

**Diversity Recruitment   
Best Practices**

**Strategy**

* Establish additional diversity goals for your unit or department. Consult with Central OHR or EOAA liaison, if needed.
* Work with an OHR diversity and inclusion recruiter to develop a recruitment strategy enhancing diversity.
* Ensure the required and the preferred hiring criteria do not create barriers to limiting a diverse pool of applicants.
* Create a diverse search committee. If you’re having trouble finding diverse members, partner with other units. Ask search committee members to each reach out to at least three diverse contacts.

**Hiring Process**

* Create a job opening description that is inclusive, attracts the widest range of candidates, and expresses support of diversity.
* Use inclusive language throughout your job posting, such as "hire high-potential people with varying identities and backgrounds“ and “strong commitment to the University’s goal of creating a positive and inclusive campus climate by advancing equity and diversity."
* Choose an outside advertising group, when needed, who has a track record of providing a qualified, diverse pool of candidates.
* Develop a list of diverse sources where you can post job openings. Use the U of M Office of Equal Opportunity’s [Diversity Recruitment Source](http://eoaa.software.umn.edu/) Database for possible sources.
* Conduct targeted recruitment by using social media, such as LinkedIn, Twitter, and online forums, who engage underrepresented groups.
* Repost a job opening if you don't meet the EOAA goals. Work with an OHR diversity recruiter to develop a recruitment plan.
* Ensure that the interview process is streamlined (recommendation of no more than two interviews).

**Long-Term Planning**

**Developing Contacts and Sources**

* Ask your new diverse hires for contacts (“In your last job, who would you recommend we hire?”)
* Ask new hires where they heard about your job openings. Use that database to place recruitment ads.
* Develop a list of colleges that enroll large numbers of women, people with disabilities, and culturally and racially diverse students. If possible, send recruiting teams to those schools.
* Attend and host events for underrepresented groups. Collect resumes and contact information for potential candidates.
* Keep resumes of underrepresented candidates on file, particularly those chosen for an interview. Use this database when recruiting for future positions.

**Building Relationships**

* Develop relationships with student groups and diversity-related organizations on college campuses.
* Develop relationships with high schools and students to build a pipeline of applicants.
* Develop relationships with diverse professional associations, organizations, and external groups.

**Internal Processes**

* Create internship programs that target historically underrepresented groups.
* Conduct quarterly metric reviews of hires to see if your unit is meeting its diversity goals.
* Incorporate diversity initiatives into staff performance reviews.
* Establish a diversity council to encourage diversity education, recruitment, and retention.

**Welcoming and Retention**

* Focus on retention: Connect diverse hires with campus affinity groups. Make sure diverse employees feel welcomed and included.
* Create a mentorship program for internal diverse candidates.
* Conduct exit interviews with diverse hires to identify reasons for leaving. Evaluate and make changes accordingly.