



21ST CENTURY: VIDEO, ONLINE AND BIOMETRICS CONSIDERATIONS

PRESENTER(S):

CANDEE CHAMBERS, EXECUTIVE DIRECTOR &
CEO, DIRECTEMPLOYERS

ROSEMARY COX, ASSOCIATE PRINCIPAL
CONSULTANT, DCI CONSULTING





SPHR, SHRM-SCP, Sr. CAAP
Executive Director & CEO
DirectEmployers & Recruit Rooster

Candee Chambers

Candee Chambers, SPHR, SHRM-SCP, SR. CAAP, joined DirectEmployers Association in 2013 and now serves as its Executive Director as well as the CEO for the organization's wholly owned subsidiary, Recruit Rooster. She is responsible for leading a team of over 75 people and regularly provides guidance to Members on all areas of compliance. Candee speaks extensively across the United States on compliance matters related to Affirmative Action regulations, plan development, job listing requirements, outreach responsibilities and employee selection. With over 30 years of HR experience in recruitment, HRIS analysis, and affirmative action management, Candee shares trusted guidance and advice at Affirmative Action-related conferences, regional ILG meetings, and National ILG Conferences.

Candee holds her SPHR and her SHRM-SCP designations and is a Sr. Certified Affirmative Action Professional. She also holds a Bachelor of Arts in Communication from Bowling Green State University where she graduated with honors. Candee currently serves as the Chair of the Indiana Industry Liaison Group.



SPHR, SHRM-SCP, Sr. CAAP
Associate Principal Consultant
DCI Consulting

Rosemary Cox

Rosemary Cox is an Associate Principal Consultant at DCI Consulting Group, headquartered in Washington, DC, where she provides consultation specific to equal employment opportunity and affirmative action statutes and regulations. Her area of expertise includes AAP reporting, data reconciliation and management, recruitment process and metrics, strategic audit discussions, mock audits, compliance and diversity/inclusion training and strategy.

Rosemary holds a MSA in Human Resources from Central Michigan University, has senior level certifications through, SHRM, HRCI, AAAED and the State of Ohio. With more than 20 years of human resource compliance experience, she supports a variety of corporations in various industries, writes blogs and video blogs for DCI, conducts webinars and training.

Rosemary is a board member for the Ohio Industry Liaison Group (OILG) and the American Association for Access Equity and Diversity (AAAED), and is a member of Society for Human Resource Management (SHRM).

Agenda

Job interviews come in all shapes and sizes: phone, in-person, group, behavioral, video, and more. Come explore what the research shows, biases, choosing the best type and the risks associated with each.

Attendees will leave with a more robust knowledge of interviewing types, practical guidance, and a list of resources. Can you still use an interview type with risks and be successful?

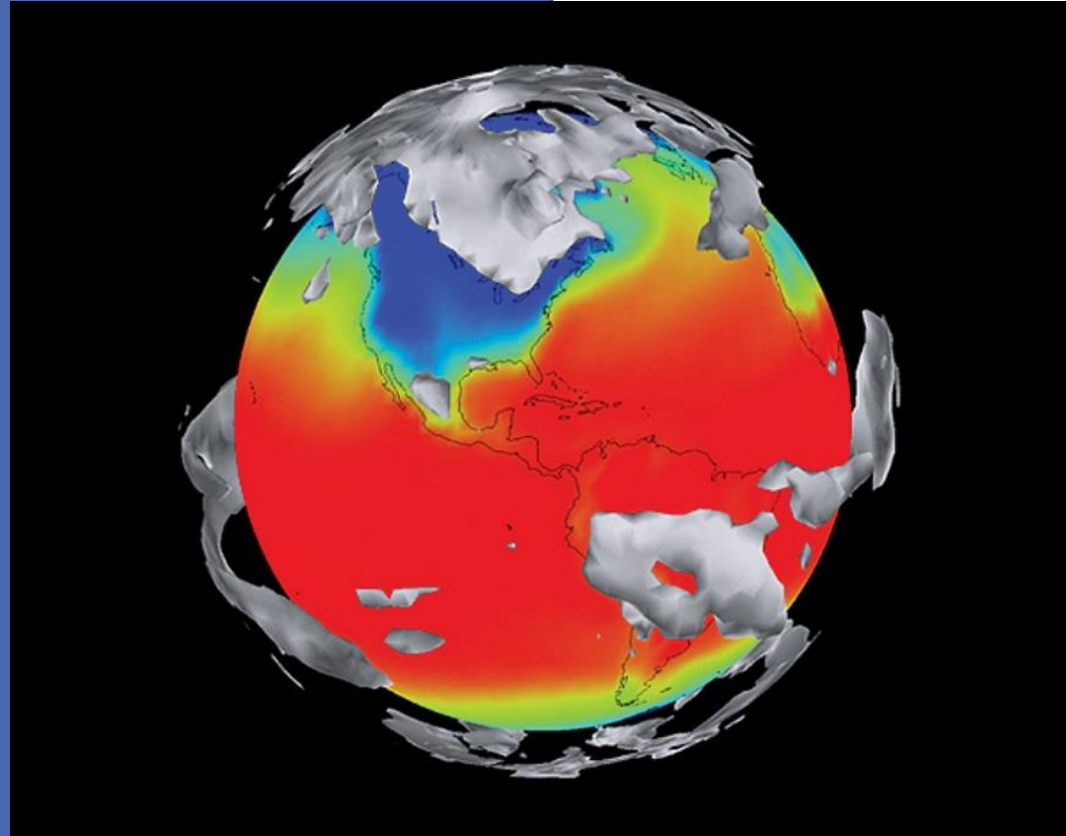
Interviewing
in the Current
Climate

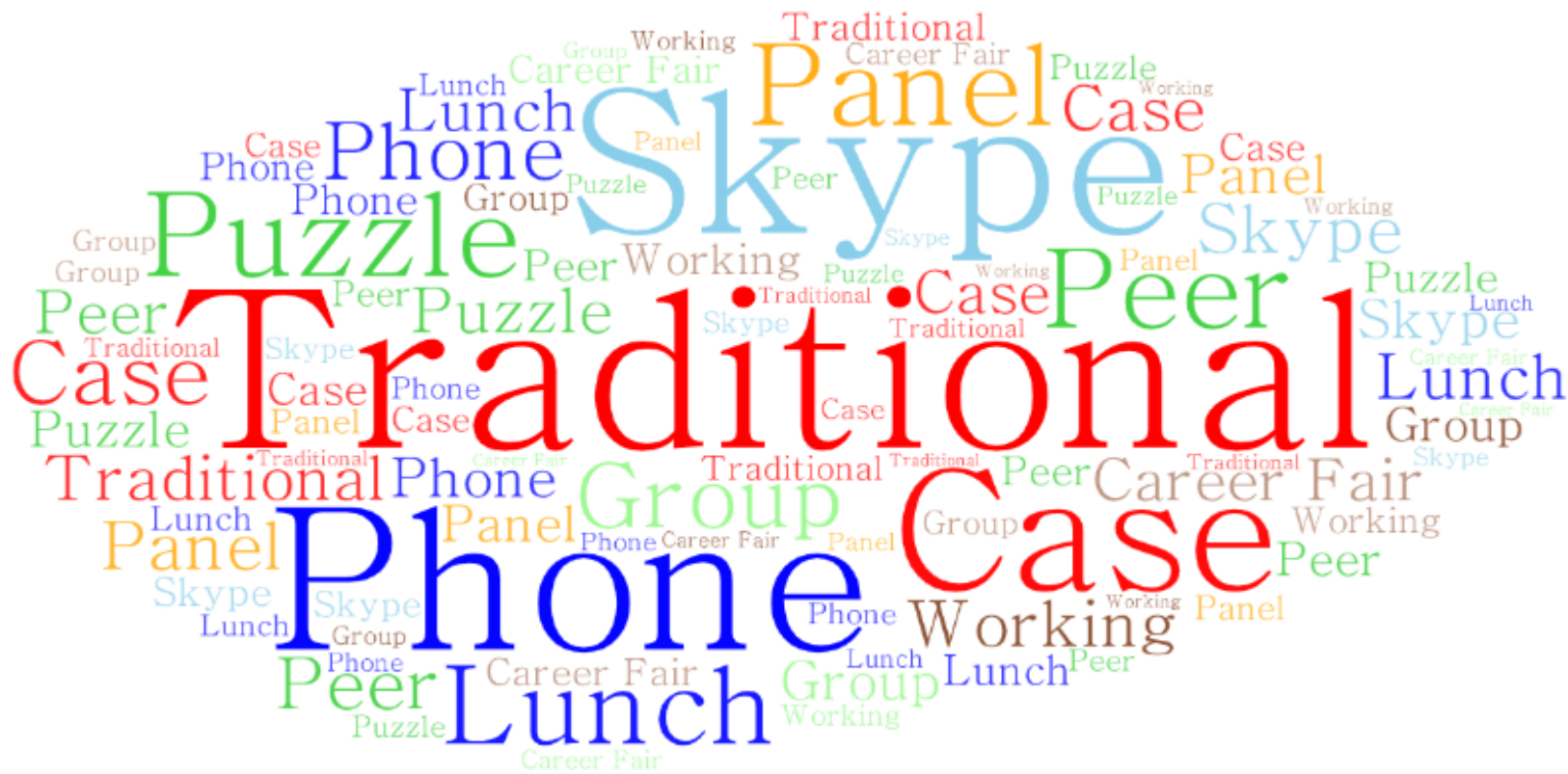
First
Impressions

Biometrics

Best
Practices/Next
Steps

Interviewing in Today's Climate





Video Interviews

The Headlines

**Video Interviewing Cuts
Costs, but Bias Worries Linger**

**Implementing Video Interviews?
Here's How To Beware Of Bias**

During COVID-19, don't use Zoom for job interviews

**5 Ways Video Interviewing
Eliminates Unconscious Bias ...**

**Will video interviews keep scaling, or do
we need to worry ...**

**[New guide shows how to remove
unconscious bias from video ...](#)**

[Video interviews can reduce bias in recruitment](#)

Audiovisual quality impacts assessments of job candidates in ...

Train Decision Makers on Rating Biases

First Impressions/Quick Judgments



Forming a “snap” overall impression on the basis of a particular characteristic of the candidate

Similar to Me



An unconscious tendency to favor people who are physically or professionally similar to oneself

Contrast Effects



Tendency to perceive something worse than it actually is because it was compared to something better

Halo/ Primacy/ Recency Effects



Tendency to be influenced by the first or most recent behavior, or overall impression, ignoring the commonly demonstrated behaviors during the full interview

Train interviewers NOT to judge based on: What is in the background during the interview – photos, diplomas, sports equipment, crutches, walker, etc.

Don't judge based on technology – poor connections, poor use of technology

Avoid Judgements

Irrelevant Information:

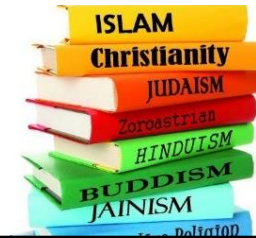
Making judgments based on any irrelevant/non-job related information included about the person, such as:



Appearance



Communication Style
Preferences



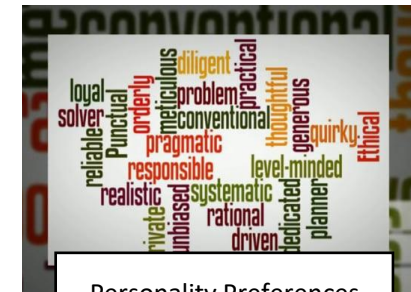
Religion



Gender/Gender
Identification



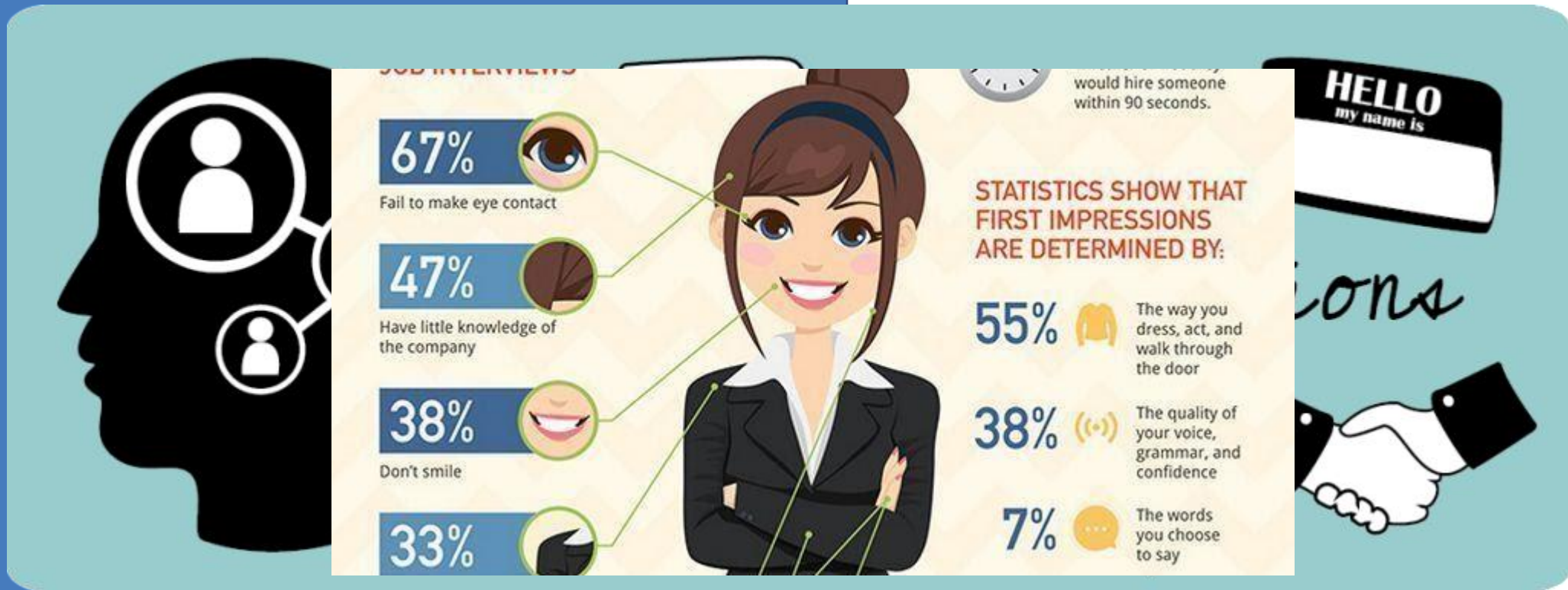
Disability



Personality Preferences

Avoiding biases is important now more than ever – in our current climate

First Impressions



Haley & Candee Phone Interview





Haley & Candee Zoom Interview

Thank You



Haley Moss, diagnosed with autism at age 3, made international headlines for becoming the first documented openly autistic attorney admitted to The Florida Bar. She received her Juris Doctor from the University of Miami School of Law in 2018, and graduated from the University of Florida in 2015 with Bachelor's degrees in Psychology and Criminology.

In 2020, Haley founded her own company to lead the charge of working with businesses and law firms to hire and retain autistic and neurodiverse talent.

Haley is the author of "Middle School: The Stuff Nobody Tells You About" and "A Freshman Survival Guide for College Students with Autism Spectrum Disorders: The Stuff Nobody Tells You About." She also illustrated and contributed to the anthology "What Every Autistic Girl Wishes Her Parents Knew."

Haley has been featured in major media such as the TODAY Show, Forbes, CNN, USA Today, Yahoo!, and People, to name a few.

She serves on the Florida Bar Young Lawyers Division Board of Governors, the constituency board for the University of Miami – Nova Southeastern University Center for Autism and Related Disabilities, the Board of Directors for Different Brains, and is a co-chair of the Miami-Dade Chapter of Florida Association for Women Lawyers diversity committee.

Biometrics



Biometrics

What are they?

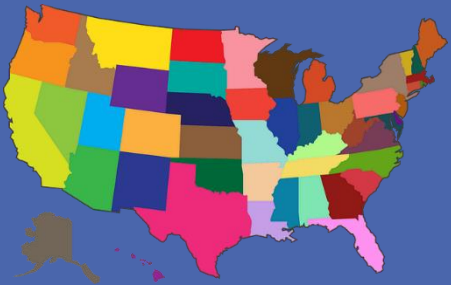


Physical or behavioral human characteristics that can be used to digitally identify a person to grant access to systems, devices or data

“Biometric Identifiers” are identified as unique physical attributes of an individual:

- “A retina or iris scan, fingerprint, voiceprint, or scan of hand or face geometry.”
- “An individual’s physiological, biological or behavioral characteristics, including an individual’s DNA, that can be used, singly or in combination with each other or with other identifying data, to establish individual identity.”

Biometrics



States with Biometrics Privacy Laws:

- Illinois
- Texas
- Washington
- Arkansas
- California
- New York

States with recently proposed protections for biometric data (not enacted yet):

- Delaware
- Alaska
- Florida
- Arizona
- Hawaii
- Oregon
- Massachusetts
- New Hampshire
- New Jersey
- Rhode Island

Biometrics What should HR do or not do with Biometric Info?

Before doing anything:

- Develop a written policy
- Develop systems that ensure confidentiality and privacy information

Recruitment:

- Permitted to collect biometric information, BUT before collecting, must provide advance notice as to the collection of biometric information and for what use
- Store data to maintain confidentiality
- If individual is not hired, destroy information since use is no longer necessary

Biometrics

What should HR do or not do with Biometric Info? (Con't)

Recordkeeping:

- Store data in a confidential manner and protect against unauthorized disclosure or use
- Maintain such biometric information “as long as necessary”
 - Statutes require destruction of biometric data when use is no longer necessary. What is necessary in employment context?
 - Know your state laws/requirements and which laws preempt others
 - Is biometric data a personnel document?
 - 7 years to capture all statute of limitations for potential claims related to employment
 - Litigation holds
 - Civil lawsuits
 - OFCCP audits

Biometrics What should HR do or not do with Biometric Info? (Con't)

Employment:

- Maintain confidentiality of information
- Do not sell or disclose biometric information without prior authorization

End of Employment:

- Destroy and delete possession of biometric data as soon as no longer necessary (depending on personnel record consideration, potential for litigation arising from employment)

Biometrics



Prohibitions on using Facial Recognition in the Hiring Process:

- Illinois already has a law in effect as of January 1, 2020
- Maryland's law goes into effect on October 1, 2020
- Many other states and municipalities are considering similar legislation

Biometrics



32% of HR professionals reported that their organizations use big data to support HR; those in larger organizations (i.e., greater than 200 full time employees) were almost twice as likely to use big data tools as those in smaller organizations.

- *SHRM survey (Kurtessis, Alonso, and Mulvey, 2016)*

82% of organizations plan to either begin or increase their use of big data in HR over the next three years.

- *Recent report from the SHRM Foundation/Economic Intelligence Unit*

Examples in Selection and Recruitment

Passive Recruiting
tools and screens of
passive candidates

Facial
expression/tone of
voice/language
pattern analysis
from recorded
interviews

Profiling tools
that allow
employers to
select
candidates who
are similar to a
particular profile

Simple or complex
games that collect
personality or
cognitive ability
measurements

Algorithms built
internally by an HR
analytics team
evaluating X

Framework for Evaluation

Content and Scoring

What is being measured?

What exactly is the algorithm doing?

Is the algorithm predicting an appropriate outcome?

EEO thoughts

Have you/vendor looked at adverse impact?

Does the algorithm take into account race/sex?

Documentation

Is there a technical manual available?

Has a validation study been conducted?

Note: May want legal involved

Issues to Consider



Privacy/Security

Evaluating information that maybe
shouldn't be evaluated?
(e.g., ADA/FMLA/salary)

Human judgment
(or lack thereof)

Balancing prediction
with subgroup
differences

Changing algorithms

Clarity/intent of
measurement

Best Practices /Next Steps



1



Add a “how to prepare for your online interview” guide to your website or send to all applicants prior to their interview

2



If you are recording interviews or considering recording them, use caution, know the laws

3



When using biometrics, know the laws and recordkeeping requirements

4



Prepare your managers and recruiters for “new” and “new world” managing. Train, Train, Train.

Best Practices

1



What happens when the employee you hired through video comes into the office for the 1st time and....has a disability, looks different, acts different, etc.?

2



How will your new employee bond and get to know his/her boss and co-workers?

3



What if your new employee is disabled and needs a job coach? How will that work?

4



What happens if your applicant/new hire tests positive for COVID and has had an in person interview?

Things to Think About...



SAVE THE DATE!

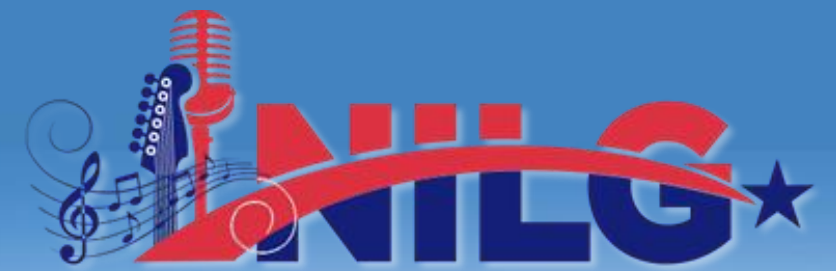
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