



**DIRECTV**  
**Employment Unit ID: 12224**  
**Denver, Arapahoe County, Colorado**  
**EEO Public File Report**  
**Recruitment Initiatives**  
**Reporting Period: September 10, 2014 — September 9, 2015**

## Supplemental Outreach Initiatives

### Job Fairs

- (1) Recruiters participated in the Job News Career Fair, April 18, 2015, attended by candidates seeking opportunities in a variety of positions.
- (2) Recruiters hosted an On-Site Job Fair, April 23, 2015 in San Leandro, CA. The career fair was attended by candidates seeking opportunities with DIRECTV.
- (3) Recruiters participated in an internal career fair, May 27, 2015, in Denver Co, attended by candidates seeking internship opportunities and future employment with DIRECTV.
- (4) DIRECTV employees and recruiters participated in the Denver Walk Fair, June 6, 2015, attended by individuals seeking opportunities in a variety of professions.
- (5) Recruiters participated in the Goodwill M.E.N's Event, June 19, 2015, attended by candidates seeking opportunities in a variety of professions.
- (6) Recruiters participated in the Arapahoe Public Works Career Fair, June 24, 2015, attended by candidates seeking a number of employment opportunities with DIRECTV.
- (7) Recruiters participated in the Arapahoe Public Works Career Fair, July 22, 2015, attended by candidates seeking a number of employment opportunities with DIRECTV.
- (8) DIRECTV veteran employees participated in the Front Range Military Career Fair, July 24, 2015, attended by honorably discharged veterans seeking employment opportunities.

### DIRECTV Internship Program

This yearly program for local college and university students is offered for opportunities in a variety of departments. The goal is to provide college students with an opportunity to learn and develop practical skills throughout their college education.

### Training Programs

- (1) DIRECTV conducts business with the highest standard of integrity and maintains a level of ethical business conduct consistent with our core values. To further this commitment, DIRECTV employees are required annually to complete a mandatory training course that reminds us how ethics and proper business conduct affect our work roles.
- (2) Since April, 2011, DIRECTV Leadership Formula training has been provided to staff that participate in the Path to Success online performance management tool. DIRECTV's Leadership Formula is the foundation for the development of talented leaders within our company. It's a catalyst for meaningful dialog between an employee and their supervisor, helping to identify strengths and development needs. Supervisors, in turn, use this as the criteria for performance assessments and promotion considerations. This program is still ongoing.
- (3) Since February 2012, DIRECTV Coaching and Leadership Essentials and Advanced Coaching and Leadership Essentials has been provided to supervisors and above. This is an ongoing program for all leaders. This program was designed to provide the basics of coaching employees. It also provides tools for leaders to fundamental coaching skills and provides our leaders with tips and tools to enhance their leadership ability.
- (4) Performance Management training was offered to managers on an as-required basis. This program was designed to help managers write effective employee reviews and deliver them.
- (5) Management Essentials training was offered to supervisors and managers on an as-required basis. This program was designed to teach leaders how to interview potential employees.