

# ADVANCE

CANADA'S BLACK MUSIC BUSINESS COLLECTIVE

**ADVANCE's** mission is to help foster an environment within the Canadian music industry that improves, promotes, and better retains Black employees and partners. In order to do so, when companies and organizations reach out to **ADVANCE** to share their job posts amongst our membership, socials and on our Job Board, we sometimes offer the option to send recommendations when we see fit. **ADVANCE** is also looking to continue working as exclusive partners for certain companies.

## **Goals:**

- To share music industry jobs with the community
- To expand the reach of music industry jobs
- To increase the number of Black people hired into these music industry companies
- To increase the number of Black promotions, to decision making positions
- To create opportunity - job creation

## **KPIs:**

***30% of Executive seats held by Black professionals - by 2025***

***75% increase of Black professionals within each company - by 2024***

***100%+ - Substantial increase of Black crew members (LIVE)***

***Focused professional development programs for Black employees - by 2023***

***Inclusive upward mobility mentorship programs - by 2023***

## **Cost:**

**N/A - at this time**

**Once processes are solidified there will be the following structure**

- 1. Job Posting (no involvement from ADVANCE) : \$**
- 2. Involved recommendation, job posting review process: \$**
- 3. Exclusive job search agency process: \$**

## **ADVANCE Job Recommendation Process:**

1. The table below shows the 3 Job Placement services ADVANCE provides:  
**Posting, Recommendations, Exclusive Job Presenter**
2. Aftermath: To gauge ADVANCE's efforts, we follow up with any companies or organizations that recommendations have been sent to, to check if their team was able to review, reachout and hire. There is a running list of any job postings ADVANCE has posted and who from the community was able to be hired. This ensures that we keep track of Black Professionals advancement within the music industry and address any potential concerns.  
Job Placement Feedback survey - <https://forms.gle/qAiATHp2yNPAA4pZA>

Process	Postings	Recommendations (2-3 candidates)	Exclusive (5+ candidates)
Post on ADVANCE's Job Board, Social Media, Distributed to membership	●	●	●
ADVANCE will: <ul style="list-style-type: none"> <li>- Conduct a thorough search within the membership database and online to provide recommendations they see as best capable for the job</li> <li>- May include reviewing the candidates application and providing feedback where necessary.</li> <li>- Once we have reviewed the candidates, ADVANCE will send their application to the contact person for the job placement, briefly highlighting accomplishments and experience the individual may have.</li> <li>- The candidate sends in their own application and we inform them that we have sent it in as well.</li> </ul>		●	●
ADVANCE will be the sole candidate searcher			●

**Please note:** If you are able to interview our recommendations, that would be great. Part of the unconscious bias that permeates the industry is that people are looking for "a good fit", not a good addition. Although the word seems small, the word fit actually perpetuates and encourages nepotism, because sometimes people see "fit" as someone who "is like the rest of the team". Rather, in communication, using "addition" ensures that the person will be looked at for their skill, and the differences are appreciated and encouraged. The word addition encourages inclusion, and the interest in a vantage point, lived experience, cultural background, that may not be on the team.

Also, we recognize and appreciate that time is of the essence when hiring new people. We really encourage you to interview our recommendations. This is for 2 reasons.

1. They may have more to share than what is on the resume, and because our members are from another cultural group, you may gather more insight that they wouldn't typically put on a resume (because they have been conditioned not to)
2. To have an interview experience. On average, only 10% of Black people are interviewed for jobs, when they have not "whitened" their resume (meaning that the person does not know they are Black). In order to develop the interview skills, it needs to be done more frequently. An interview with our Black members is an opportunity for your team to gather more insight and understand the breadth of experience, and it is an opportunity for our members to be in a real interview scenario.

**When sending the recommendations to the hiring team, we may also include the following statement:** ADVANCE is aiming to ensure equity, which means that the companies may have to ask deeper questions of the candidate to learn about their skill sets. As underserved people, Black candidates are not always given the opportunity to obtain formal training to show their skills. This does not mean that they do not have the capabilities. If we have put a candidate forward, we believe that they have the ability to do the job well. If you have questions, or believe something is missing please take a moment to ask. Equity means looking beyond the paper and going the extra mile to provide opportunity. Equal opportunity = ensuring the same number of applicants, but does not equate to equity.