



**University of  
Dayton**

**2022 Virtual Conference: Inclusive Diversity Recruiting:  
Hiring with Equity**

**Good Recruiting  
*IS***

**Diverse Recruiting:  
Inclusive Recruiting Strategies for Any  
Organization**

**Presented by: Angeline Washington**

# WHO AM I

*Angeline Washington*

*University of Dayton*

*Associate Director of Workforce Diversification*

- Resident of Dayton, OH
- B.S. in Sociology
- 20+ years in Talent Acquisition



University of Dayton

## WHAT YOU CAN EXPECT TO LEARN:

- **What *good* recruiting is compared to traditional recruiting models**
- **Inclusive recruiting strategies that can be applicable in any type of organization**
- **Why inclusive recruiting doesn't stop when a candidate is hired**
- **Strategies to keep your diverse workforce from leaving as quickly as they are hired**



# WHY IS DIVERSITY IMPORTANT IN THE WORKPLACE?

- Creates a workplace population with representation that is similar to the markets in which it operates
- It demands that the workplace is safe and inclusive for all individuals
- Different backgrounds and perspectives lead to diverse ideas, knowledge, and ways of doing things
- It develops a collective behavior that encourages all individuals and employees to best use their talent
- Capitalizing on a diverse workforce enhances the organization's competitive position in the marketplace



# IMPORTANT DIVERSITY AND INCLUSION WORKPLACE STATS

- 48 percent of Generation Z (9-24 yro) are racial or ethnic minorities
- Millennials (25-40 yro) are 16 percent more diverse than Baby Boomers
- Diverse companies enjoy 2.3 times higher cash flow per employee
- Diverse management has been shown to increase revenue by 19 percent
- Gender-diverse companies are 15 percent more likely to beat industry median financial returns
- More than 3 out of 4 workers prefer diverse companies



# GOOD RECRUITING VS TRADITIONAL RECRUITING

## GOOD RECRUITING

- Actively seeks out job candidates from all groups, with special attention to underrepresented populations
- Regularly and intentionally examines recruiting processes to ensure they are inclusive of all
- Takes actions to remove barriers that prevent all candidates from having equal opportunity during the hiring process.

## TRADITIONAL RECRUITING

- Actively seeks out job candidates from traditional markets, with no special attention to underrepresented groups
- Regularly and intentionally examines recruiting processes for best practices that focus on traditional markets
- Only takes actions to ensure hiring processes are in compliance with government mandates



# INCLUSIVE RECRUITING STRATEGIES



MARKET ANALYSIS



RESOURCES/TOOLS



PROCESS



University of Dayton

# EMPLOYMENT CONSIDERATIONS



University of Dayton



# MARKET ANALYSIS

As you consider the talent you need for your new/replacement role, one of the first things to understand is the market for that talent.

- Type of Candidate – Internal/External/Active/Passive
- Location – Domestic/International, Local/National
- Qualifications - Skill/Education Level
- Salary/Benefits – Competitive Position



# TYPES OF CANDIDATES

## ACTIVE TALENT

- Actively seeking open roles
- More likely to search on careers' sites/job boards
- More likely to apply within first week
- Tend to be less qualified

## PASSIVE TALENT

- Not actively seeking a new role
- More likely to find out about role through direct sourcing/outreach
- More likely to apply towards the end of search
- Tend to be more qualified



## ADVERTISEMENT/JD

- Attractive/Engaging Marketing Summary
- Inclusive Language
- Appropriate Minimum/Preferred Qualifications
- Explicit Application Instructions
- Salary/Benefits



# INTERNAL RESOURCES/TOOLS

## RESOURCES

- HR/Recruiters
- Department Staff
- Search Committee
- Office of Diversity and Inclusion
- Related Departments
- Career Services
- Affinity Groups

## TOOLS

- ATS
  - Talent Pools
  - Previous Position Pools
  - Search Function
- Listservs/Distribution Lists



# EXTERNAL RESOURCES/TOOLS

## RESOURCES

- Traditional Job Boards
  - Indeed
  - Monster
- Diversity Job Boards
  - NBMBA (National Black MBA)
  - FairyGodBoss
  - DisabilityIN
- Social Media
  - LinkedIn
  - Facebook
  - Twitter
- Local Networks
- Discipline Specific Assoc's/Orgs
- Diversity Specific Assoc's/Orgs
- Friends/Family

## TOOLS

- Job Postings
- Social Media Posts
- Recruitment SEO (Search Engine Optimization)
- Distribution List/Databases
- Conferences/Seminars
- Lunch & Learns
- Social Mixers
- Chapter Meetings/Events
- Word of Mouth



## ONLINE POLL

**What is the top source of talent  
in the US?**



**University of Dayton**

# WHY INCLUSIVE RECRUITMENT EFFORTS DON'T STOP WHEN A CANDIDATE IS HIRED

Considering employee referrals are one of the top sources of talent for most companies, it is extremely important to focus efforts on retaining the talent that's hired.

- **88% of employers** rate employee referral programs as the best source of applicants
- Employee referrals account for **30-40%** of all hires
- **45% of referral hires** stay longer than four years, compared to only **25% of job board hires**
- **1 in 5 new hires** are unlikely to recommend an employer



# STRATEGIES TO RETAIN DIVERSE TALENT

- Develop and Maintain an Inclusive, Equitable Workplace
- Promote Employee Referrals
- Increase Your Focus on Talent Development
- Improve Flexibility in the Workplace





# QUESTIONS



University of Dayton

# WORK SITED

- Built-In | [57 Diversity in the Workplace Statistics You Should Know](#) | Bailey Reiners | October 20, 2021, Updated: June 29, 2022 |
- Work Institute | [“2020 Retention Report: Insights on 2019 Turnover Trends, Reasons, Costs & Recommendations”](#)
- CareerBuilder | [“2020 Employee Referral Programs Benchmark Report.”](#) | Accessed on March 13th, 2022.

