

ACTIVITY 13.3 | Strategies for Increasing Your Diversity Recruiting

Directions: Put a checkmark by each strategy you currently use. If there are strategies you would consider using but aren't currently doing so, put a star next to them.

Currently Use	Strategy	Examples of How To Do It
_____	Partner-Up	Have executives go with recruiters to conferences and job fairs.
_____	Tap Insiders	Get help from employee associations in outreach and recruitment.
_____	Connect to the Community	Have leaders and managers participate in community organizations.
_____	Involve Managers	Give managers techniques and hold them accountable for participating in recruiting.
_____	Incentivize Employees	Reward employees for finding candidates.
_____	Pay for Expertise	Offer compensation for needed skills and knowledge.
_____	Showcase the Community	Play up the advantages the area offers.
_____	Dispel the Myths	Give information that corrects misconceptions about the community.
_____	Review Language	Modify language in job ads, titles, and requirements that may be exclusionary or off-putting to potential recruits.
_____	Expand Communication Channels	Go beyond traditional established media.
_____	Talent Scout Approach	Visit homes of target recruits to engage families.
_____	Diverse Hiring Panels	Use diverse perspectives in interviewing candidates.