

NOTE: Please print a copy of this handout prior to our session!

Diversity Recruitment Tools & Techniques I

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Price

How much are you willing to **pay** to hire top quality candidates (e.g., salary and benefits; other costs associated with the hiring process)? Can you use price as a **competitive** advantage?

Person

Who are you trying to hire? What **competencies** are needed for the jobs you want to fill? Are these competencies **valid**?

Promotion

How will you let potential candidates know about your **job openings** and **encourage** them to apply?

Top 10 Diversity Recruitment Best Practices - NETWORKING

1. Establish your **DEI brand**:
 - a. Diversity recruitment and selection
 - b. Senior leadership ownership
 - c. Mentoring and coaching
 - d. Learning and development
 - e. Employee resource groups (ERGs)
 - f. Employee compensation and benefits
 - g. Community-based DEI
 - h. DEI values statement
 - i. Metrics and reward
2. Reduce **unconscious bias** in the recruitment and selection process:
 - a. Provide training on reducing unconscious bias
 - b. Reword job descriptions/job postings
 - c. Implement blind employment practices

3. Build ongoing relationships with **HBCU** and **HSI**:
 - a. <https://www.usnews.com/best-colleges/rankings/hbcu>
 - b. <https://www.usnews.com/education/best-colleges/articles/hispanic-serving-institutions-what-to-know>
 - c. <https://bit.ly/3gKtsaw>
4. Build ongoing relationships with colleges that rank high in **campus ethnic diversity**:
 - a. <https://www.usnews.com/best-colleges/rankings/national-universities/campus-ethnic-diversity>
5. Create **internships** for underrepresented student group members:
 - a. PwC's Start - <https://www.pwc.com/us/en/careers/entry-level/programs-events/start.html>
 - b. EY's Launch - https://www.ey.com/en_us/careers/student-programs
6. Network with multicultural **professional associations**:
 - a. National Sales Network - <https://www.salesnetwork.org/>
 - b. The Association of Hispanic MBAs & Business Professionals - www.prospanica.org/
 - c. African American Marketing Association - <https://www.aa-ma.org/>
 - d. Ascend - <https://www.ascendleadership.org/>
 - e. Association of Latino Professionals for America (ALPFA) - <https://www.alpfa.org/>
7. Network with diverse **community-based** organizations (e.g., churches):
 - a. African American churches
 - b. Hispanic churches
 - c. American Indian churches
8. Attend and/or host virtual **career fairs** for targeted cultural groups:
 - a. <https://www.diversitycareergroup.com>
 - b. <https://citycareerfair.com>
 - c. <https://www.diversityx.net/index.php/main/seeker-calendar>
 - d. <http://www.benderconsult.com/our%20services/bender-virtual-career-fair-people-disabilities>
 - e. <https://veteranrecruiting.com>

9. Engage in **philanthropic**, community-based activities.
 - a. Accenture's Girls Who Code - <https://accntu.re/3xEGWvp>
 - b. MasterCard's Relaunch Your Career - <https://bit.ly/3qeilKe>
10. Engage your **employee resource groups** (ERG's) in the diversity recruitment process.
 - a. College recruiting
 - b. Employee referral
 - c. Community outreach
 - d. Interviewing and selection
 - e. Mentoring and coaching
 - f. Relocation assistance

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Dr. Tyrone Holmes is a professional speaker, consultant and coach who has spent more than two decades teaching thousands of people to build powerful relationships in diverse settings. He has facilitated over 1,500 live and virtual presentations that have taught participants to reduce the “noise” in their lives, to effectively communicate their messages, to connect with diverse audiences and groups, and to reduce the negative impact of unconscious bias. Dr. Holmes served as a full-time faculty member at Eastern Michigan University in the Department of Leadership and Counseling, and at Wayne State University in the Department of Theoretical and Behavioral Foundations. He is also a Past President of the Arizona Chapter of the National Speakers Association. Dr. Holmes was awarded the designation of eSpeakers Certified Virtual Presenter and most recently, Certified Virtual Host.