

ELEMENTS OF AN EFFECTIVE DIVERSITY RECRUITING STRATEGY



Diversity
Recruiting
Definition

Diversity
Recruiting
Dimension

Diversity
Recruiting
Benefits

Diversity
Recruiting
Errors

Diversity
Recruiting
Sources

Diversity
Recruiting
Best Practices

Diversity
Recruiting
Tips

DIVERSITY RECRUITING DEFINITION

The act of specifically searching for and hiring candidates who are from **numerous backgrounds** to fill open positions within a company.

DIVERSITY RECRUITING DIMENSION

ORGANIZATIONAL DIMENSION

- Seniority
- Work field
- Unit or division
- Union affiliation
- Management status

PERSONALITY

- Likes
- Dislikes
- Values
- Beliefs

EXTERNAL DIMENSION

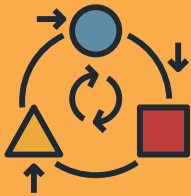
- Religion
- Marital status
- Geographical location
- Work experience
- Education
- Income

INTERNAL DIMENSION

- Age
- Gender
- Sexual Orientation
- Physical Ability
- Ethnicity
- Race

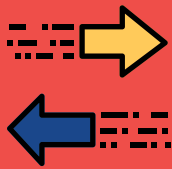


DIVERSITY RECRUITING BENEFITS



ADAPTABILITY

Staff from various backgrounds bring their own talents, knowledge, and experiences in proposing ideas, projects that are adaptable in adjusting to fluctuating markets and customer needs.



BROADER RANGE OF SERVICES

It permits probably the most diverse organizations to extend their range of services.



BETTER INNOVATION

Organizations that focus on more the diversity in leadership and their workforces are better prepared to innovate and solve complicated real-world business problems.



INCREASED PERFORMANCE

Cognitively diverse teams solve problems faster than groups of cognitively similar people.



JOB CANDIDATES RETENTION

Access a wider range of talent sources, take competitive advantages over its competitors, and improve its market execution.

DIVERSITY RECRUITING ERRORS



Biases When
Screening Resumes



Unnecessary
Requirements



Bias
During Sourcing



Unpleasant Language
in Interviews



Low Salary
Offers



One-size-fits-all
Approach

DIVERSITY RECRUITING SOURCES



COMMUNITY AGENCIES & ORGANIZATIONS

Bring in a larger pool of candidates with a broader range of skills, work experiences and education,

PROFESSIONAL ASSOCIATIONS

Help your organization to cast a broad net to find diverse candidates.



CAREER FAIRS

If your organization has resources, you can host your own virtual career fair.

COLLEGES AND UNIVERSITIES

Add schools with diverse study body that represent underrepresented students to your criteria during your school selection process.



MAGAZINES/JOURNALS

Augment your advertisements in key journals of specific disciplines and in general academic publications

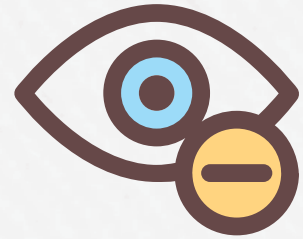
DIVERSITY RECRUITING BEST PRACTICES



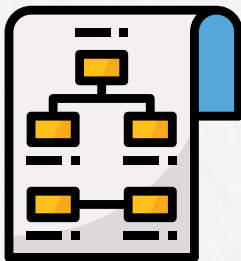
Get Executive
Sponsorship



Set Clear Budget
Supporting



Use
Blind Hiring



Shape Diversity Policy



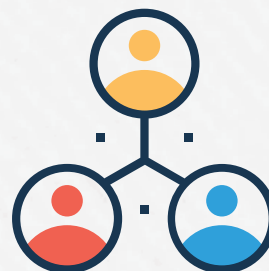
Encourage Referrals



Pass Equal Pay Law



Carrying Out
Formal Programs



Create
Inclusive Environment

DIVERSITY RECRUITING TIPS



● Work on Your Job Postings



● Recruiting from Diversity Career Fairs



● Develop Workplace Policies Consistent With Diversity Recruitment Goals



● Carry out a Pre-Hire Assessment



● Get Referrals from Diverse Employee Groups



● Strategically Build Your Candidate Pipeline

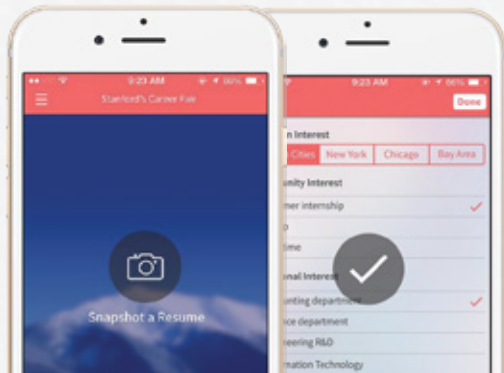


● Implement Apps and Software



RAKUNA

CAMPUS & EVENT RECRUITING SOLUTION



RECRUIT APP

Unlike check-in solutions, the app allows recruiters to be 100% engaging with candidates while collecting required information at fingertips.

500% faster than manual data entry
by resume scanning technique.

60% HR time saved.



RECRUIT DASHBOARD

Recruiters can dive deep into metrics reports, design evaluation forms, collaborate with hiring managers and recruiting team, and customize automated follow-up emails to candidates to improve candidate relationship management.

BENEFITS



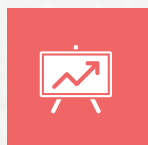
Increase Efficiency

Gather candidate information, evaluation from reps and recruiters at various recruiting events in a timely and accurate manner.



Collect Insightful Data

Gain insights in ROI from each recruiting event or recruiting source.



Boost Employer Brand

Engage with candidates faster and more frequent. Boost company branding and make it more appealing to the tech-savvy Millennial generation.

Rakuna is coming to  **NACE 2018 at booth 704!**