



**STUDENTFLEX**

By Talent Sourcing Partner

## **Studentflex DEI Report Q3 2023**





## ***Diversity | Equity | Inclusion***

"We value the power of Communities and believe in equal opportunities for all. For us, everybody is a person with a story, not a number, an individual talent. The reason that we get out of bed every morning at Talent Sourcing Partner is our promise: **sincere interest and attention**.

**Diversity, Equity and Inclusion** is a significant topic within our brands because we believe that everyone needs a fair chance to enter the labor market. Especially with our brands Studentflex and Compliance Talent we can put flesh on the bones, as these brands help students to discover the labor market in a low-key way: as a temporary worker.

We believe in the potential of temporary workers as future leaders and with this way of working we create the positive side effect that our clients get a **sustainable diverse talent pipeline**. A mix of people within a company brings innovation, growth and especially enjoyment!

Our goal is to change the way people think about hiring. Creating innovative and enjoyable environments. Our vision is to be a **sounding board** for all our stakeholders, and for the coming years, create a Community that is a reflection of the student population in the Netherlands."

### **Maurits ter Poorten**

Co-Founder & Commercial Manager  
Talent Sourcing Partner





## Key DEI Indicators

Talent Sourcing Partner wants to achieve a more representative reflection of the Dutch student population. The choice of key diversity indicators is based on the extent of influence on the opportunities students have in the labor market. Monitoring these indicators make it possible to contribute to increased equal opportunities for all students.



### Ethnic-Cultural Background

A person with a migration background is a person of whom at least one parent was born abroad. A distinction is made between people with a Western migration background (WM background) and people with a non-Western migration background (NWM background).



### First Generation Students

This factor concerns the educational background of parents. In particular whether one of the parents is highly educated (HBO or WO). Being the first student in the family has a major influence on how a student is motivated and the (network) opportunities one has.



### Residential Status

Residential status refers to the distinction between living independently or living with your parents. Living with your parents could decrease your social network and therefore your opportunities.

## Control DEI Indicators

Next to our key-indicators, Talent Sourcing partner has chosen two control indicators. These indicators are monitored along the way but are not actively steered upon in our DEI strategy and policy. Monitoring these two indicators will ensure that the Community maintains its diversity on these aspects.



### Educational Background

The job openings that Studentflex offers are interesting and relevant for University or University of Applied Sciences students. Therefore, this ratio is monitored.



### Gender

Gender is an important factor because Talent Sourcing Partner wants to prepare all for the future.



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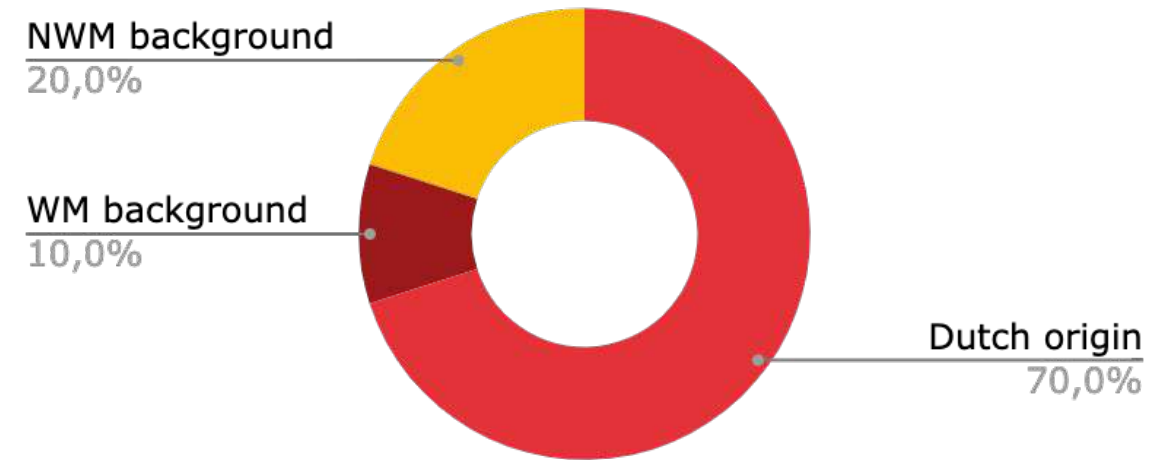


Results last quarter (Q3)

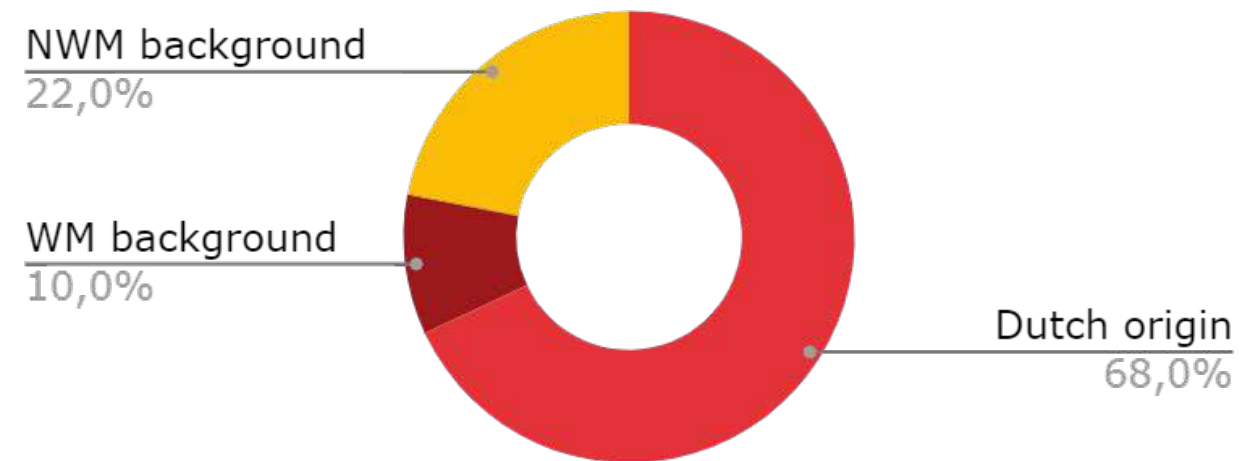
		KEY INDICATORS			CONTROL INDICATORS	
Indicators	Ethnic-Cultural Background	First Generation Students	Residential Status	Gender	Educational Background	
Steps	<div><div>A.</div><div>We will continue to target cities through online social campaigns.</div><div><ul style="list-style-type: none"><li>Amsterdam</li><li>Den Haag</li><li>Rotterdam</li></ul></div></div> <div><div>B.</div><div>We will set up collaborations with partners that will run in Q4.</div><div><ul style="list-style-type: none"><li>HvAnti</li><li>BeFam</li></ul></div></div> <div><div>C.</div><div>Our partners will promote our services through general recruitment posts in their networks.</div><div><ul style="list-style-type: none"><li>Grote Spelers</li><li>UAF</li></ul></div></div>	<div><div>A.</div><div>We will continue to target cities through online social campaigns.</div><div><ul style="list-style-type: none"><li>Amsterdam</li><li>Den Haag</li><li>Rotterdam</li></ul></div></div> <div><div>B.</div><div>We will set up collaborations with a partner that will run in Q4.</div><div><ul style="list-style-type: none"><li>University Leaders</li></ul></div></div> <div><div>C.</div><div>Our partner will promote our services through general recruitment posts in their network.</div><div><ul style="list-style-type: none"><li>Grote Spelers</li></ul></div></div>	<div><div>A.</div><div>Create specified advertisement targeting students living in their parental homes.</div></div> <div><div>B.</div><div>Target four cities that harbor little to no HBO schools or Universities through online marketing: Hilversum, Dordrecht, Zoetermeer &amp; Amersfoort.</div><div><ul style="list-style-type: none"><li>Hilversum</li><li>Dordrecht</li><li>Zoetermeer</li><li>Amersfoort</li></ul></div></div>	<div><div>A.</div><div>No active steps will be implemented in Q3.</div></div> <div><div>B.</div><div>A margin of 5% will be monitored. If superseded, active measures will be made.</div></div>	<div><div>A.</div><div>Establishing contact with newly appointed boards from student associations at</div><div><ul style="list-style-type: none"><li>Hogeschool van Amsterdam</li><li>Hogeschool Rotterdam</li><li>Hogeschool Den Haag</li></ul></div></div> <div><div>B.</div><div>Enhancing our social media presence to effectively reach a larger audience of MBO senior students on TikTok.</div></div>	
	<div><div>A.</div><div>Online marketing successfully targeted.</div><div><ul style="list-style-type: none"><li>Amsterdam</li><li>Den Haag</li><li>Rotterdam</li></ul></div></div> <div><div>A.</div><div>HvAnti and BeFam are both partners who have agreed to actively cooperate with us starting Q1 2024.</div></div> <div><div>B.</div><div>An increasing number of candidates registered with us through our partners.</div><div><ul style="list-style-type: none"><li>Grote Spelers (2 candidates in procedure at clients)</li><li>UAF (1 candidate in procedure at client, 1 hire)</li></ul></div></div>	<div><div>A.</div><div>Online marketing successfully targeted.</div><div><ul style="list-style-type: none"><li>Amsterdam</li><li>Den Haag</li><li>Rotterdam</li></ul></div></div> <div><div>B.</div><div>Our collaboration with University Leaders is set for Q1 2024, first-generation students will receive a workshop from Studentflex.</div></div> <div><div>C.</div><div>An increasing number of candidates registered with us through our partner.</div><div><ul style="list-style-type: none"><li>Grote Spelers (2 candidates in procedure at clients)</li></ul></div></div>	<div><div>A.</div><div>Together with our strategic-creative agent, we adjust our online expressions to address a broader target group.</div></div> <div><div>B.</div><div>The residential status indicator remained stable in Q3.</div></div>	<div><div>A.</div><div>-</div></div> <div><div>B.</div><div>There was one monitor moment in Q3</div><div>Monitor moment June:<div><ul style="list-style-type: none"><li>Female 50,4%</li><li>Male 49,6%</li></ul></div></div></div>	<div><div>A.</div><div>We will be reaching out to the newly appointed boards of HBO student associations in Q4.</div><div><ul style="list-style-type: none"><li>SV Marco</li><li>Mimagine</li></ul></div></div> <div><div>B.</div><div>We launched our TikTok account and posted initial video content.</div></div> <div><div>C.</div><div>In Q3 we reached the first goal of 10% concerning MBO transfer students. However, The impact on MBO candidates is expected to become even more noticeable in Q4 due to our TikTok presence.</div></div>	

## Ethnic-Cultural Background

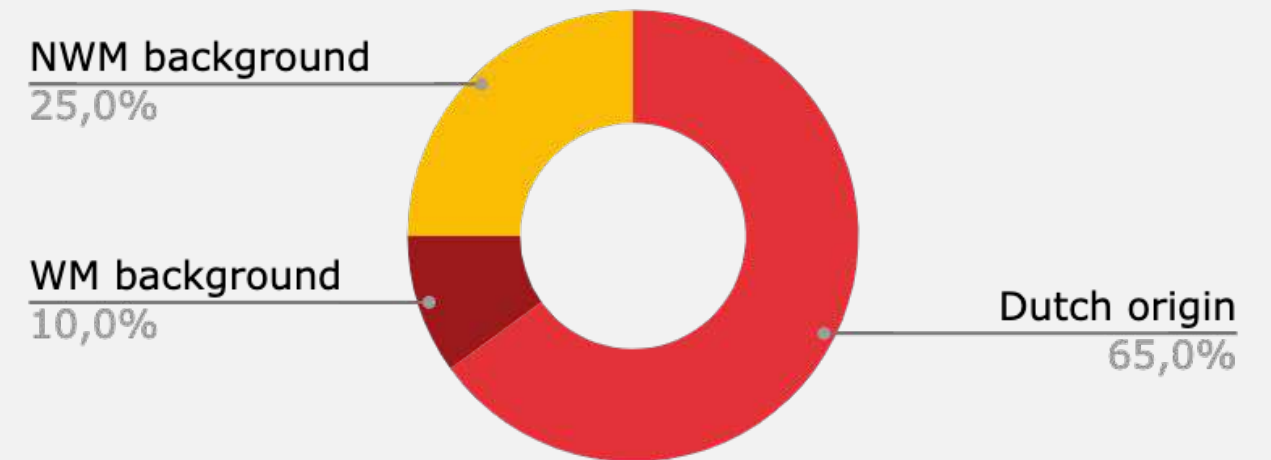
### Quarterly results Q2



### Quarterly results Q3



## Studentflex goal

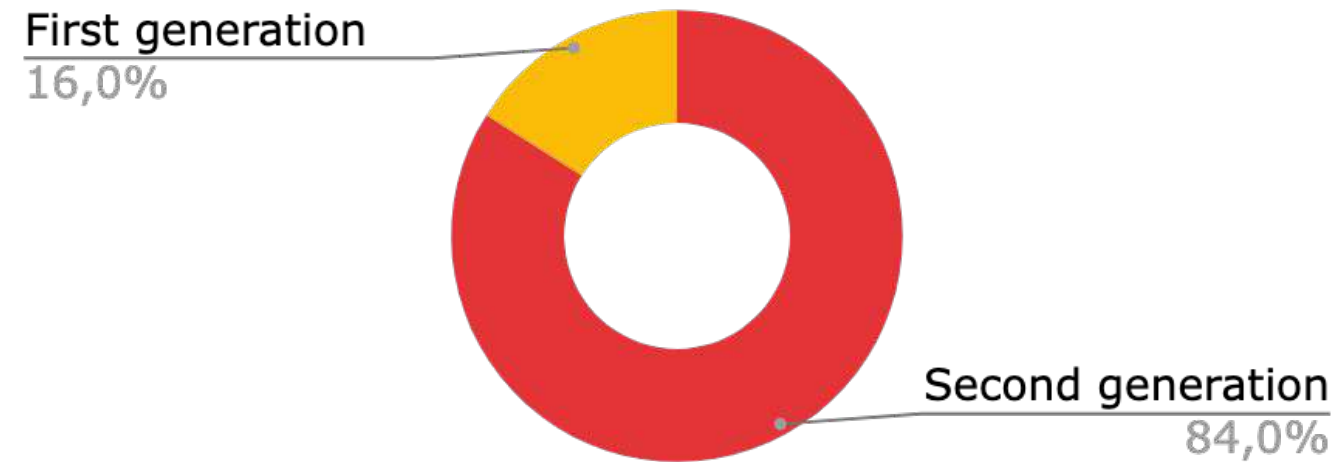


### Steps in Q4 to contribute to this goal:

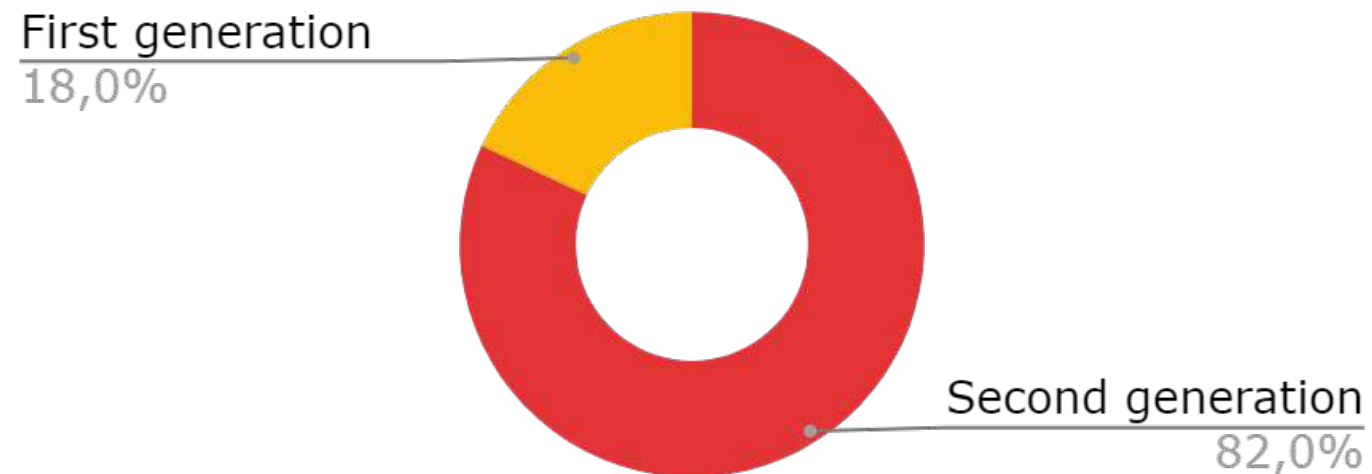
- We will **continue to target the cities** of Amsterdam, Den Haag & Rotterdam **through online social media campaigns**, e.g. TikTok.
- We will be **actively present at relevant career week events**.
- Our partners Grote Spelers & UAF will **promote our services through general recruitment posts** in their networks and we will **intensify our current partnerships with them**.

## First Generation Students

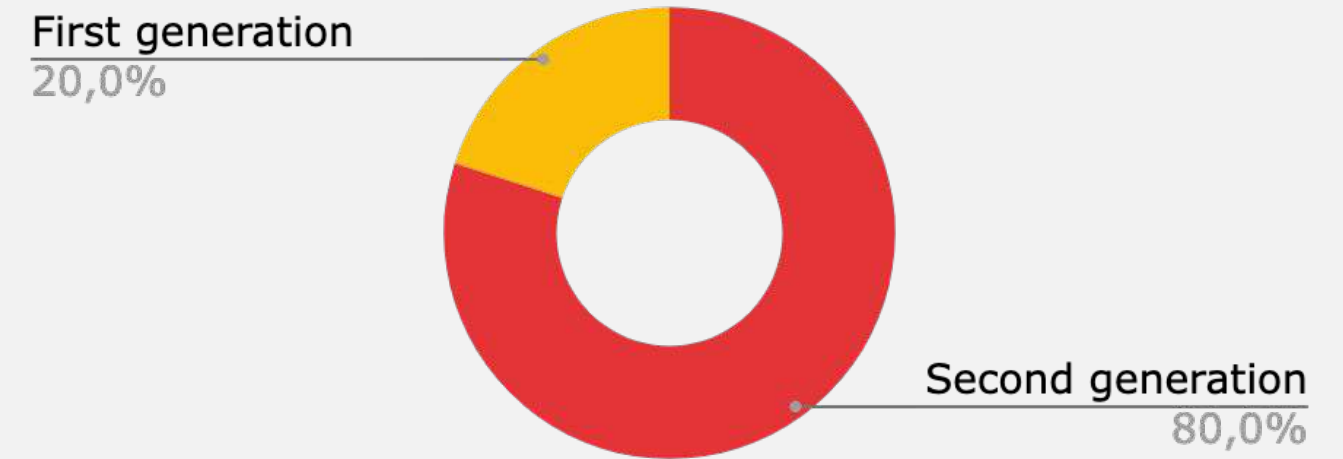
### Quarterly results Q2



### Quarterly results Q3



## Studentflex goal

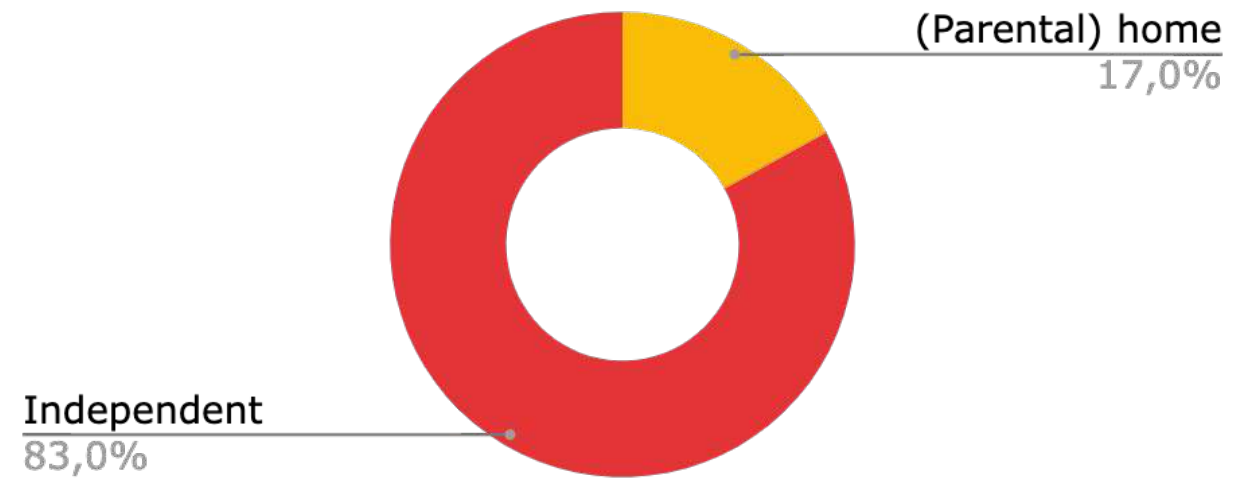


### Steps in Q4 to contribute to this goal:

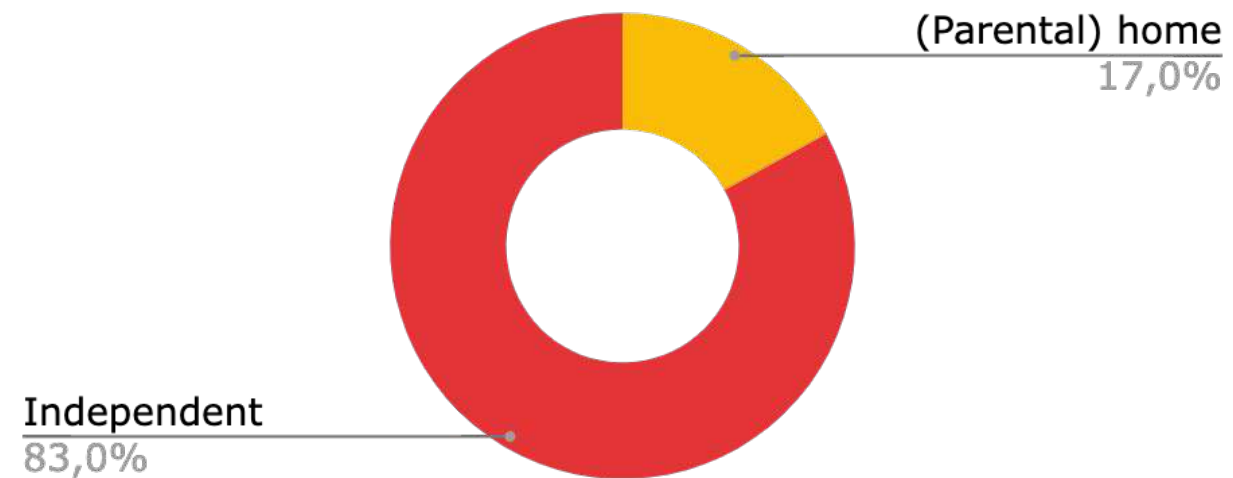
- We will **continue to target the cities** of Amsterdam, Den Haag & Rotterdam **through online social media campaigns**.
- We will **actively pursue to strengthen a long-term partnership** with University Leaders.
- Our partner Grote Spelers will **promote our services through general recruitment posts** in their network.

## Residential Status

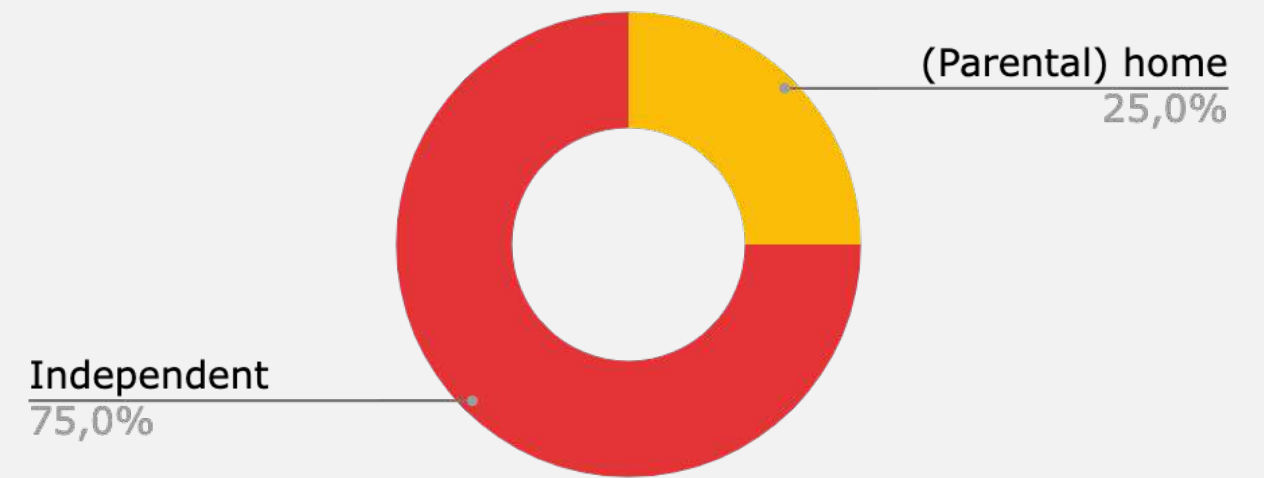
### Quarterly results Q2



### Quarterly results Q3



## Studentflex goal



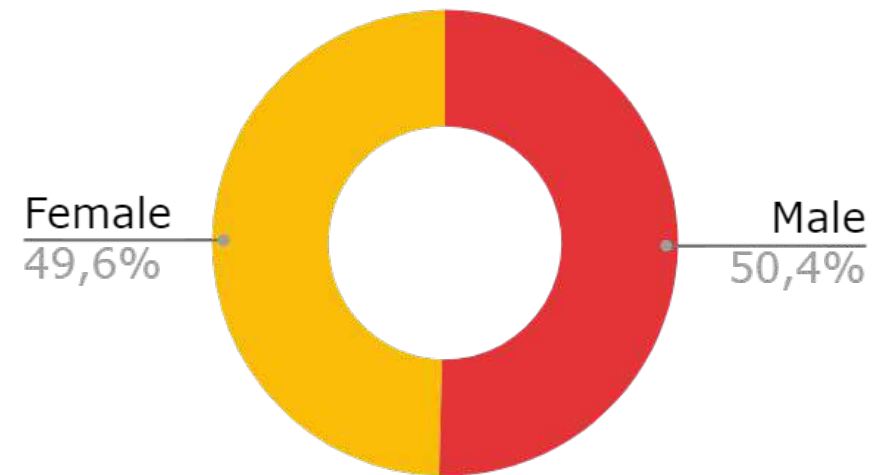
### Steps in Q4 to contribute to this goal:

- We will **continue to target the different cities** and also **monitor** and **adjust** our ads and posts.

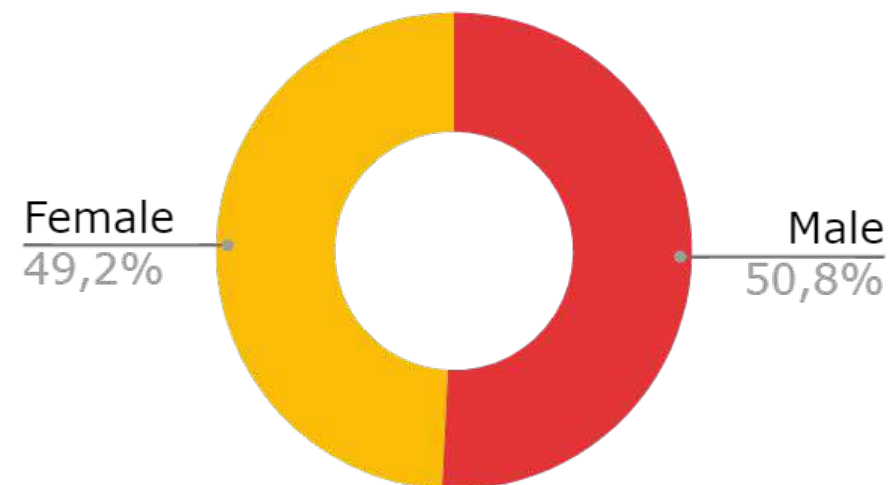


## Gender

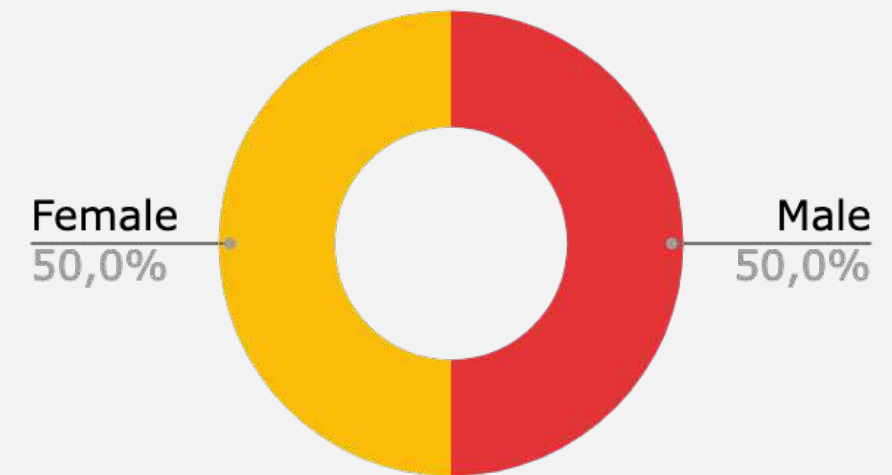
### Quarterly results Q2



### Quarterly results Q3



## Studentflex goal

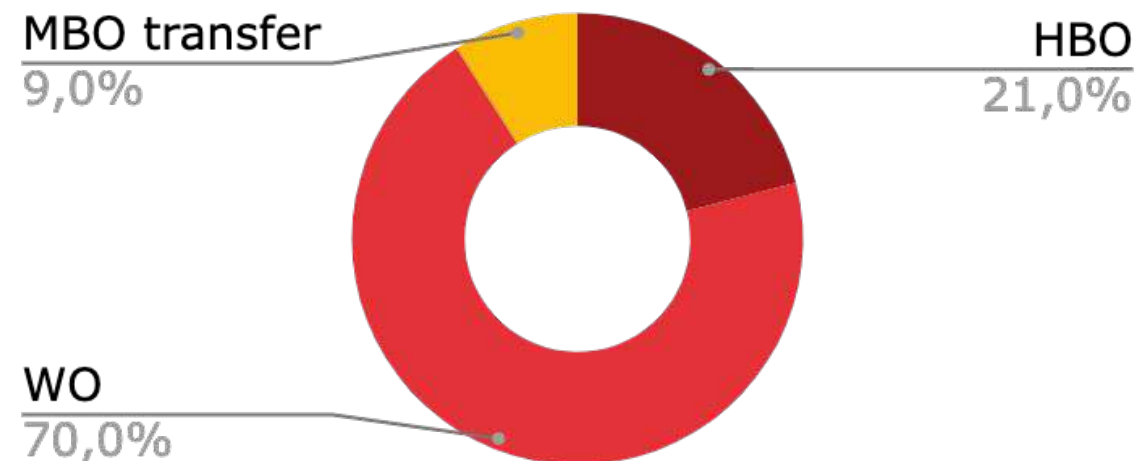


### Steps in Q4 to contribute to this goal:

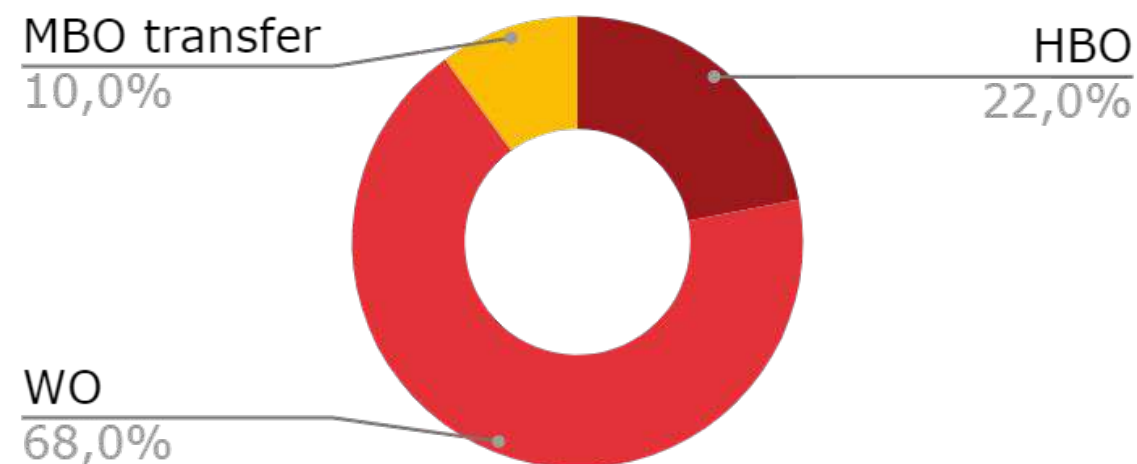
- **A margin of 5%** will be monitored. If superseded, active measures will be made.

## Educational Background

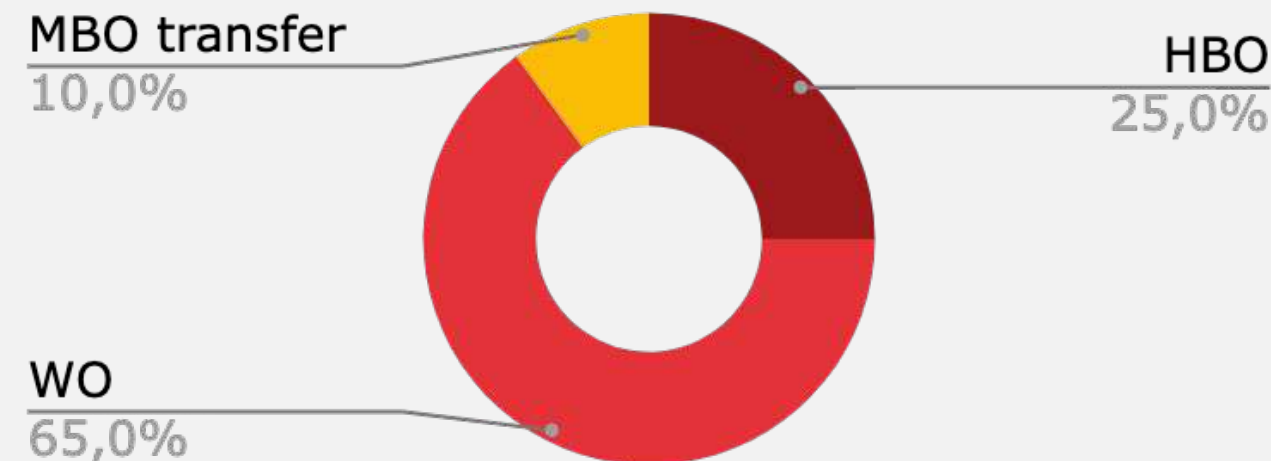
### Quarterly results Q2



### Quarterly results Q3



## Studentflex goal



### Steps in Q4 to contribute to this goal:

- We will be **reaching out to the newly appointed boards of HBO student associations** this quarter, as we prioritize Sv Marco & Mimage.
- We will explore the possibilities to switch from organic TikTok posts to **paid TikTok content** to reach even more students.

## ***Any Questions?***

Practical questions?

Feel free to contact our Community Manager

**Hilde:** [Hildewillemsen@studentflex.nl](mailto:Hildewillemsen@studentflex.nl)

