



TRAINING SERIES

# Recruiting and Retaining Untapped Talent: People of Color



# Inclusive Talent Acquisition Strategies

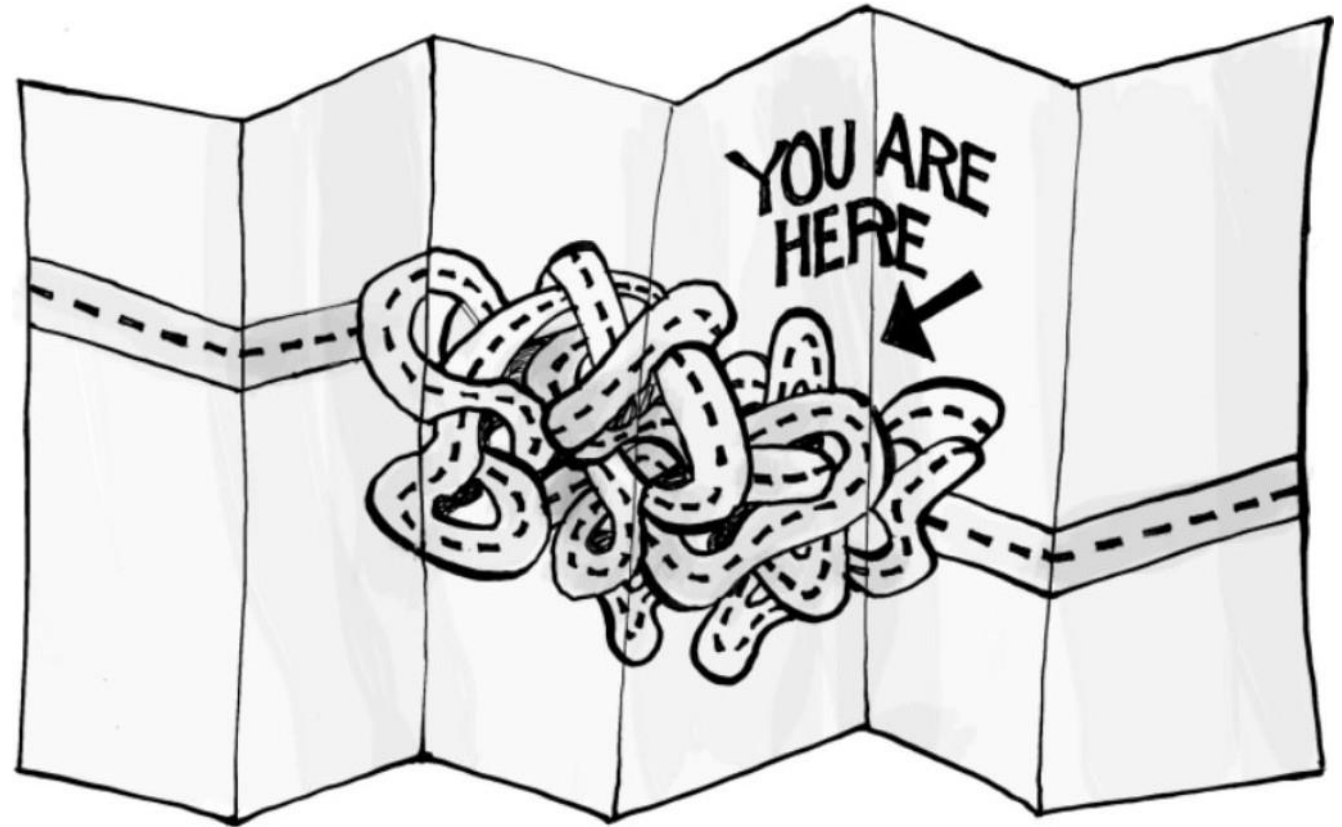
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Blue Streak  
Consultants



# Session Roadmap

- Leveraging different platforms
- Building relationships with educational orgs
- Building relationships with professional orgs
- Engaging current employees
- Evaluating your interview process



# Finding job boards and career sites focused on diversity and inclusion



## Leverage industry associations

Check industry trade organizations or professional groups that specialize in diversity and inclusion. These can provide job board listings targeted to underrepresented groups.



## Reach out to employee resource groups

Connect with your company's internal employee resource groups to understand what external job boards they recommend for finding diverse talent.



## Partner with local community organizations

Collaborate with local nonprofits, community centers, or advocacy groups that serve underrepresented populations to promote job openings on their job boards.

Tapping into targeted job boards and community partnerships can help employers expand their reach and connect with a more diverse pool of qualified candidates.

# Utilizing Social Media and Affinity Groups for Diverse Outreach



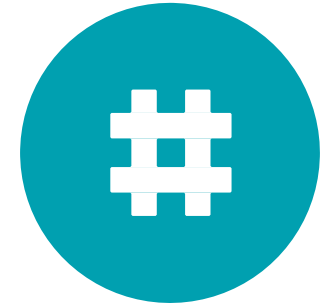
## Leverage Facebook Groups

Identify and participate in relevant Facebook groups to engage with diverse communities and share your message.



## Optimize LinkedIn Profiles

Ensure your LinkedIn profile and company page highlight your commitment to diversity and inclusion, making it easy for diverse professionals to find you.



## Utilize Instagram Hashtags

Research and use relevant hashtags on Instagram to increase visibility among diverse audiences and showcase your inclusive initiatives.

By strategically leveraging social media channels and building relationships with affinity groups, you can effectively increase your outreach to diverse populations and foster a more inclusive community.

# Partnering with community organizations and local events to attract diverse job candidates



## Reach out to local community organizations

Establish partnerships with community groups, nonprofits, and social service organizations to promote job openings and connect with diverse talent pools.



## Participate in local job fairs and hiring events

Attend and actively engage with job seekers at community-based hiring events, career fairs, and networking gatherings.



## Leverage employee referral program

Encourage current employees to refer qualified candidates from their personal and professional networks to increase diversity in the hiring pipeline.

By building strong community connections and utilizing diverse recruitment channels, the organization can attract a wider range of qualified candidates and foster a more inclusive workforce.

# Best Practices for Crafting Inclusive Job Postings and Advertisements



## Use inclusive and unbiased language

Avoid gender-specific pronouns, use gender-neutral terms, and eliminate biased language that may discourage certain groups from applying.



## Showcase a diverse team

Include images and profiles of a diverse group of employees to demonstrate your inclusive workforce.



## Highlight company's commitment to diversity and inclusion

Explicitly state your company's values around diversity, equity, and inclusion, and showcase examples of your inclusive culture.



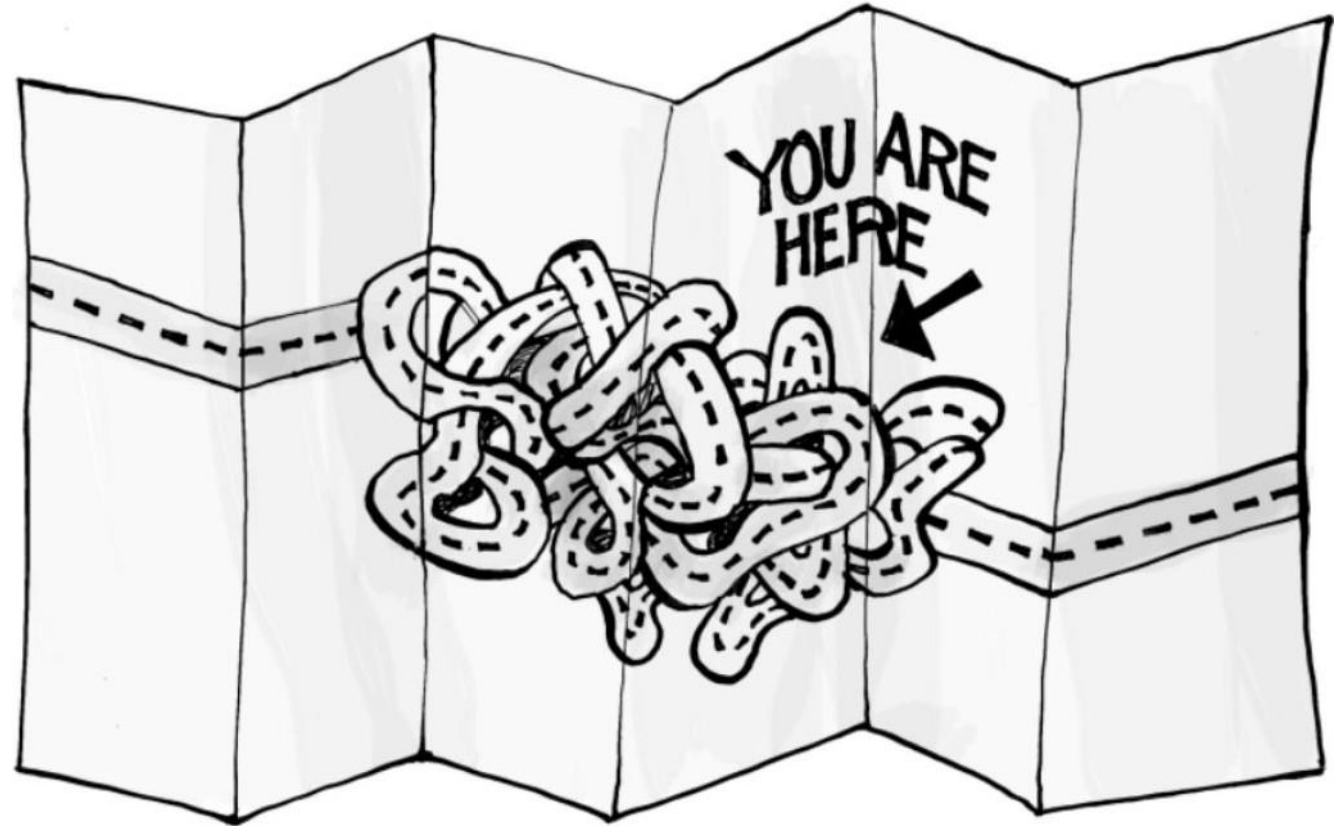
## Offer flexible and accommodating work arrangements

Highlight flexible schedules, remote work options, and other accommodations that can make your roles more accessible.

Crafting inclusive job postings and advertisements is crucial to attract and engage a diverse pool of talent, fostering an equitable and welcoming workplace.

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# Identifying colleges, universities, and vocational schools with diverse student bodies

- Research School Demographics

Look for colleges, universities, and vocational schools that have a high percentage of students from diverse racial, ethnic, and socioeconomic backgrounds.

- Examine Student Organizations

Check if the school has active student organizations that cater to different cultural, religious, or identity-based communities.

- Review Curriculum and Faculty

Ensure the school offers courses and has faculty members that incorporate diverse perspectives and experiences into the academic program.

- Attend Campus Visits

Arrange to visit the campus in person or virtually to get a sense of the overall diversity and inclusion on campus.

- Reach Out to Current Students

Connect with current students from diverse backgrounds to learn about their experiences and perspectives on campus life.

# Developing on-campus recruitment strategies and partnerships

- **Understand University Ecosystem**

Analyze the campus culture, student demographics, and available resources to tailor your recruitment strategies.

- **Leverage Student Organizations**

Partner with student clubs, professional associations, and leadership groups to reach a diverse pool of potential candidates.

- **Develop Targeted Employer Branding**

Craft a compelling employer brand that resonates with your target student audience and showcases your company's values and opportunities.

- **Host On-Campus Events**

Organize informative sessions, career fairs, workshops, and networking events to engage with students and showcase your company.

- **Nurture Faculty Relationships**

Collaborate with professors and career services to build awareness, identify top talent, and facilitate referrals.

# Strategies for Effective Recruitment at Career Fairs and Information Sessions

- Advertise open roles and internships early

Promote job openings and internship opportunities well in advance to give diverse students ample time to prepare and apply

- Highlight company culture and values

Showcase the inclusive work environment, employee resource groups, and commitment to diversity and inclusion to attract diverse talent

- Provide informative and engaging presentations

Create interactive sessions that highlight the company's work, growth opportunities, and employee success stories

- Recruit from a variety of schools and programs

Expand the university recruiting efforts to include Historically Black Colleges and Universities (HBCUs), Hispanic-Serving Institutions (HSIs), and other diverse academic institutions

- Offer on-site interviews and networking opportunities

Streamline the recruitment process by conducting on-site interviews and facilitating networking sessions with diverse students

# Strategies for Establishing Internship and Mentorship Programs for Diverse Students



## Identify Underrepresented Groups

Analyze the demographic composition of your organization and target underrepresented groups such as women, racial/ethnic minorities, and those with disabilities for internship and mentorship opportunities.



## Establish Partnerships with Diverse Schools

Collaborate with colleges, universities, and community organizations that serve diverse student populations to promote your internship and mentorship programs.



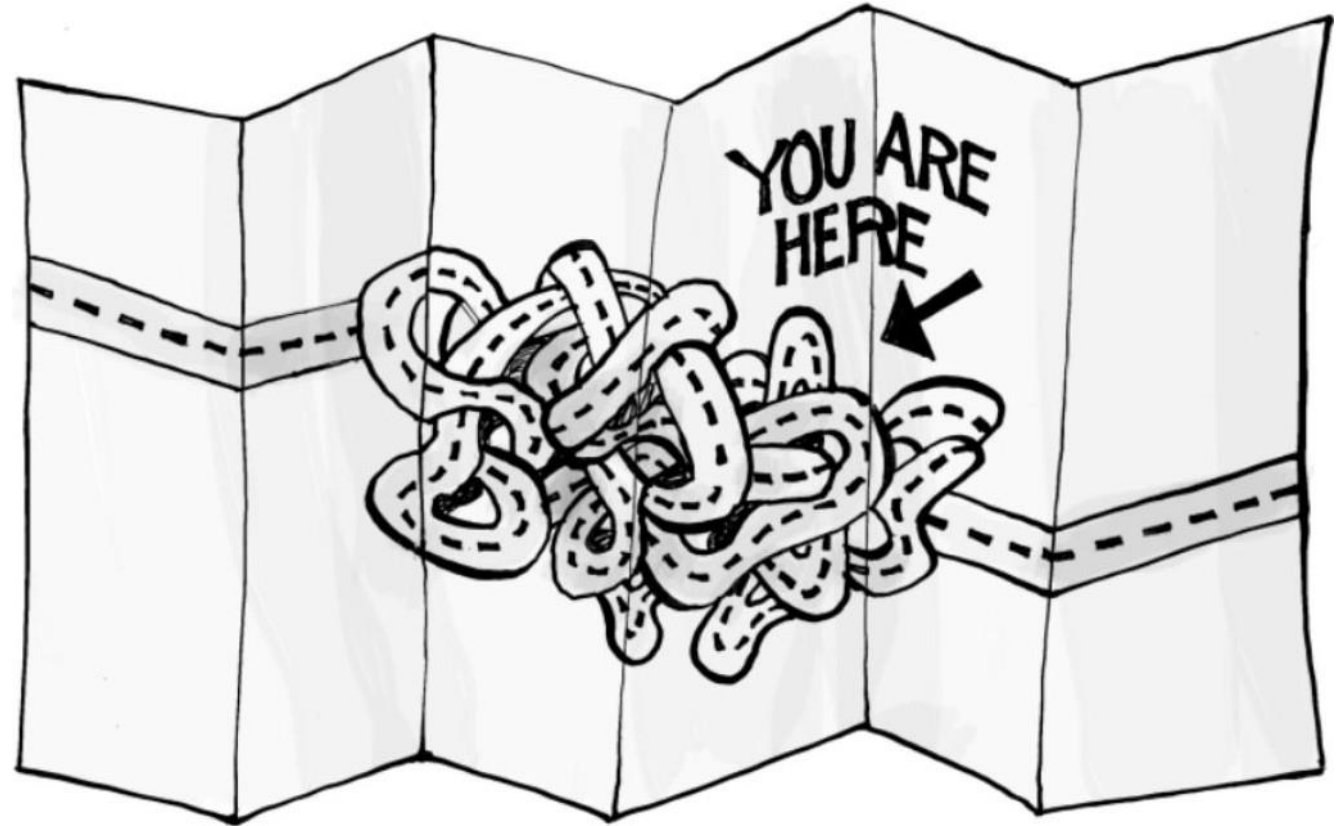
## Provide Comprehensive Support

Offer mentorship, professional development workshops, and networking opportunities to ensure interns from diverse backgrounds can thrive and potentially transition into full-time roles.

By implementing these strategies, companies can establish inclusive internship and mentorship programs that foster a diverse pipeline of talented individuals and contribute to a more equitable workforce.

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# Identifying relevant professional associations and affinity groups



## Collaborate with community partners

Establish partnerships with community-based organizations, educational institutions, or local government agencies that serve diverse populations to gain insights and access to potential candidates.



## Conduct targeted industry research

Identify professional associations and affinity groups that cater to diverse populations within your industry, such as those focused on gender, race, ethnicity, LGBTQ+, or disability communities.



## Attend industry events and conferences

Participate in relevant conferences, workshops, or networking events organized by these groups to connect with potential candidates and understand their needs and perspectives.

By identifying and engaging with relevant professional associations and affinity groups, you can effectively reach and attract a diverse pool of talented candidates, fostering an inclusive and equitable talent acquisition process.

# Sponsoring events and conferences



## Sponsor industry-specific conferences and events

Partner with professional organizations that cater to underrepresented groups in your industry to sponsor their conferences and events. This can help increase visibility and attract diverse talent.



## Sponsor local job fairs and career events

Participate in job fairs and career events organized by community organizations, universities, and local government agencies. This can help you reach a diverse pool of job seekers in your geographic area.

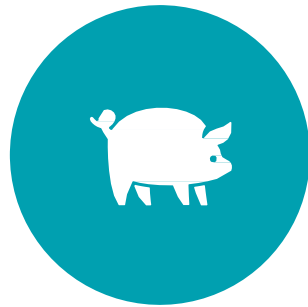


## Sponsor employee resource groups (ERGs)

Consider sponsoring employee resource groups within your organization that support and advocate for underrepresented employees. This can help demonstrate your commitment to diversity and inclusion.

By strategically sponsoring events and conferences that cater to diverse audiences, you can increase your visibility and attract a more diverse pool of job applicants, contributing to a more inclusive talent acquisition process.

# Offering professional development and networking opportunities



## Offer Scholarships and Sponsorships for Professional Development

Provide financial support for members of these organizations to attend conferences, workshops, or enroll in professional certification programs.



## Host Networking Events and Workshops

Organize events like panel discussions, networking mixers, and skill-building workshops to foster connections and professional growth opportunities.

By proactively building relationships with Diverse Professional Organizations and offering tailored professional development and networking opportunities, you can demonstrate your commitment to inclusive talent acquisition and foster a diverse pipeline of qualified candidates.

# Collaborating on diversity initiatives and thought leadership

- Identify Relevant Diverse Professional Organizations

Research and identify professional organizations that cater to the communities you aim to engage with. These could include associations for Black, Hispanic, Asian, or other minority professionals.

- Reach Out and Initiate Collaboration

Reach out to the leadership of these organizations and propose opportunities for collaboration, such as co-hosting events, co-authoring thought leadership content, or participating in each other's initiatives.

- Co-Create Meaningful Content

Work closely with the organizations to co-create thought leadership content that addresses issues and challenges faced by racial minority professionals. This could include articles, webinars, or panel discussions.

- Amplify Diverse Voices

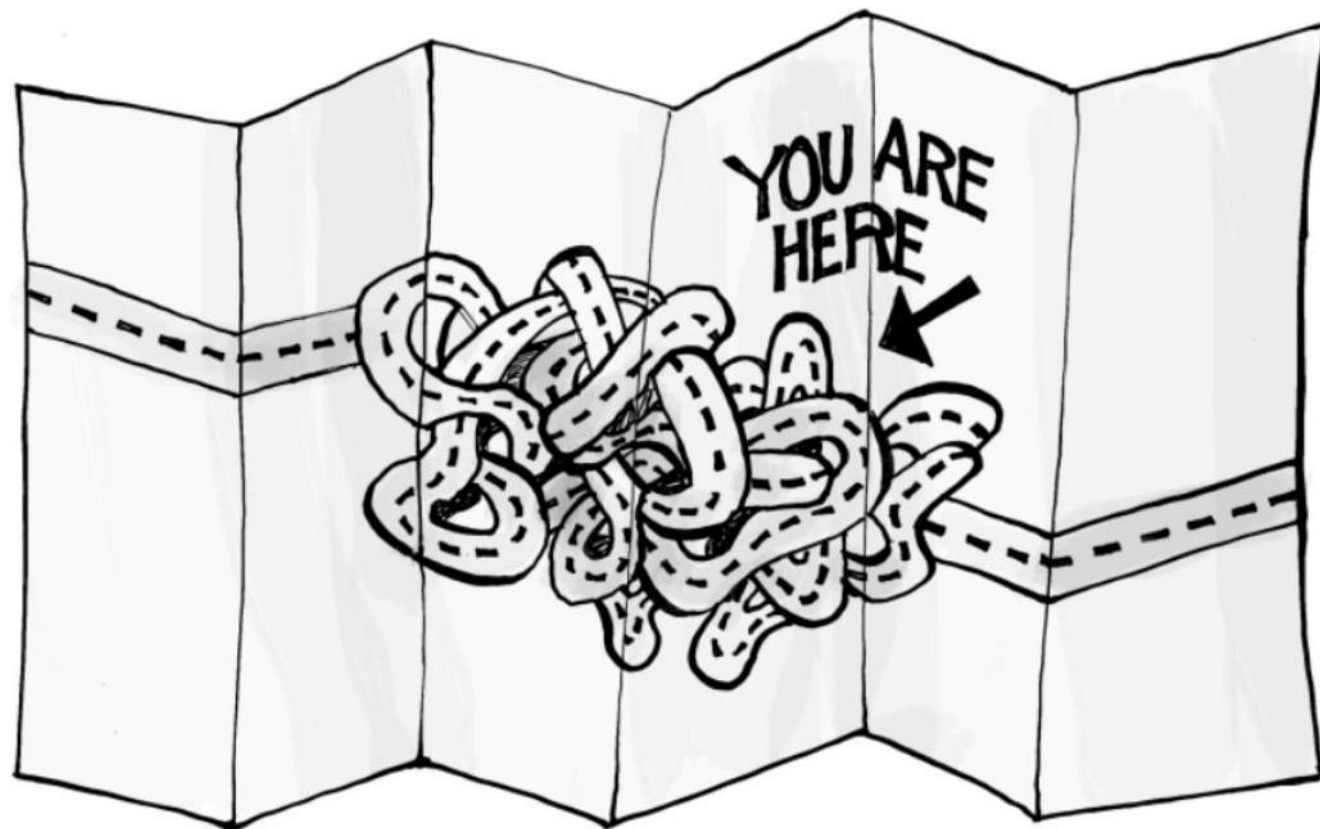
Leverage the organization's platform to amplify the voices and perspectives of racial minority professionals. This helps elevate their thought leadership and visibility within the industry.

- Sponsor and Support Initiatives

Provide financial or in-kind sponsorship to support the organizations' initiatives, such as scholarships, mentorship programs, or professional development opportunities.

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# Implementing an employee referral program

- **Promote the program through diverse channels**

Advertise the referral program through employee resource groups, diversity recruitment events, and targeted communication to underrepresented employee populations.

- **Offer incentives tailored to diverse employees**

Provide rewards and recognition that appeal to the specific needs and preferences of a diverse workforce, such as flexible work arrangements, professional development opportunities, or charitable donations.

- **Emphasize an inclusive company culture**

Highlight the organization's commitment to diversity, equity, and inclusion, and how the referral program aligns with these values, to encourage diverse employees to participate.

- **Provide resources and support for diverse referrers**

Offer training and guidance to help diverse employees feel confident in their ability to successfully refer qualified candidates from their networks.

- **Monitor and report on diversity metrics**

Regularly track and analyze the diversity of referrals and hires, and use this data to continuously improve the program and ensure it is effectively reaching and engaging diverse talent.

# Involving employees in recruitment events and campus visits



## Partner with employee resource groups (ERGs)

Collaborate with ERGs to identify diverse talent pools and promote recruitment events within their communities



## Offer virtual information sessions and interviews

Provide flexible options for candidates to engage with your company, reducing barriers to participation



## Attend recruitment events at diverse colleges and universities

Participate in career fairs, information sessions, and networking events at institutions with high representation of underrepresented groups



## Leverage employee referrals from diverse team members

Encourage your diverse workforce to refer qualified candidates from their personal and professional networks

By implementing these inclusive talent acquisition strategies, you can attract and engage a diverse pool of candidates, fostering an equitable and representative workforce.

# Leveraging employee resource groups

- **Partner with Employee Resource Groups (ERGs)**

Collaborate with ERGs to help identify, attract, and engage diverse talent from their respective communities.

- **Leverage ERG Insights**

Gain valuable insights from ERGs about the unique needs and preferences of underrepresented groups to enhance your recruitment strategies.

- **Promote ERG Involvement**

Encourage employee participation in ERGs and highlight their activities and initiatives during the recruitment process to showcase your commitment to diversity and inclusion.

- **Host ERG-Driven Events**

Organize recruitment events, information sessions, or networking opportunities in partnership with ERGs to directly engage with diverse talent pools.

- **Leverage ERG Referrals**

Leverage ERG members as brand ambassadors and encourage them to refer qualified candidates from their networks to open positions.

# Encouraging employee advocacy and personal branding

- Empower Employees to Share Company Culture

Encourage employees to share their authentic experiences and perspectives on social media to showcase the company's values, mission, and work environment.

- Provide Training on Personal Branding

Offer workshops and resources to help employees build a strong personal brand aligned with the company's brand, making them more effective advocates.

- Recognize and Celebrate Employee Advocates

Acknowledge and reward employees who actively participate in the company's advocacy efforts, incentivizing others to get involved.

- Leverage Employee Networks

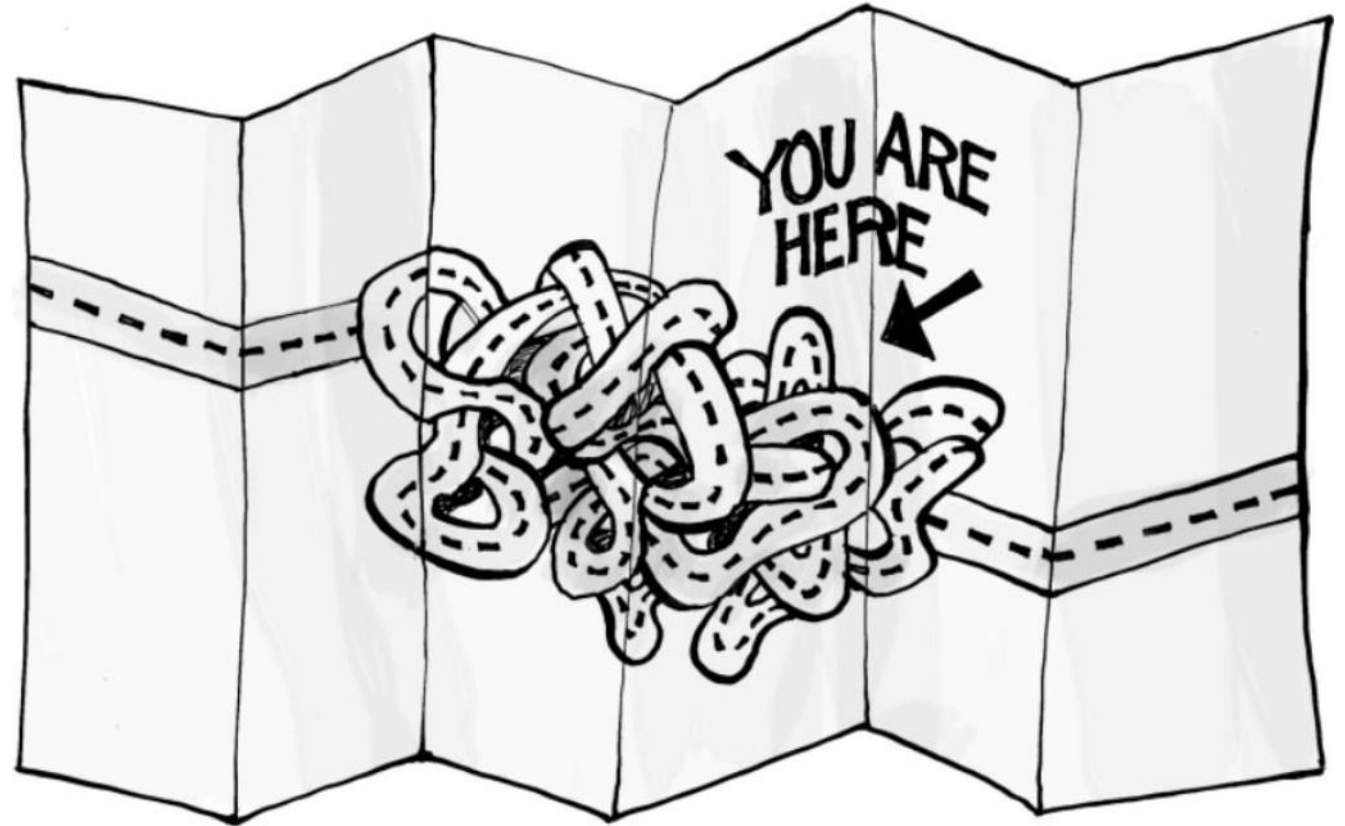
Tap into the existing networks and connections of your employees to reach a wider audience and attract qualified candidates.

- Encourage Employee-Generated Content

Encourage employees to create and share content, such as blog posts, videos, or social media posts, that highlight their experiences and showcase the company.

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# Understanding legal considerations and avoiding discrimination

- **Understand relevant laws and regulations**

Be aware of federal, state, and local laws that prohibit discrimination in hiring, such as the Civil Rights Act, Americans with Disabilities Act, and Age Discrimination in Employment Act.

- **Develop inclusive job descriptions**

Ensure job requirements are directly related to the position and avoid using language that may exclude certain groups, such as gender-specific pronouns or age preferences.

- **Implement structured interviews**

Use a consistent set of questions and evaluation criteria for all candidates to ensure a fair and objective assessment process.

- **Document decision-making process**

Maintain records of the hiring process, including job postings, applications, interview notes, and reasons for hiring decisions to demonstrate fair and lawful practices.

# Mitigating unconscious bias in the interview process

- **Gender Bias**

Interview panels should be aware of unconscious biases against women, such as assuming women are less assertive or less interested in leadership roles.

- **Racial Bias**

Unconscious racial biases may lead to overlooking qualified candidates from underrepresented racial or ethnic backgrounds.

- **Age Bias**

Older candidates may be unfairly perceived as less adaptable or technologically savvy, despite their experience.

- **Disability Bias**

Interview panels should avoid making assumptions about a candidate's abilities based on visible or invisible disabilities.

- **Affinity Bias**

The tendency to favor candidates who share similar backgrounds or interests with the interviewers can lead to less diverse hires.

# Standardizing interview questions and evaluation criteria

- **Standardize Interview Questions**

Develop a consistent set of questions that assess the candidate's skills, experience, and fit for the role. This ensures a fair and equitable process.
- **Define Evaluation Criteria**

Establish clear, objective criteria for evaluating candidate responses. This helps ensure consistency and reduces bias in the decision-making process.
- **Train Interviewers**

Provide training for interviewers on how to conduct interviews, evaluate responses, and make hiring decisions. This promotes a standardized approach.
- **Document the Process**

Maintain detailed records of the interview process, including questions asked, candidate responses, and evaluation scores. This supports transparency and accountability.
- **Regularly Review and Refine**

Continuously review and refine the interview process and evaluation criteria to ensure they remain effective and aligned with the organization's needs.

# Implementing structured behavioral interviews and skill assessments

- Define Structured Behavioral Interview Questions

Develop a consistent set of open-ended questions that assess the candidate's past experiences and behaviors relevant to the job role.

- Utilize Skills Assessments Aligned with Job Requirements

Design or select skills assessments that accurately measure the candidate's abilities and fit for the specific job duties and responsibilities.

- Train Interviewers on Inclusive Practices

Ensure interviewers are skilled in recognizing and mitigating unconscious biases during the interview process.

- Provide Candidates with Clear Instructions

Give candidates detailed information about the interview and assessment format, expectations, and evaluation criteria to set them up for success.

- Establish Standardized Evaluation Criteria

Develop a consistent scoring rubric or rating system to objectively assess candidate responses and performance across interviews and assessments.

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