



**STUDENTFLEX**  
By Talent Sourcing Partner

**Studentflex DEI Report Q4 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.



**STUDENTFLEX**

By Talent Sourcing Partner



# Results last quarter (Q4)

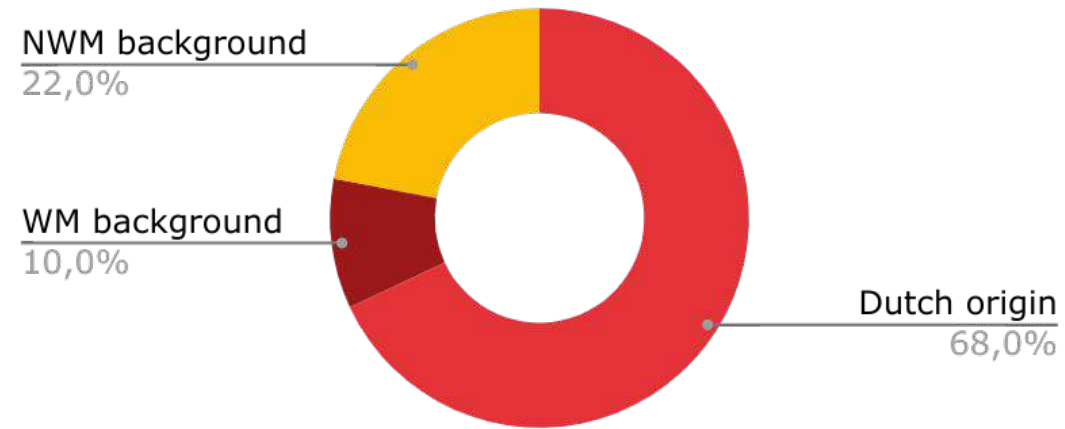
## KEY INDICATORS

## CONTROL INDICATORS

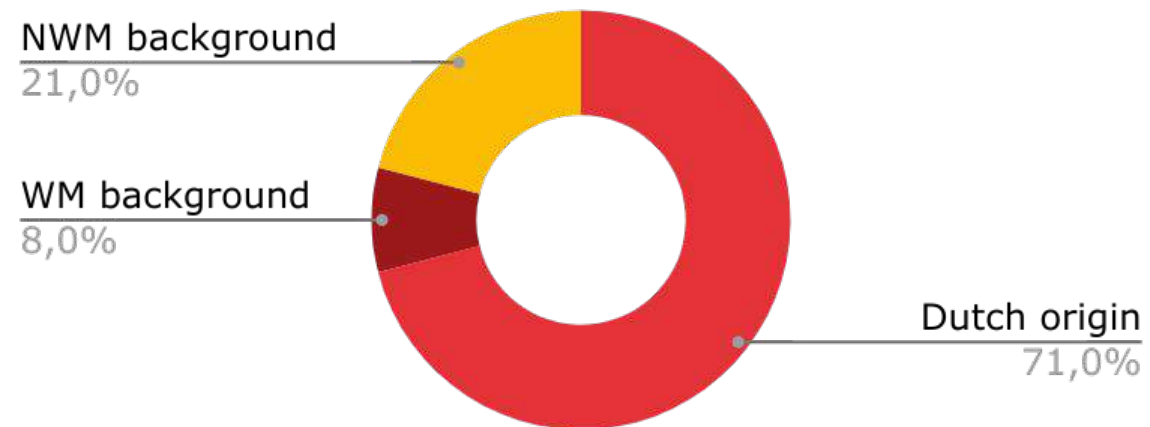
Indicators	Ethnic-Cultural Background	First Generation Students	Residential Status	Gender	Educational Background
Steps	<p><b>A</b> We will continue to target cities through online social campaigns.</p> <ul style="list-style-type: none"> <li>Amsterdam</li> <li>Den Haag</li> <li>Rotterdam</li> </ul> <p><b>B</b> We will be present at career week events.</p> <p><b>C</b> Our partners will promote our services through general recruitment posts in their networks.</p> <ul style="list-style-type: none"> <li>Grote Spelers</li> <li>UAF</li> </ul>	<p><b>A</b> We will continue to target cities through online social campaigns.</p> <ul style="list-style-type: none"> <li>Amsterdam</li> <li>Den Haag</li> <li>Rotterdam</li> </ul> <p><b>B</b> We will set up a long term partnership with University Leaders</p> <p><b>C</b> Our partner will promote our services through general recruitment posts in their network.</p> <ul style="list-style-type: none"> <li>Grote Spelers</li> </ul>	<p><b>A</b> We will continue to target different cities and also monitor and adjust our advertisements.</p>	<p><b>A</b> A margin of 5% will be monitored. If superseded, active measures will be made.</p>	<p><b>A</b> Establish contact with newly appointed boards from:</p> <ul style="list-style-type: none"> <li>Sv Marco</li> <li>Mimagine</li> </ul> <p><b>B</b> Explore possibilities for paid ads on TikTok.</p>
	Results	<p><b>A</b> Online marketing successfully targeted.</p> <ul style="list-style-type: none"> <li>Amsterdam</li> <li>Den Haag</li> <li>Rotterdam</li> </ul> <p><b>B</b> We have been present at:</p> <ul style="list-style-type: none"> <li>Grote Spelers Gala</li> <li>ADI- netwerkbijeenkomst 'Divers werven en selecteren'</li> <li>Skillsweek SEFA &amp; Sefa Company Fairs</li> <li>UvA Career Days</li> </ul> <p><b>C</b> Our attendance at events and the promotion of our partners led to new registrations.</p>	<p><b>A</b> Online marketing successfully targeted.</p> <ul style="list-style-type: none"> <li>Amsterdam</li> <li>Den Haag</li> <li>Rotterdam</li> </ul> <p><b>B</b> Our collaboration with University Leaders is set for Q1 2024, first-generation students will receive a workshop from Studentflex.</p> <ul style="list-style-type: none"> <li>Our attendance at events and the promotion of our partners led to new registrations.</li> </ul>	<p><b>A</b> We created advertisements on TikTok. Together with Optimus Talen Instituut we created recruitment ads.</p>	<p><b>A</b> Gender division Q4</p> <ul style="list-style-type: none"> <li>Female 45%</li> <li>Male 55%</li> </ul>

## Ethnic-Cultural Background

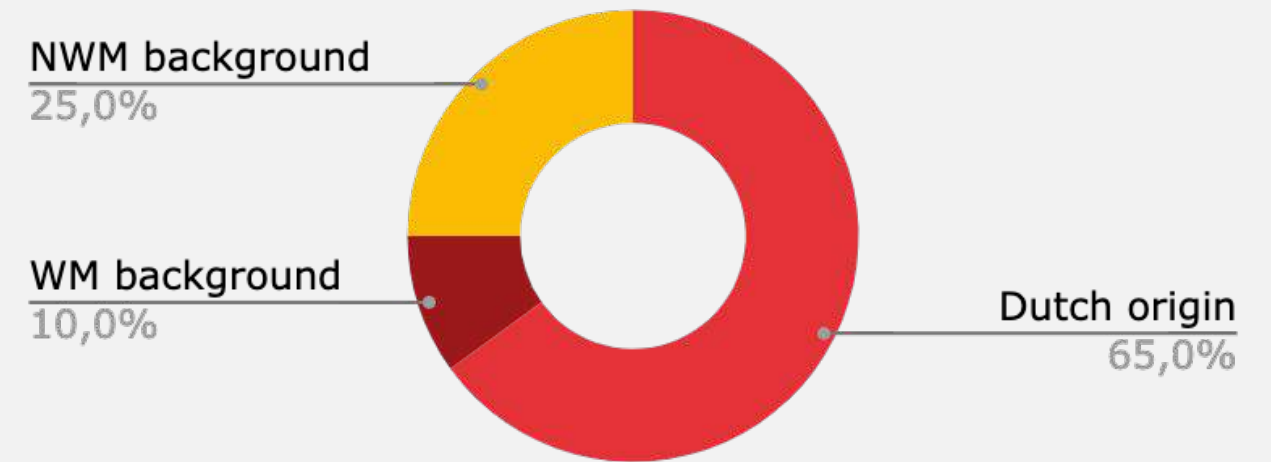
### Quarterly results Q3



### Quarterly results Q4



## Studentflex goal

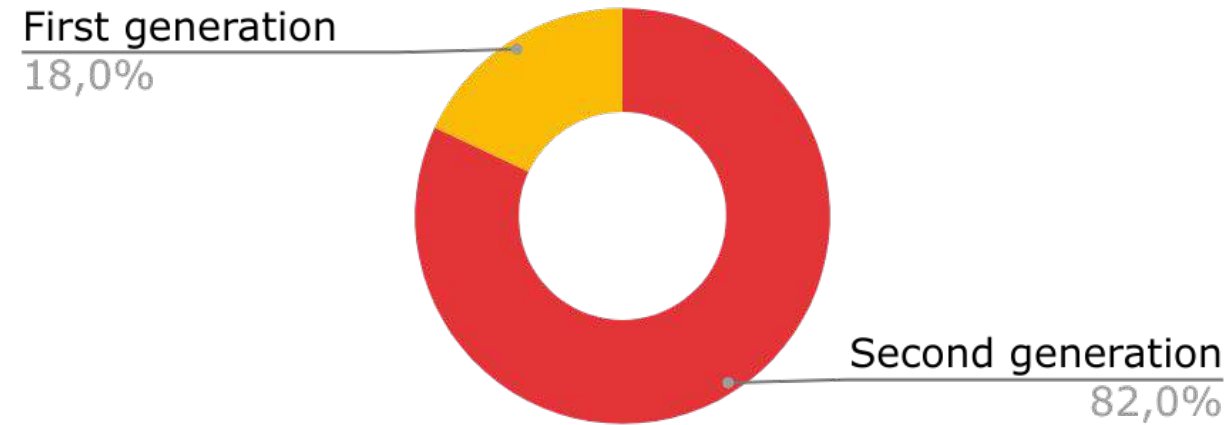


### Steps in Q1 to contribute to this goal:

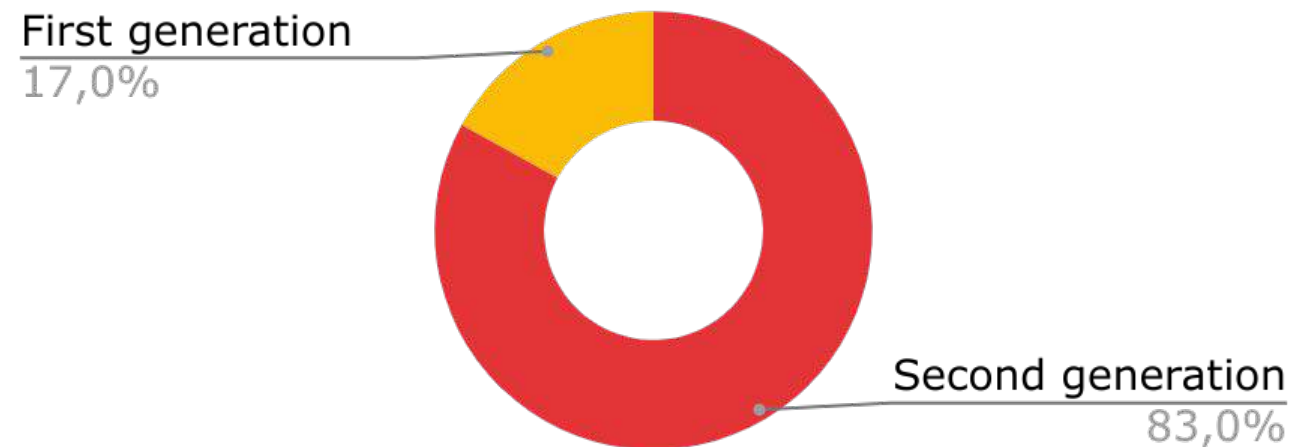
- We will continue to target the cities of **Amsterdam, Den Haag & Rotterdam.**
- We will strengthen our collaboration with **Grote Spelers.**

## First Generation Students

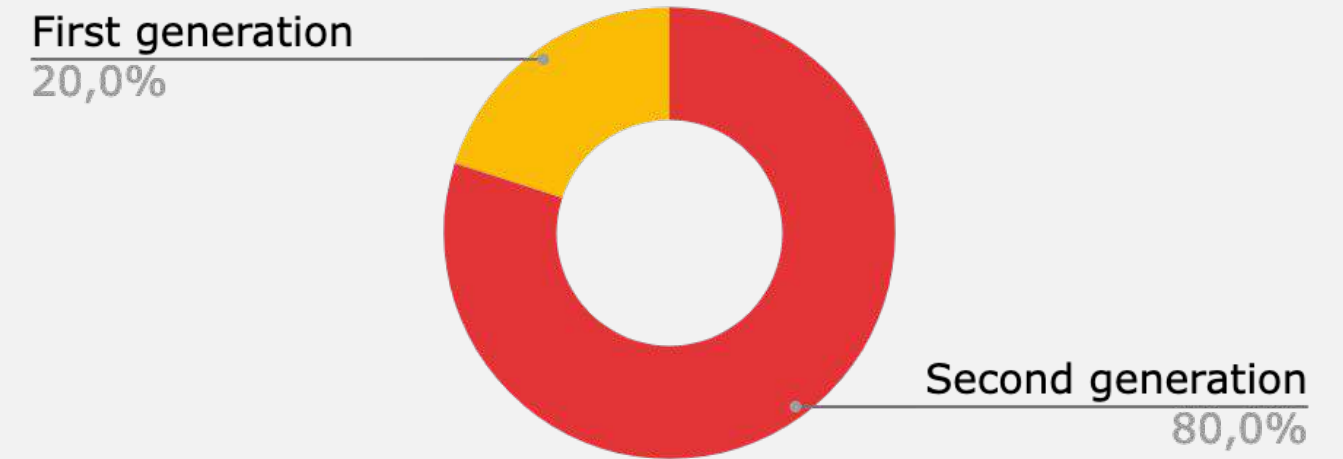
### Quarterly results Q3



### Quarterly results Q4



## Studentflex goal

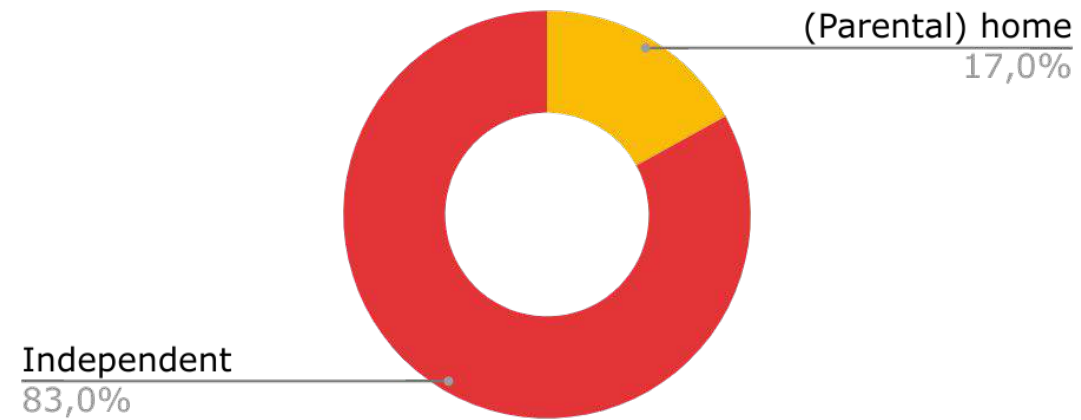


### Steps in Q1 to contribute to this goal:

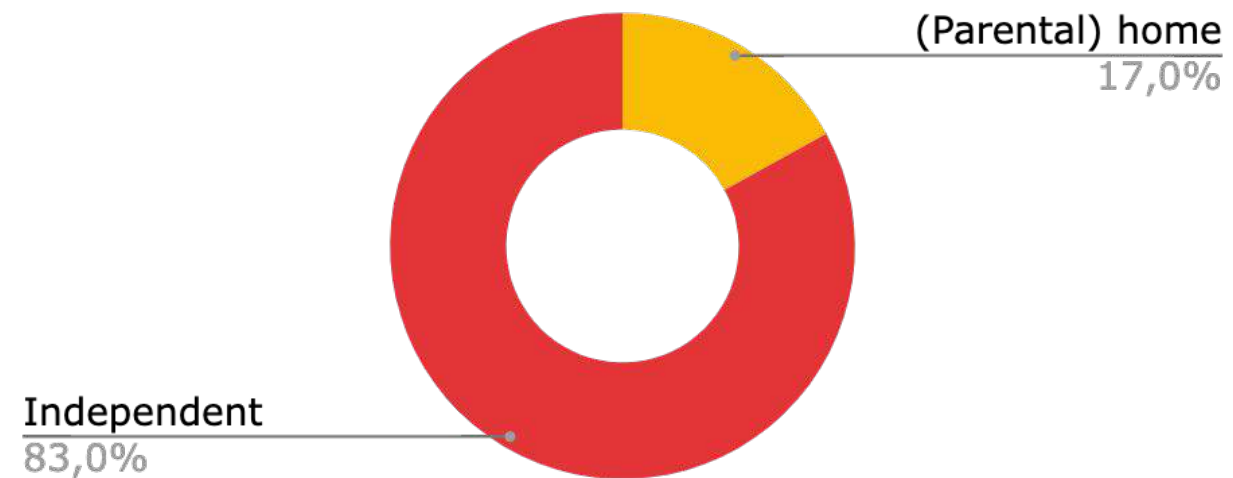
- We will continue to target the cities of **Amsterdam, Den Haag & Rotterdam.**
- We will kick start our collaboration with **University Leaders.**

## Residential Status

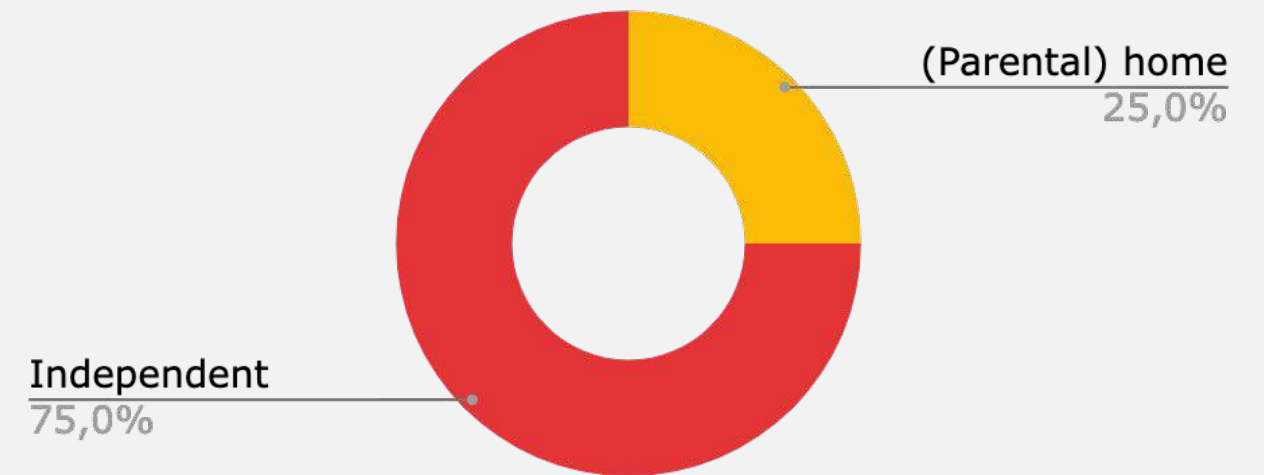
### Quarterly results Q3



### Quarterly results Q4



## Studentflex goal



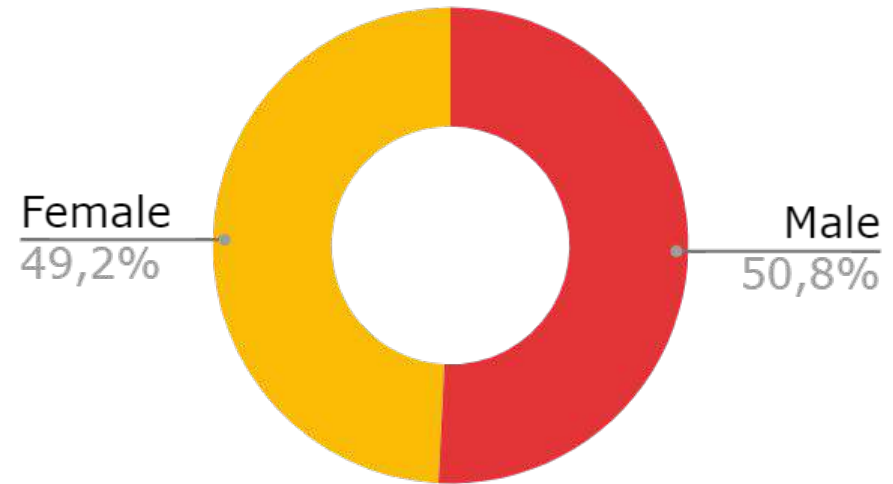
### Steps in Q1 to contribute to this goal:

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

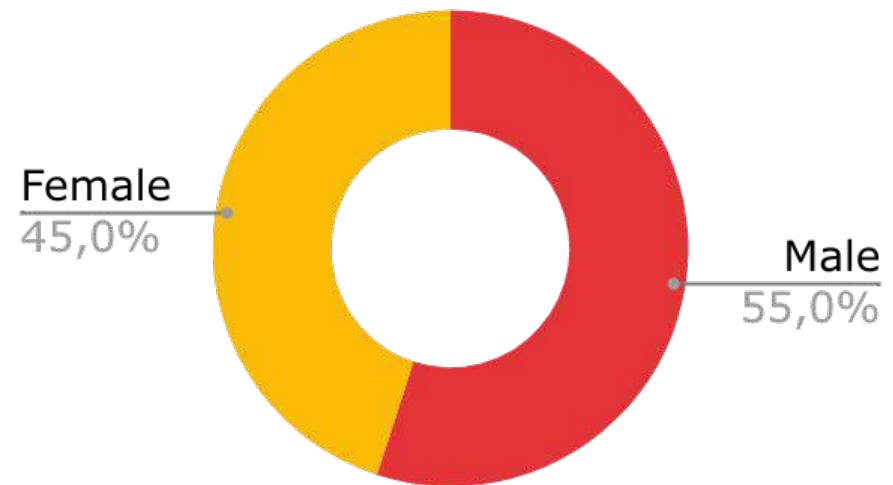


## Gender

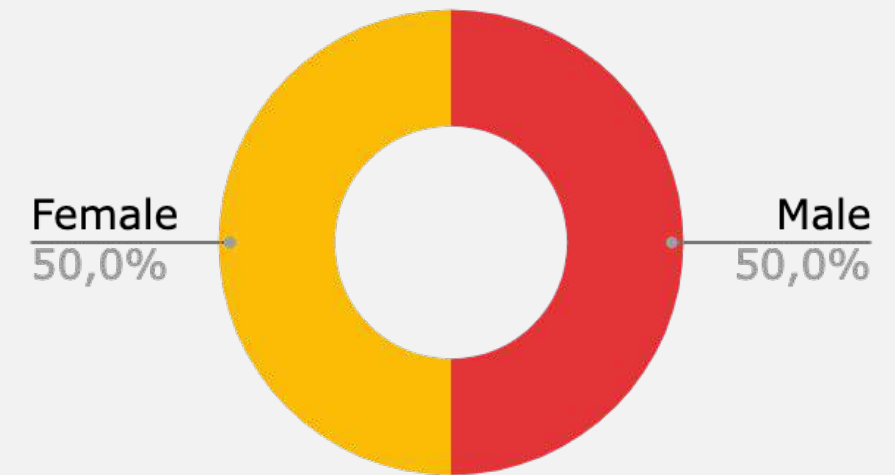
### Quarterly results Q3



### Quarterly results Q4



## Studentflex goal

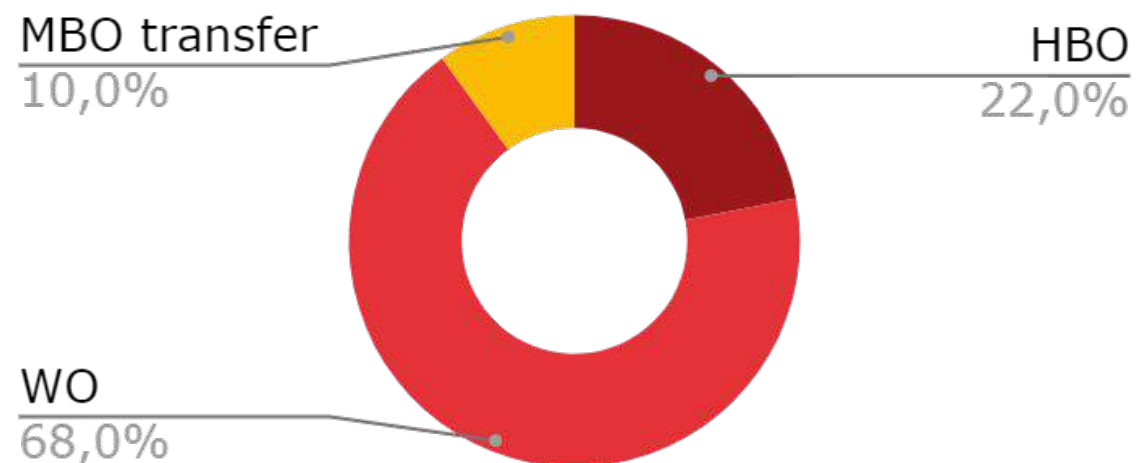


### Steps in Q1 to contribute to this goal:

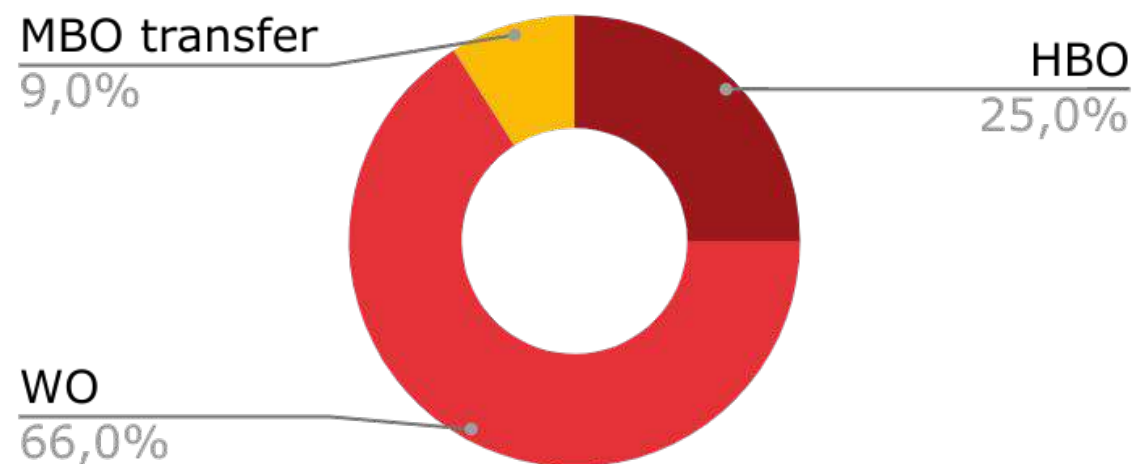
- **A margin of 5%** will be monitored. If superseded, active measures will be made.

## Educational Background

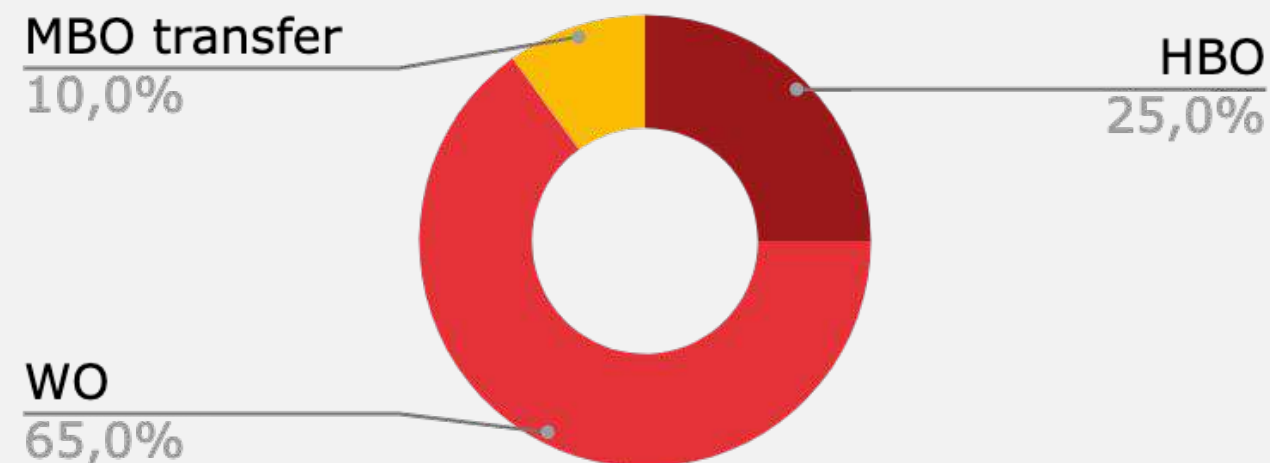
### Quarterly results Q3



### Quarterly results Q4



## Studentflex goal



### Steps in Q1 to contribute to this goal:

- We will **continue** to focus on ads on **TikTok, organic** as well as **paid**.
- We will strengthen our collaboration with **Sv Marco** and will add **1 more collaboration** with a study association related to a **HBO studies**.

## Any Questions?

Practical questions?

Feel free to contact our Community Manager

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

