



October 24, 2022

To the Honorable City Council President, Nick Mosby
and Members of the Baltimore City Council
City Hall, 100 N. Holliday Street, Room 409
Baltimore, Maryland 21202

Re: CC Bill 22-0137R – Informational Hearing – Hiring Initiatives – Spanish Speakers

The Department of Human Resources (“DHR”) has reviewed City Council Bill 22-0137R Informational Hearing – Hiring Initiatives – Spanish Speakers. For the purpose of inviting representatives from the Mayor’s Office of Employment Development, the Mayor’s Office of Immigrant Affairs, the Department of Human Resources, the Department of Public Works, the Department of Housing and Community Development, the Department of Recreation and Parks, the Department of Transportation, the Department of General Services, the Office of Equity and Civil Rights, and the Baltimore City Public School System to discuss the hiring of Spanish speakers for employment in City government.

DHR has reviewed the above-referenced bill and acknowledges that while we are making strides in our attempts to reach Spanish speakers, there are opportunities for further outreach to this population. While the Spanish-speaking population within the City of Baltimore continues to grow, this is in line with that of the United States as a whole, where it is estimated that 13% of Americans are Spanish speakers, second only to Mexico. It is anticipated that by 2050, the United States is expected to exceed Mexico in the percentage of Spanish-speaking citizens.¹ Therefore, it is paramount to find ways to recruit this population into the workplace.

Currently, DHR’s Office of Recruitment/Shared Services adds information to postings to indicate that a Spanish speaker is required if the position is geared towards Spanish speakers. Also, when they go to hiring events, they specifically seek Spanish speakers as well. Recently, the Department of Recreation and Parks had an event that was geared toward recruiting Spanish-speaking candidates. DHR’s Office of Recruitment/Shared Services currently has a bilingual Spanish-speaking member on the recruitment team. Additionally, when the recruitment team conducts hiring events, there are video demonstrations in Spanish on how to apply for the positions.

¹ Lugo, S. (2022, May 27). *How to recruit Hispanic employees - tips to find Spanish speaking job applicants*. CareerPlug. Retrieved October 19, 2022, from <https://www.careerplug.com/blog/recruiting-spanish-speaking-job-applicants/>

Diverse and non-traditional recruitment methods must be employed in order to recruit Spanish speakers. According to the Society for Human Resource Management (“SHRM”), traditional recruitment strategies do not effectively reach Hispanic candidates, because they often don’t believe that such traditional methods will help them get a job.² Instead of traditional recruitment methods, Hispanic candidates often find jobs through networks of friends and family. Therefore, organize to leverage existing employee networks because applicants sourced through a referral are more likely to be hired than an applicant from a job board. With that in mind, it may be helpful to offer an incentive for employee referrals for Spanish-speaking candidates.

Additionally, electronic methods are extremely effective as a recruitment tool for Spanish speakers, as 72% of the Spanish speakers in the United States own at least one smart device, with 64% of Hispanics aged 35-49 using tablet devices daily.³ Therefore, it would be easier for them to apply for jobs via online job boards, participate in virtual forums, and access social media sites on which jobs requiring Spanish speakers would be available.

Another tool that could be effective in the outreach to Spanish-speaking candidates would be to explore how the City of Baltimore can better utilize organizations that serve the Spanish-speaking population, such as:

- Accesolatino.org – an online site with information, guidance, and tools for Latin immigrants, whatever their immigrant status, inside the United States and Mexican territory.
- iHispano.com – a site owned by the Professional Diversity Network that connects diverse talent with great opportunities.
- LatPro.com – a job board that serves as a conduit between the career-focused professional and potential employers. The site is dedicated to bringing diversity to the American workforce.
- AllBilingualJobs.com – the very first job board connecting Hispanic bilingual job seekers with recruiters searching for multilingual and multicultural professionals.
- BilingualCrossing.com – another website that services bilingual candidates that locates and classifies jobs on every source it can find and provides its highly specialized research to job seekers, recruiters, and other job sites throughout North America.
- Getbilingualjobs.net – a one-stop resource for finding and filling Bilingual positions for the growing community of Bilingual job seekers and employers.

² Rodriguez, R. (2018, April 11). *Tapping the Hispanic labor pool*. SHRM. Retrieved October 19, 2022, from <https://www.shrm.org/hr-today/news/hr-magazine/pages/0404rodriguez.aspx>

³ Minton-Eversole, T. (2018, April 11). *Hiring Hispanics requires awareness of differences*. SHRM. Retrieved October 19, 2022, from <https://www.shrm.org/resourcesandtools/hr-topics/talent-acquisition/pages/hiring-hispanics-requires-awareness-of-differences.aspx>

- Hispanic-jobs.com – a career site founded in 2004 for employers who want to reach bilingual/Spanish-speaking professionals nationwide.
- Saludos.com – another site that specializes in joining the Hispanic bilingual professional with companies looking for diversity in the workplace.

Establishing relationships with these and similar organizations can only extend our reach into the Spanish-speaking community and increase our ability to find qualified Spanish speakers to fill City positions.

The Department of Human Resources supports best practices which attract and retain quality candidates for employment within the City of Baltimore. To that end, implementing an employee referral bonus program, leveraging and expanding professional connections with the Spanish-speaking community, and continuing to build up the technological recruitment efforts geared toward Spanish speakers, may be helpful toward building a better pipeline of candidates.

For additional questions or concerns, contact me at Quinton.Herbert@baltimorecity.gov or by phone at (410) 396-1563.

Sincerely,

Quinton Herbert, JD