreach and/or interested in opportunities to connect:

- Boston Affinity Leadership Consortium
- Prospanica
- National Association of Black Accountants
- NSBE Boston
- Women in Transportation Boston
- City of Chelsea Good Jobs Coalition
- United South End Settlements
- Operation Able











# External Job Boards

HR will be utilizing nationwide, external job boards in 2022 for key roles. These will help us target key demographics and expand the visibility of our opportunities beyond the Boston area.

- SWE (Society Of Women Engineers Career Center)
- NSBE (The National Society of Black Engineers)
- NAAAP (National Association of Asian American Professionals)
- HBCU (Historically Black Colleges and Universities Career Center)
- AFWA (Accounting & Financial Women's Alliance)
- WTS National (Women in Transportation)
- Diversity Job Board
- Hire Heroes USA
- Recruit Military









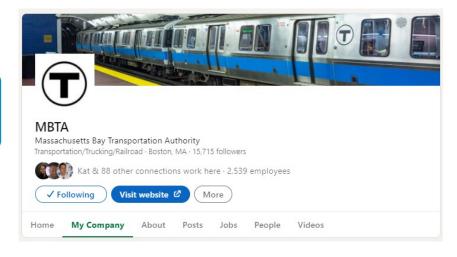






# Social Media

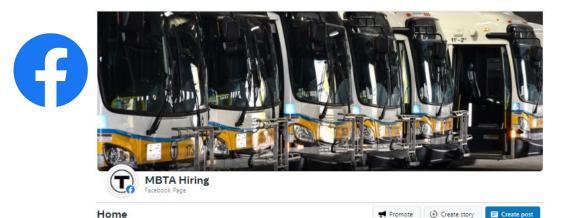




Over 17,500 followers 11 Job Slots New posts daily (thanks to Russell)

A sample of LinkedIn groups used in outreach:

- NAWIC Boston Chapter (National Association of Women in Construction)
- Hiring Our Heroes
- Recruit Veterans Employment Network
- Black Engineers
- Boston Society of Civil Engineers
- Prospanica



Last 28 Days: Dec. 17, 2021 – January 12, 2022

- Reach 6,775 people
- Audience: 47.6% women 52.4% men
- Post engagements 839

Great reach for programmed hiring & technician roles



# **Activities to Date**

Career fairs, networking events and information sessions offer an opportunity to increase awareness of the wide variety of jobs at the MBTA, encourage Job Interest Card subscriptions and collect resumes.

### The MBTA has participated in 20 different events in Fall of 2021:

- MassHire Veterans Career Fair & Employer Town Hall
- United South End Settlements Industry Night
- BU MBA Networking Night
- Recruit Military Boston Veterans Career Fair
- Benjamin Franklin MBTA Info Session
- MIT Sloan Career Fair
- MA State Universities Accounting, Finance & Business Career Fair
- NSBE/SHPE Career Fair
- Umass Amherst Building & Construction Technology Fair

- MassHire Downtown Info Sessions (2)
- South Shore Vocational High School Info Sessions (3)
- Operation Able Info Sessions
- Brandeis Government & Public Service Fair
- Smith College Business, Finance, Engineering & Technology Career Fair
- Keene State College Safety & Occupational Health Career Fair
- National Aviation Academy Career Fair
- Harvard Kennedy School Info Session













# MBTA/MassHire Collaboration

In December we partnered with all of the MassHire Boston and Metro Boston locations on two well attended virtual information sessions publicize and educate potential applicants about our Operator roles and other opportunities at the MBTA

- 275 people attended
- 3 MBTA HR representatives presented & answered questions
- The Q & A sessions lasted over 45 minutes at each
- About 40 attendees applied for open operator positions in the weeks following
- Continuing to track the application data and plan future events with MassHire





#### GET STARTED AS AN MBTA:

Part-Time Operator and Explore other MBTA job opportunities!

#### Operator Requirements:

- High School Diploma or Equivalent
- Valid Driver's License
- Clean Driving Record
- Excellent Customer Service Skills

#### Operator Benefits:

- · Healthcare Insurance
- Retirement Plan
- Paid Vacation
- Paid Sick Time
- Tuition Reimbursement
- Much More!

# MassHire Will Host Two (2) MBTA Information Sessions

Thursday, Dec 9th, 2:00pm

Tuesday, December 14th, 10:00am

#### MBTA Recruiters will present:

Career Opportunities, Qualifications, Training, Application Process, Benefits and More!

#### To Attend:

Contact your local MassHire Career Center:

<NAME> <EMAIL or PHONE>

You will receive a Zoom link via email 24-48 hours prior to the event





# Recruiting via Owned Media Outreach & Marketing

## **Customer Experience**

Channel	Туре	Start Date
Billboards	<ul><li>Downtown Boston</li><li>Statewide MassDOT Billboards</li></ul>	11/22/21 (Boston) 12/1/21 (Statewide)
Press Release	"Start the New Year with a New Career at the MBTA"	11/23/21
In-station Ads	Digital Triptych Signage	Week of 11/29
On-vehicle Signage	Bus Kings & Car Cards	December
DOT/RMV Comms	<ul> <li>Email blasts</li> <li>Tabletop signs</li> <li>MVN</li> <li>VMS</li> <li>Alert on Mass.gov/rmv</li> <li>Amplifying social media</li> </ul>	Week of 11/29



## **Customer Experience**

# **Recruiting via Paid Media**

Channel	Туре	Start Date
Radio	iHeart Media	Week of 11/29
Streaming Audio	Spotify & Pandora	Week of 11/29
Local Display & Print	Multiple Publishers	Week of 12/13
Mobile Display	Advanced Targeting	Week of 12/13
Paid Social	Facebook & Twitter	Week of 12/13



## Live Monday, November 22

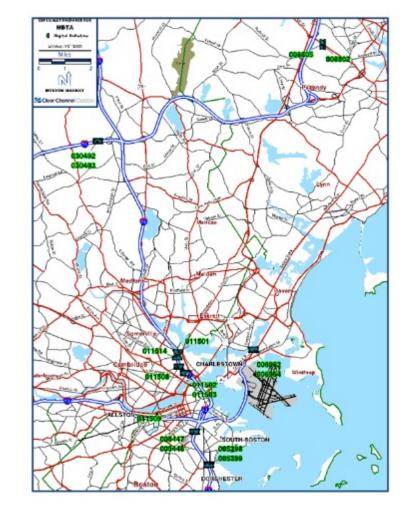
## **Greater Boston Coverage**

# Are you looking for a new job or a career?



MBTA.com/Careers

PANEL	Panel Description	City
005398	I-93/SE Expwy ES 382ft N/O Columbia Rd F/N - 2	Boston
005399	I-93/SE Expwy ES 382ft N/O Columbia Rd F/S	Boston
005447	I-93/SE Expwy @ Union Park St F/S	Downtown Boston
005448	I-93/SE Expwy @ Union Park St F/N	Downtown Boston
006962	McClellan Hwy WS 20ft N/O Addison St F/S	East Boston
006964	McClellan Hwy WS 20ft N/O Addison St F/N	East Boston
008802	Rt 114 SS 232ft E/O Garden St F/E	Danvers
008805	Rt 114 SS 232ft E/O Garden St F/W	Danvers
011501	I-93 E/S 600 ft N/O Exit 26A Leverett Connector F/N	Downtown Boston
011502	I-93 W/S 3500 ft S/O Exit 26A ( Leverett Connector/Storrow Drive) F/S	Boston
011503	1-93 W/S 3500 ft S/O Exit 26A ( Leverett Connetcor/Storrow Drive) F/N	Boston
011508	I-93 WS 2000ft S/O Exit 26A (Leverett Connector/Storrow Drive) F/S	Somerville
011509	I-93 WS 2000ft S/O Exit 26A (Leverett Connector/Storrow Drive) F/N	Somerville
011514	I-93 W/S 500 ft S/O Exit 26A (Leverett Connector/Storrow Drive) F/S	Boston
030492	I-95/RT 128 W/S 0.5 Miles S/O Exit 37 (I-93) F/N	Woburn
030493	I-95/RT 128 W/S 0.5 Miles S/O Exit 37 (I-93) F/S	Woburn





## Statewide – Go Live December 1st

#### **Statewide**

# Want a route to a better life?

MBTA.com/Careers



# Want a route to a better life?

MBTA.com/Apply



#### **MassDOT Boards**

#56, 2014D043, 145 Ward Hill Ave, Haverhill (I-495) #67, 2017D019, 180 Phoenix Ave, Lowell (I-495) #130, 2013D037, 26-70 R Third Ave, Somerville (T/Keolis Facility) #166, 2013D052, 525-545 Lincoln St/Route 70,

#166, 2013D052, 525-545 Lincoln St/Route 70 Worcester (Facing I-290)

#59, 2009D007, 8 Commonwealth Dr., Lawrence #90, 2019D013, 500 Providence Highway, Norwood #6, 2013D014, McIellan Highway #16, 2018D027, 296 North Beacon St.

**#120**, 2015D007, 100 Railroad Ave/300 Lee Burbank (Route 1A), Revere

#12, 2013D039, 26 to 70 Rear Third Road
#13, 2013D040, 26 to 70 Rear Third Avenue
#132, 2009D009, 21 Manison St, Stoneham
#154, 2013D035, 338 Turnpike Rd, Westborough



## Paid - Broadcast Radio

Targeted Week of 11/29

## **Strategy:**

- Use terrestrial radio to market MBTA's new job opportunities reaching a diverse audience
- Partner with iHeart's top radio stations within our target to highlight their recruitment for new hires within the community in environments listeners trust
  - Kiss 108: Hit younger listeners with a top ranked music station to help extend reach of the campaign across one of the top ranked stations in the Boston DMA.
  - Jam'n 94.5: Connect with the target demo, Urban/Hispanic Adult age 18-34.
  - Rumba 97.7: Communicate to Boston's Spanish riders.
  - The SportsHub 98.5 & WEEI 93.7: Reaching Boston's Sports fans

#### **Tactics**

- Spots across Morning Drive, Midday, PM/Evening and Weekend dayparts extending reach & frequency across core commuting times
- 4 week paid scheduled with an additional 1 week bonus to increase reach and frequency of campaign while driving efficiency













## Paid – Streaming Audio

Targeted Week of 11/29

Reach audiences across both Spotify and Pandora audio platforms in various ways between Nov-Dec 2021 with the ability to leverage their services for any production

#### Pandora

- Target Adults 18-44
- Utilize Display & Podcast Audio Inventory (PAX) Formats
- Maximize reach across key counties in Mass Suffolk MA, Plymouth & Norfolk
- Audience Segments: Blue Collar & Trade, transportation, professionals completed some colleges

## Spotify

- Adults 18+ within Boston
- Include audio everywhere across Desktop & Mobile as well as Display overlay ads to capture audiences attention with a high impact clickable unit







## Paid – Local Site Direct Display & Print

Targeted Week of 12/13

Running across local newspaper.com and sites, where MBTA recruitment messaging would be most relevant and respected

- By using trusted sources will build reputation and awareness within the community for MBTA
- Section-specific targeting relevant to MBTA audience (i.e. employment sections, metro, education, etc. applied where possible for digital display)
- Community Print Full Page







The Enterprise





# Paid – Audience Targeted Mobile Display

Targeted Week of 12/13

Using highly a sophisticated targeting technology partner who uses real time data signals to find audiences based on their behavioral patterns and has the ability to learn and optimize against several targeting tactics

#### **Historical Targeting:**

- Identifying users seen at places such as Dollar stores (Dollar General, Dollar Tree, Family Dollar) and/or QSR locations (McDonalds, Burger King, etc.)
- AND live in the Top 10 MBTA Geos (Dorchester/Brockton/Boston/Randolph/Hyde Park/Mattapan/Revere/Lynn/Roxbury/Everett)

#### **App Ownership:**

- Identify users who are "gig workers" -- have any of the following apps installed: Lyft/Uber driver, GrubHub/Instacart for Drivers
- AND live in the Greater Boston area

#### **Dynamic Audience Targeting:**

 Utilizing Blis Audience Explorer tool (on the right) to identify regions of the Boston area that index high for Unemployment AND Age 21-50

#### **Location Targeting:**

- Identifying devices seen at specific key MBTA stops/Hubs to deliver theRecruitment/Inspiring message
- · Utilizing Smart Households to reach all connected devices in the residence







## Paid - Paid Social

Targeted Week of 12/13

Leveraging Facebook/Instagram and Twitter to drive targeted awareness and engagement, leaning into the algorithm trends and continuously optimizing towards best performing placements, creative, targeting, etc.

## Optimized targeting:

- Target users based on age, marital status, and/or education level
- Target users whose interest or behaviors suggest that they are searching for new job opportunities
- Target users based on interests or keywords relating to the MBTA, transportation, etc.
- Hone in on specific urban communities where there is likely a higher percentage of potential recruits



**Customer Experience** 







## **Customer Experience**

# **Local Community Print**

Targeted Week of 12/13

Media	City	Run Date	Circulation
Bay State Banner/Boston Banner	Boston	Thurs 12/16	27,400
Beacon Hill Times	Boston	Thurs 12/16	8,700
Boston Bulletin	Hyde Park	Thurs 12/16	6,295
BostonGlobe.com	Boston	December -Online	~148K
Boston Sun	Boston	Thurs 12/16	14,000
Brockton Enterprise	Brockton	Sunday 12/19 - Print December -Online	6,192
Dorchester Reporter	Dorchester	Thurs,12/16	5,200
Chelsea Record	Revere	Thurs 12/16	2,900
El Mundo Boston	Boston	Thurs 12/16	30,000
Everett Advocate	Everett	Fri 12/17	6,500
Everett Independent	Revere	Wed 12/15	7,500
Everett Leader News-Gazette	Everett	Thurs 12/16	12,000



## **Customer Experience**

# **Local Community Print (Cont'd)**

Targeted Week of 12/13

Media	City	Run Date	Circulation
Hyde Park Bulletin	Norwood	Thurs 12/16	4,225
Lynn Daily Item	Lynn	Mon 12/13	5,300
Lynn Journal	Boston	Thurs 12/16	4,700
Mattapan Reporter	Boston	December – Online	3,500
Mission Hill Gazette	Jamaica Plain	December - Online	7,000
North End Regional Review	Revere	Thurs 12/16	3,500
Revere Journal	Revere	Wed 12/15	6,000
South End News	Boston	Thurs 12/16	14,000



# SevenStep's Diversity, Equity, & Inclusion Attraction Framework

Strategy & Approach	Overview		
Job Descriptions	<ul> <li>Review Job Descriptions to ensure candidate centric, gender neutral, inclusive language being applied</li> <li>Provide recommendations where not applied</li> </ul>	Active	
Search & Advertising	<ul> <li>Posting across a large range of locations: Paid advertising across largest platforms and niche job boards (including diversity focused sites) and key LinkedIn Groups</li> <li>Boolean keywords focused on veteran/military experience and traditionally inclusive university associations</li> </ul>	Active	
Process	<ul> <li>Inclusive language used in all email correspondence</li> <li>Unconscious Bias training for all Sevenstep team members</li> </ul>	Active	
Social Media	<ul> <li>Job specific 'we're hiring', posts to attract candidates to certain roles where leadership has directed goals for diversity</li> <li>Post in both diverse and non-diverse LinkedIn groups (Where suitable)</li> </ul>	Future forward where suitable	
Future Forward Recommendations	<ul> <li>Discovery meeting with DEI leaders to discuss current targets and strategy (FM Global &amp; Sevenstep)</li> <li>Unconscious bias training for all Hiring Managers</li> <li>Explore ROI &amp; Tracking (requires CRM/ATS data)</li> <li>Customized landing pages focused on diversity initiatives to supplement other advertising.</li> </ul>	Future forward where suitable	
Hiring Events Recommendations	<ul> <li>Diversity specific events – e.g. Recruit Military, Professional Diversity Network and Diversity Careers</li> <li>Location specific events – targeting hiring hot spots</li> <li>Diverse locations – events hosted in diverse population centers</li> </ul>	Future forward where suitable	