

NEOGOV

7 MUST-HAVES

for a Robust Outreach Strategy That Attracts

DIVERSE CANDIDATES



YEAR AFTER YEAR, GOVERNMENT AGENCIES RANK DIVERSITY AND INCLUSION AS ONE OF THEIR HIGHEST PRIORITIES.

Recently, the trend has been to measure how representative the employee base is of the community they serve, and from there they work to fill in the gaps. In some cases, they're striving to match their city or county's census data and in other cases, they consider the population of people that use their services or participate in their programs.

To meet their objectives, agencies are developing recruiting strategies that ensure that they generate a sufficient pool of qualified diverse candidates. **Based on conversations with HR recruiters in the public sector, here are 7 facets of a successful outreach program for underrepresented candidates.**

7 FACETS OF A SUCCESSFUL OUTREACH PROGRAM

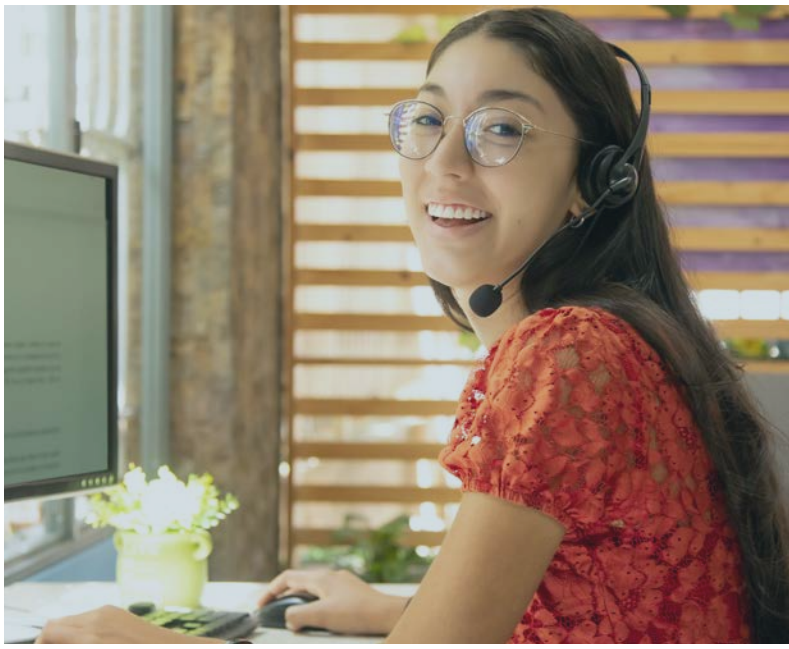
1. SEARCH IN THE RIGHT PLACES

Leverage specific job boards to attract niche candidates. If your applicant pools are not reflecting the diversity you hope to see, post your job advertisement on job boards that provide a platform for a specific group of job seekers. For example, DiversityJobs.com is a job board that connects diverse candidates with "diversity-minded employers."

2. GET THE FACTS ON YOUR APPLICANT POOL IN REAL TIME

Analyze your recruiting data to understand the demographic breakdown of your applicant pool for each position you hire. **Viewing how many candidates apply by race, gender, and other defining factors in real time** can help you to recognize where you are lacking so you can make tweaks to your plan. If you are falling short of minority candidates for a specific position, hold off on closing the job posting and adjust your recruiting plan accordingly until you have a more representative pool.





3. DRIVE TOWARDS SPECIFIC GOALS

Set SMART (Specific, Measurable, Attainable, Relevant, Time-Based) goals to increase diversity in your hiring pools. Setting goals prior to publishing the job requisition can help ensure that at each stage of the recruiting process stakeholders are being mindful of the applicant mix. Set attainable goals that the hiring team are all aware of to guide a diverse and unbiased hiring process.

4. UNDERSTAND PERCEPTION OF YOUR ORGANIZATION THROUGH THE CANDIDATE LENS

When someone hears your organization's name or sees a post from your agency on social media, what do they think of? What will potential candidates see when they research your company? If they head to your website, will they see stock photos that do not showcase a diverse team? **Diverse candidates are attracted to organizations where they feel they will be accepted,** so it is essential to proclaim your diverse and inclusive practices to the outside world.

5. UPDATE WORKPLACE POLICIES TO INCLUDE YOUR DEI INITIATIVES

Audit your organizational policies and employee handbook to be sure they are representative of your diversity, equity, and inclusion initiatives. Part of implementing an effective outreach program for diverse candidates is ensuring that the **diverse and inclusive procedures that are practiced during the hiring process continue** when the candidate becomes an employee. Make sure the entire company is up-to-date and on the same page as to exactly how you're executing on your DEI objectives and the role they are expected to play.

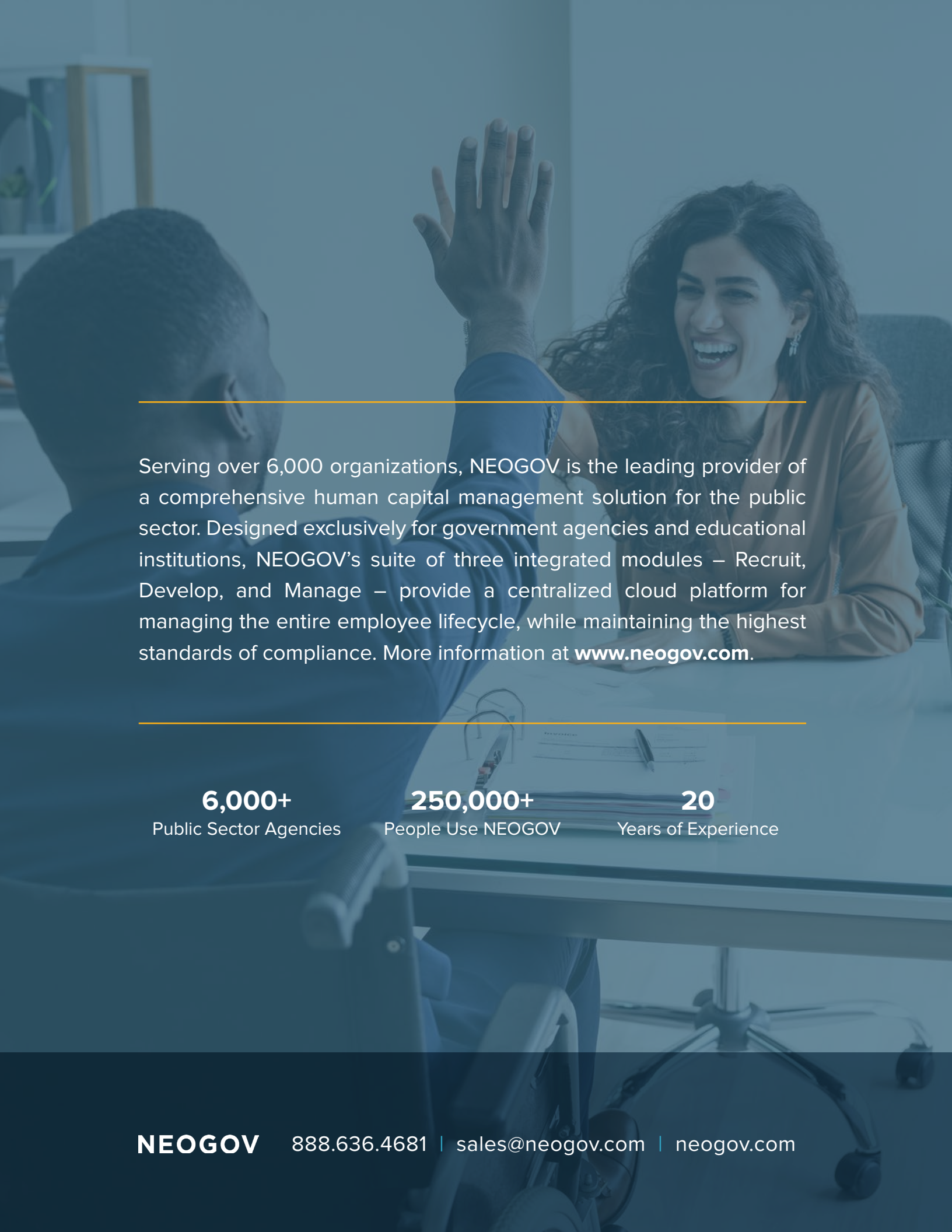
6. SHOWCASE DEI IN THE JOB DESCRIPTION

Don't think of job postings as simply describing the job. Instead, think of them as **job advertisements designed to attract the best person for the position and an organizational fit.** Evaluate your job advertisements to make sure they show your organization's focus on diverse, equitable, and inclusive practices. Think about how you can adapt your language to be more inclusive, add information about your workplace policies, and explain your organization's culture to get diverse candidates interested in working with you.

7. ASK YOUR EMPLOYEES TO REFER DIVERSE CANDIDATES

If you have a diverse workforce, ask them for candidate referrals. Your organization is home to a vibrant and hardworking workforce, so leverage them to locate candidates like them. Offering employee bonuses if their referee is hired or other incentives will help you to build or supplement a diverse candidate base.





Serving over 6,000 organizations, NEOGOV is the leading provider of a comprehensive human capital management solution for the public sector. Designed exclusively for government agencies and educational institutions, NEOGOV's suite of three integrated modules – Recruit, Develop, and Manage – provide a centralized cloud platform for managing the entire employee lifecycle, while maintaining the highest standards of compliance. More information at **www.neogov.com**.

6,000+
Public Sector Agencies

250,000+
People Use NEOGOV

20
Years of Experience

NEOGOV 888.636.4681 | sales@neogov.com | neogov.com