

How Terminix Built a Diverse Internship Program with WayUp

Challenge

Terminix was focused on building a diverse internship program and they knew they needed to expand their recruiting footprint. Phillip Lisenba, IT Internship Executive Director, wanted to be able to recruit diverse candidates competitively against employers with more brand recognition. Additionally, hiring interns that fit seamlessly into Terminix's company culture was extremely important to Phillip.

Solution

Partnering with WayUp, Phillip set goals to increase brand awareness and drive diverse applicants in terms of gender, ethnicity, and geographic location. Leveraging WayUp to create branded content, host virtual events, and amplify the internship opportunity to a diverse group of candidates, Terminix has their most diverse group of interns to date.

Result

The Terminix team was diligent about routing all candidates through WayUp so that they could clearly measure results. 157 candidates applied to the Terminix internship and 76% of qualified candidates in the funnel identified as Black, Hispanic/Latino, Asian, or Mixed. In the 2021 class of summer interns, 70% were sourced directly from WayUp.

“Working with WayUp has been a great success and I look forward to continuing our partnership for years to come. The D&I analytics WayUp provides surpass any data we've had until this point. We've been able to use those insights to **achieve nearly 50/50 gender diversity and boost the racial diversity** in our incoming class of interns.”

- Phillip Lisenba
IT Internship Executive Director

157

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WayUp