# Boosting Program Diversity by using the Resources You Already Have

Learn How The Cigna Group Has Enhanced its HBCU Partnerships Through Technical Mentorship

THE **CIGNA** GROUP

# Meet the Presenter

- Holly Doyle (She/Her/Hers)

- Program Lead, Analytics Leadership Development Program- The Cigna Group

- Howard University Alumnae

- HR Professional, Mentor and DEI Champion

- Interests: Genealogy, Reality TV and Family
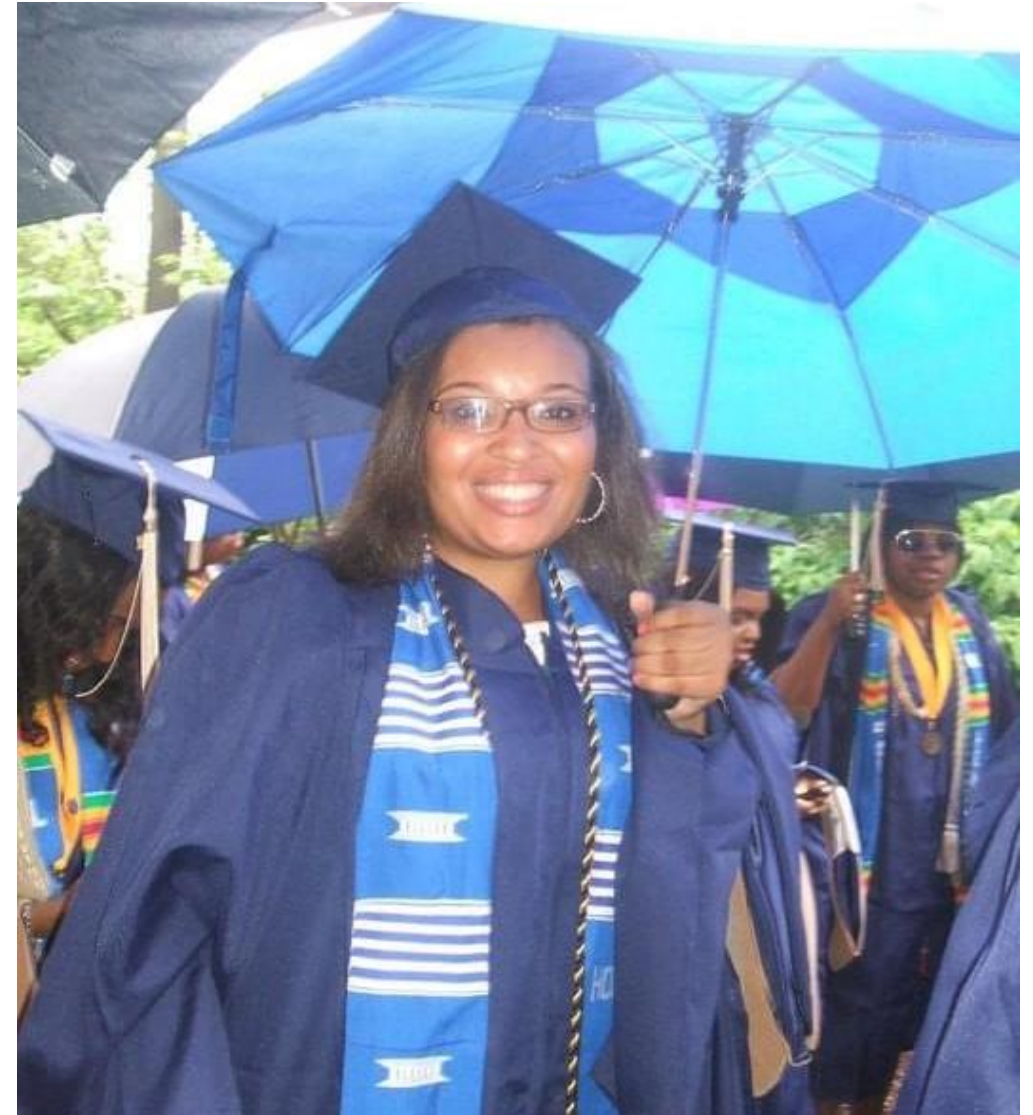
# AGENDA

1. About TECDP (Technology Early Career Development Program)
2. Recruiting Diversity Goals
3. HBCU Partnership Strategy
4. Senior Design Project Overview
5. Q/A

# About TECDP

TECDP is a program for passionate, technology-focused individuals seeking to develop their technical, leadership and business skills. The program provides exciting technical opportunities, formalized trainings, and a safe, supportive environment to experiment and learn. The program is specifically designed to develop an individual's technological skills that are best aligned with their interests.

**TECDP is designed to support the professional development needs of associates through:**

- Challenging Assignments
- Peer Collaboration
- Customized Learning Experiences
- Formalized Mentorship
- Participation in Committees
- Cutting-Edge Technologies

## FULL-TIME PROGRAM

**3 - 3.5 Year Rotational Program**
Have the opportunity to try different roles over 3 to 4 rotations

**Access to 200+ Enterprise-wide Roles Each Year**
Roles like Architect, Scrum Master, and Application Developer

**Structured Trainings and Exposure**
Build foundational knowledge in business and technical topics

**Graduate from the Program with Skills to Succeed**
Full pay, full benefits, not probationary nor contractually obligated

**Choose from multiple paths through the program:**

Pursue deep development in an Area of Focus in Cloud, Analytics, Digital, Security, or Intelligent Automation

Rotation 1 → Area of Focus

Or gain broad experience in multiple areas of technology

Rotation 1 → Rotation 2 → Rotation 3

## SUMMER INTERNSHIP PROGRAM

**12-Week Program**
In-person, paid internship, with housing available

**Develop Personal and Professional Interests**
Work and training aligned to fit your needs and pursuits

**Real-world Technical Experience**
Develop a proof of concept for solving prevalent health care issues

**Opportunity to Present Accomplishments**
Visibility across the enterprise to senior-level management

**Participate in a 12-week Summer Innovations Project**

Some past problems interns helped to solve:
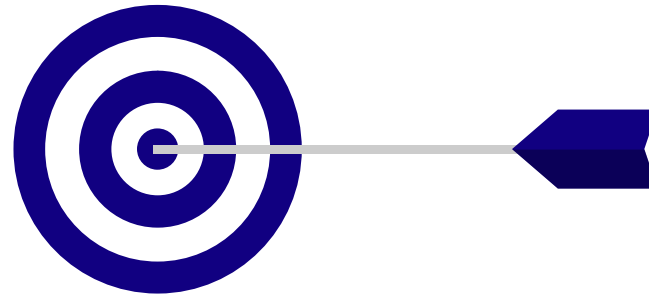
- Covid-19 Tracking
- Improving Sleep Patterns
- Improving Diabetes Management
- Health App Development
- Opioid Addiction Treatment

# Discussion Topic
Share one or more of your programs diversity goals and how you plan to meet them.

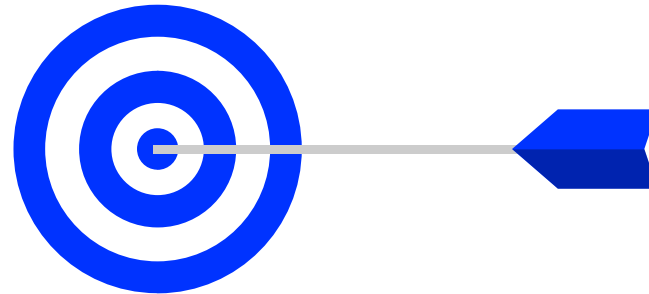# Diversity Recruiting Goals

**Diversify Talent Pipeline**

Increase gender, racial and ethnic diversity of talent pipeline throughout the recruitment life cycle
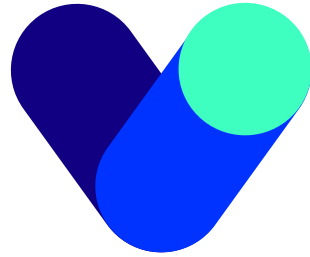
**Partnerships with Target HBCUs***

Form strategic and meaningful partnerships with HBCU target schools in place of transactionactional relationship

\* Howard University and North Carolina A&T State University
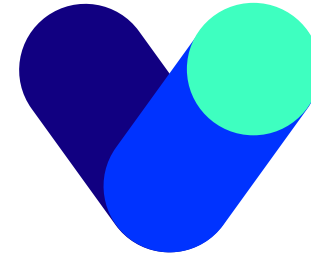
# HBCU Partnership Strategy
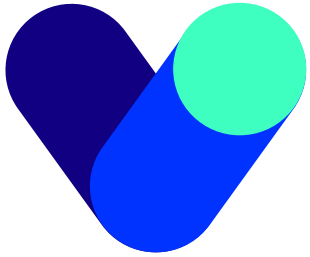
**Go Where The Students Are**

- Guest Lectures

- Bison Hacks Hack-a-thon

- NCAT Explore IT Day

- Advisory Board Membership

**Leverage Spring Semester**

Bridge the gap in the recruiting off season to continue to build partnerships

**Senior Design Project Sponsorship**

Two semester commitment to mentor student ideation and solutions

# Senior Design Project Overview

## The Art of Execution

**Develop and Pitch Problem Statement**

**Identify Technical Mentors**

**Ideation**

**Technical Solution**

**Results**

# Develop and Pitch Problem Statement

**The challenge:**

*Design a technology-enabled solution to allow delivery of healthcare services in parts of the world which have been historically denied opportunities.*

*We need a plan for helping people in places where there is no reliable internet access, technological ubiquity and comfort, in general, are low, cell phones might be the only computers in a household and the healthcare system chronically underserves people.*

# Identify Technical Mentors

## Role Of Technical Mentor

- Help students cultivate an appropriate technical solution
- Assist students with technical errors or difficulty
- Provide help with tools, languages and frameworks
- Guide technical development
- Assist in scoping technical solution
- Give feedback on progress and final presentation
- Assist in troubleshooting during the development phase of the solution creation
- Identify business mentors, as needed
- Attend final presentation
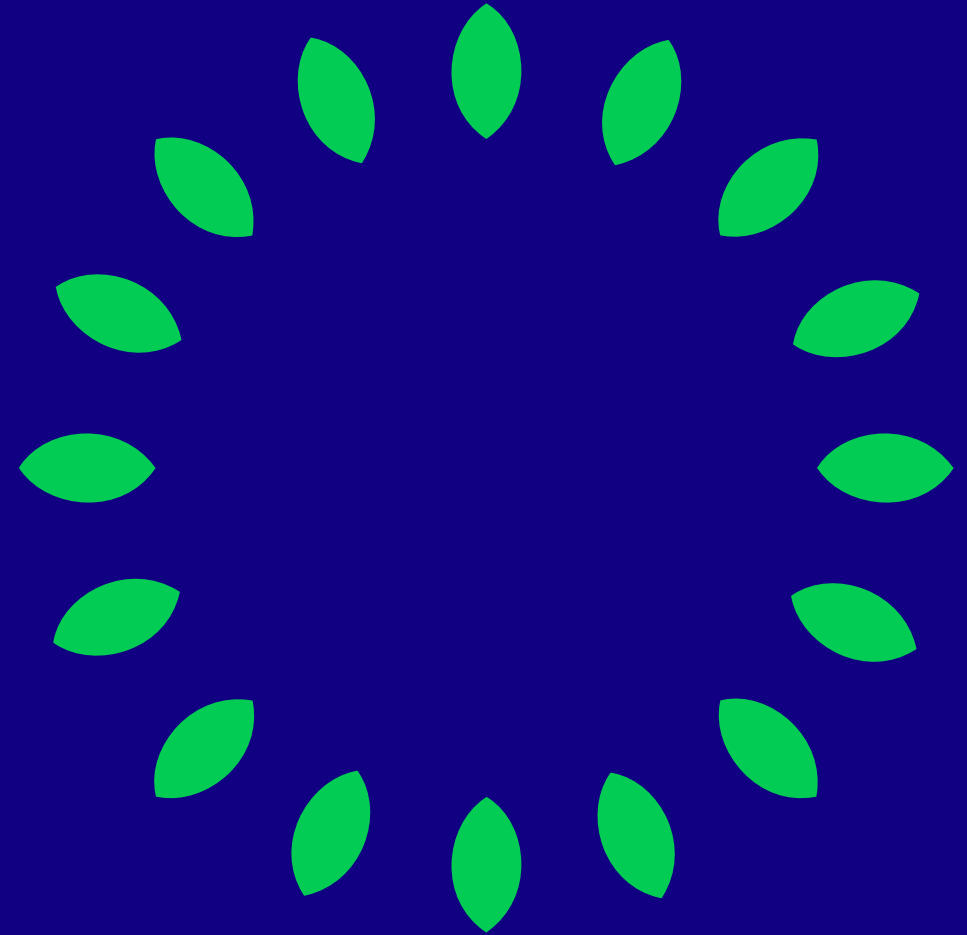
# Ideation + Technical Solution
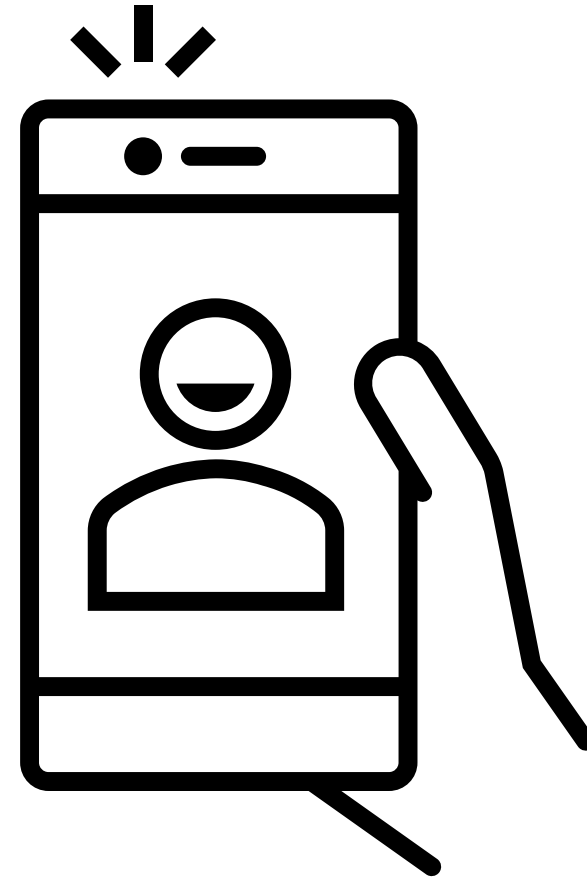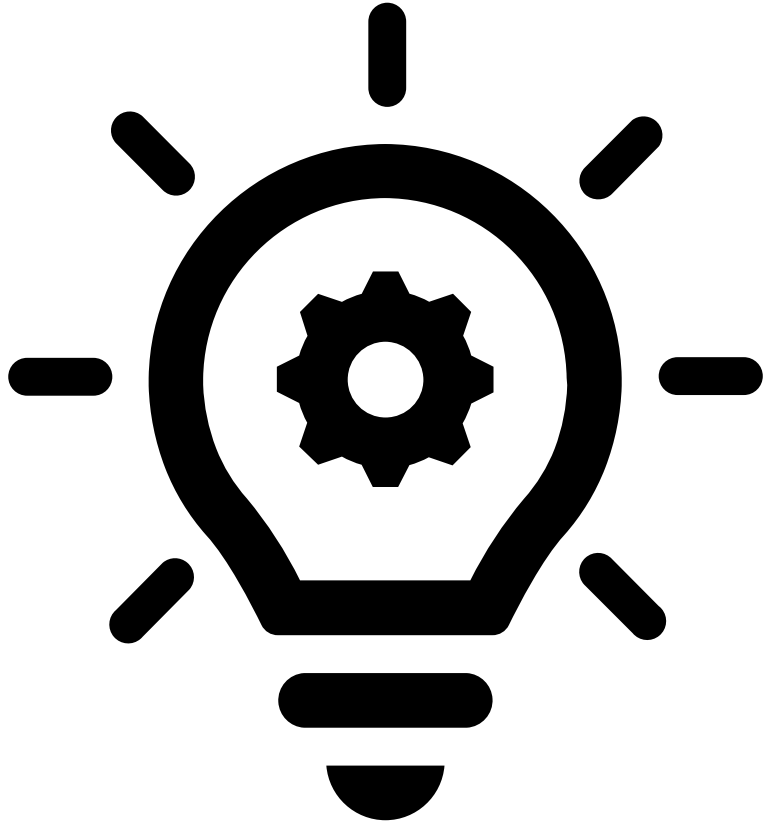
# Results

## 1. Talent Attraction

Successfully converted Senior Design Project team members into fulltime TECDP hires. Alum serve as brand ambassadors to support campus recruiting

## 2. Stronger Campus Partnerships

Meet regularly with faculty and staff, invited to sit on advisory board and provide insight into curriculum

## 3. Mentorship

Principal technologists meet program expectations by contributing to the development of others
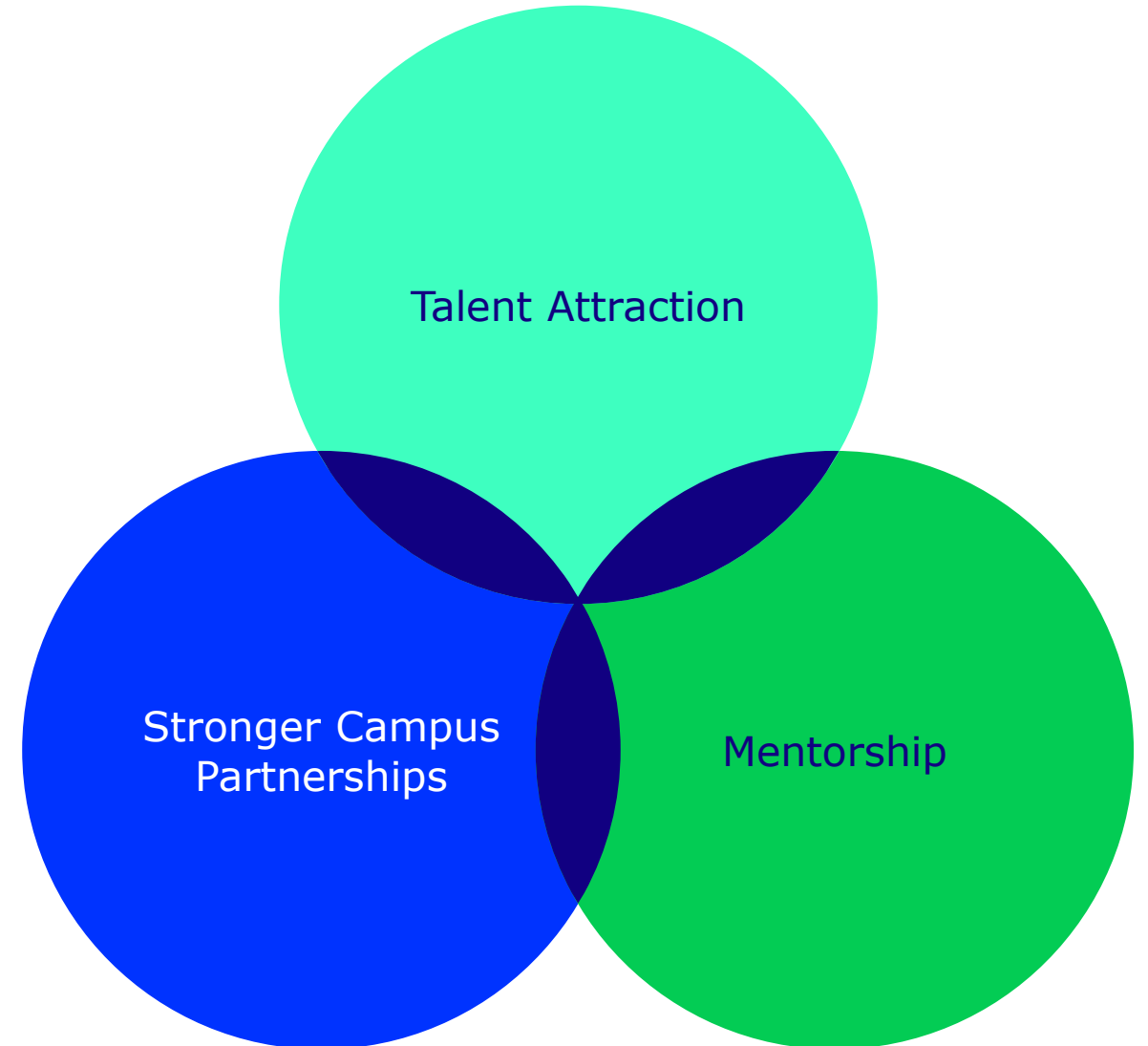
# Questions?

# Thank You!

The Cigna Group, TECDP Program Office, Howard University, North Carolina A&T State University and LDP Connect