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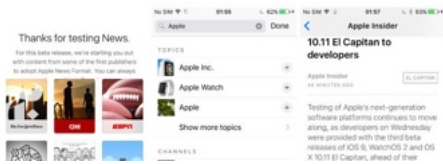
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## **Congressional Black Caucus asks Apple to release diversity report after meeting with Tim Cook**

By [Mikey Campbell](#)

Tuesday, August 04, 2015, 06:17 pm PT (09:17 pm ET)

California state representative Barbara Lee said Apple seems to be on the right track when it comes hiring black employees, but is nonetheless calling on it and other tech companies to release federal data regarding workplace diversity.



Lee visited Silicon Valley [this week](#) to meet with tech industry leaders in a Congressional Black Caucus initiative meant to stimulate more diverse hiring practices in the sector, *USA Today* reports.

As part of her tour, Lee met with Apple CEO Tim Cook on Monday.

"Apple seems to be moving in the right direction. Tim Cook wants his company to look like the country and I think they are very committed to doing everything they can do," Lee said.

In its first diversity report [last August](#), Apple revealed that 55 percent of its U.S. workforce is white, 15 percent Asian, 11 percent Hispanic and 7 percent black. The company also said at the time that 70 percent of its 98,000 employees worldwide were male.

Apple is expected to divulge a more current report this summer that, according to human relations chief Denise Young Smith, will [show improved](#) hiring rates of Hispanic, black and women employees. Lee is calling for the release of a federal government compliance form called EEO-1, also known as "The Employer Information Report," which collects data about gender and race/ethnicity by job type. Most companies with over 100 workers are required to file an annual EEO-1 with the Equal Employment Opportunity Commission.

"We have asked them all to release the data," Lee said on Tuesday of the tech companies visited this week. "If they believe in inclusion, they have to release the data so the public knows that they are being transparent and that they are committed to doing the right thing."

Following last year's diversity findings, Apple marketed a more appealing public image with its "Inclusion Inspires Innovation" campaign. The catchphrase has since been used to prop up Apple's quest for equality in the workplace, finding mention in [numerous interviews](#) and a special section on Apple's [website](#).

Aside from internal hiring, Apple has invested more than \$50 million in various nonprofit organizations dedicated to increasing the representation of women, minorities and veterans in tech.

Lee, who was joined by caucus chairman G.K. Butterfield (D-N.C.) and Rep. Hakeem Jeffries (D-N.Y.), also sat down with executives from Intel, Google, Pandora and SAP to discuss similar hiring issues.

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08/04/2015 09:33 PM

I have an idea!

How about we get the NBA and similar types of organisations and get them to employ, whites, asians and hispanics in similar percentages according to population.

Can we spell meritocracy?

[atlapple](#)

08/04/2015 10:07 PM

Well those numbers seem to fall in line perfectly. Asians are the leading minority followed closely by hispanics and then blacks. Of course the congressional black caucus won't be happy with any numbers.

[anantksundaram](#)

08/04/2015 10:26 PM

If the 'diversity' (which, for some reason, does not include Indians and Chinese) candidates actually have the education and skills to have tech jobs and yet were not being employed, I can certainly understand their concerns.

So, could we please have that data too, folks at the CBC? Or would it be inconvenient to ask for it?

[glasses man](#)

08/04/2015 10:33 PM

As an APPL stock holder I think it best that Apple release this data as it will undoubtedly boost profitability...hell, it may even sell a few more units of Apple Watch

[thewhitefalcon](#)

08/04/2015 10:34 PM

My response would be for this group to pound sand.

[sflocal](#)

08/04/2015 10:42 PM

Quote:

Originally Posted by AppleInsider

"Apple seems to be moving in the right direction...." Lee said.

F\*\*k you Lee. I'm a minority (latino) and I couldn't care any less about a company - or any company - having to have some sort of "diversity goal" to appease people like Lee. All they care about is making themselves look good, period.

Apple is only required to hire the best and most qualified people be they white, asian, black, latino, alien... whatever. Lee is "whispering" Apple to hire people based on race and that really irks me.

If engineers are predominantly white or asian, why is it Apple's problem? Look in the mirror Lee and look to your policies, economic, educational, etc.. and realize that is where the problem is. It's like affirmative action on the employer level.

[entropys](#)

08/04/2015 10:43 PM

Wait, there is a "black caucus"?

Politicians align and campaign on the varying amount of pigment in their skin? and people vote for them on this basis? Like they were a bunch of tribes and the people in that tribe vote for the big man who gives them stuff? This will all end well.

[jbdragon](#)

08/04/2015 11:05 PM

Quote:

Originally Posted by sflocal

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If engineers are predominantly white or asian, why is it Apple's problem? Look in the mirror Lee and look to your policies, economic, educational, etc.. and realize that is where the problem is. It's like affirmative action on the employer level.

I'll say first I'm white, not that it should even matter. You hire the person that's qualified for the job. That color a person's skin is shouldn't even come into the picture. He'll, white is a minority now in California. Shouldn't we get special benefits now?. Of course not because it's just dumb. This crap is what keeps the whole race thing alive. Where I work, I'm also a minority. My boss is Chinese. Most of his family work there. There's a lot of Filipinos there. Our one black person just got fired, he had a good job as the QA person, but There was a number of issues. He was a nice guy and left with class. Cutting in front of some line or lowering standards to get in front of others that are fully qualified for some race thing is beyond dumb. 3 white people out of around 30 non-white makes me clearly the minority where I work. I have zero problem with that. I go to work and do my job. It should be that simple. Need to stop playing the race card and calling yourself a victim. Get a education and work hard and life will be good. Sit around and bitch and complain and say it's someone else's fault gets you nothing. So many have come to this country with nothing, worked hard and done well for themselves. The American dream.

[jdw](#)

08/04/2015 11:19 PM

Native Americans account for 1.7% of the US Population, yet they are not mentioned. Is that because 1.7 is a statistically insignificant figure, or is it because they are a minority group who simply don't complain so loudly about such things?

Furthermore, if Steve Jobs were picking people, he'd pick the A-players regardless of Melanin content and ethnicity. And to be an A-player, you would need to be rather well educated and somewhat gifted too, which tends to exclude (statistically speaking) certain segments of the population which tend to lack in such credentials. In other words, if you seek to put all A-players on a team, you may not achieve your diversity goals, but if you put diversity first, you may not be able to ensure all players are A-players.

This is not a discussion about Right and Wrong in my opinion. It is just about a matter of priorities.

[sevenfeet](#)

08/04/2015 11:35 PM

Quote:

Originally Posted by sflocal

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If engineers are predominantly white or asian, why is it Apple's problem? Look in the mirror Lee and look to your policies, economic, educational, etc.. and realize that is where the problem is. It's like affirmative action on the employer level.

And it's language like this which always tends to make talking about race so difficult in this country.

I'm an African-American technology professional with over 25 years of experience. I'm lucky enough to count Apple as my first job out of college. For over 15 years I've been working at another large very well known technology company. And I can tell you and others who have posted similar comments that race and hiring isn't that simple.

First, we in the black community are looking for access in hiring first and foremost. If a recruiter for a tech company is not even looking at your school, then your chances of landing at job at said company go down sharply. I'm a founding member of my company's African-American business professional organization. We speak a lot amongst ourselves and the broader community in general about our company's hiring and how we can give up and coming black professionals a better opportunity for employment. To that end, we are also helping to facilitate programs in colleges and even high schools to guide future graduates to the proper coursework and skills training they will need in order to make it in the world of technology. It's really facile to state that "well, the company should just hire the best people they find". That's easy to say but not what most large company Chief Human Resources Officers think about.

Asking Apple for specific hiring data does a few things. First, it makes Apple more transparent about their hiring practices which is always a good thing. Second, it gives our communities better data to go back to the collegiate and secondary school level to convince leaders to allocate budget to encourage more kids (especially those in predominately children-of-color districts) to reach for careers in STEM (science, technology, engineering and math). Finally, a productive dialogue with the hiring managers can lead to better, targeted recruiting. There might be a great engineering student at Tuskegee University who will invent the next great thing a company would want, but if your company doesn't come there to recruit, then the opportunity may be lost.

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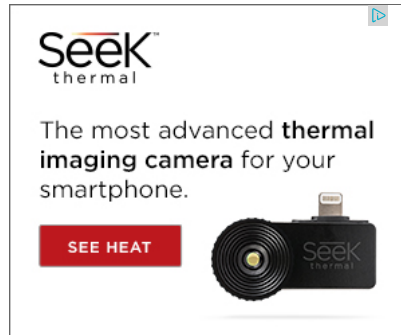
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