



# DIVERSITY RECRUITING SUCCESS STRATEGY DURING AND POST COVID-19

---

*Presented by  
Zach A. Jones, Rakuna*



## WHY DIVERSITY & INCLUSION MUST BE THE FOCUS, WHY IS IT NOW?

67% of job seekers consider workplace diversity an important factor when considering employment opportunities, and more than 50% of current employees want their workplace to do more to increase diversity. (Glassdoor, 2018)

Racially & ethnically diverse companies are 35% more likely to perform better (McKinsey, 2016)

Inclusive companies are 120% more likely to hit financial goals (Gartner, 2018)



## DIVERSITY RECRUITING CHALLENGES DURING COVID-19 & POST-COVID 19

01

MASSIVE LAYOFFS AND  
BUDGET CUTS

02

LOW APPLICATION  
RATE

03

SHIFTING TO REMOTE RECRUITING  
& REMOTE HIRING



# 01 MASSIVE LAYOFFS AND BUDGET CUTS

Massive layoffs and Budget Cuts can lead to:

- A decline of up to **8% in average satisfaction** with an organization's employee value proposition.
- A decline of up to **7% in employee engagement.**
- A decline of up to **5% in the percentage of employees** who are meeting or exceeding performance goals



## 02

LOW APPLICATION  
RATE

Long lead times - time-to-fill can go from about 1 month to 2 months. Keeping candidates engaged through this times is always tough (*Glen Loveland, HR Manager, Global Talent Acquisition of CGTN*)

-> Candidate engagement becomes more challenging, especially with the remote hiring and remote working situation

Recruiters are struggling to get sufficient applications from ethnic minorities, women and those from lower-income backgrounds.

Part of the problem lies with perception: many in those groups feel that they won't fit in. And so the challenge for recruiters is two-fold: to find ways to target them effectively (ie find out where jobseekers from those groups are active, both online and offline) and then to find messages that resonate with them. (*James Rice, Head of Digital Marketing at Wikijob*)



## 03

THE SHIFT TO REMOTE HIRING AND  
REMOTE WORKING

- How to find diverse pool of talent online? How to craft a message that resonates with them? How to keep them engaged throughout the recruiting funnels?
- How to transit to virtual assessment and virtual interview?
- Recruiting team efficiency

## IS THERE A SILVER LINING FOR DIVERSITY RECRUITING DURING AND AFTER COVID19



??

**Remote working and hiring:** By removing the barriers of being in an office, employers may find themselves able to tap into more diverse talent pools that create opportunities for those currently under-represented in the workforce.

??

Remoting working can lead to CFO's starting to ask the question about how much office real estate is actually needed in the future. By shifting the notion of work entirely, hopefully, organisations will be able to refocus, and this could, in fact, create more significant opportunities for minorities.

### WHAT'S MORE?

# DIVERSITY RECRUITING AND HIRING BEST PRACTICES STILL HOLD UP?

## 01 Re-evaluate Your Diversity Workplace

- Create a safe zone where every team members can reflect on the inequalities within your own organization
- Put in place strategic plans to address inequities.
- Make commitment at a strategy level to drive diversity and inclusion within organization first.
- Know that **messaging matters**

Let talk a bit more about how amping up and reform your diversity workplace can start with messaging.



# DIVERSITY RECRUITING AND HIRING BEST PRACTICES

## STILL HOLD UP?

### 01 Re-evaluate Your Diversity Workplace - Messaging matters

According a recent study - **Tailoring Diversity Approaches to The Representation of Social Groups**, conducted by **American Psychology Association**, different types of diversity messaging can have very different effects.

- **Equality and Fairness:** Employees care about getting what they want. But they care just as much about how **decisions are made**. People want to feel that they are treated fairly, regardless of the outcome. Psychologists call this “procedural justice.”
- **Celebrating Differences:** Employees that are at least moderately represented (they make up a more substantial percentage of the organization) are most concerned with acknowledgment and celebration of differences

-> **The researchers tested 2 types of diversity messaging to see what would happen, Then the researchers looked at diversity messaging in 151 major US law firms, and compared to job turnover over time.**



# DIVERSITY RECRUITING AND HIRING BEST PRACTICES STILL HOLD UP?

## 02 Re-evaluate Your Diversity Goals

- 83% of participants in the Yello's Diversity in the Workplace Job Seeker Survey indicate that an employer's commitment to diversity is a factor in deciding whether to accept a job.



- Assess the diversity of your current hiring process
- Note down all factors that may impact your diversity hiring efforts. They can be:



# DIVERSITY RECRUITING AND HIRING BEST PRACTICES

## STILL HOLD UP?



## 02 Re-evaluate Your Diversity Goals

- How is the current social circumstances affecting your employees and candidates' perception of diversity and inclusion?
- How is other companies doing to drive diversity and inclusion? Are they following a trend for performative Diversity and Inclusion, or are they following best practices you can learn from?
- Does your organization has other initiatives that will impact diversity outcome - those can be initiatives in shortening skill gaps, Career Development, Employee Resources, Pay and Benefits, ..
- Is your hiring team diverse enough? Are the leaders willing enough to buy into new diversity recruiting initiatives?
- Has your company done a good job at communication your diversity commitment? If not, have you considered updating your employer branding and value proposition?

# DIVERSITY RECRUITING AND HIRING BEST PRACTICES

## STILL HOLD UP?

### 02 Re-evaluate Your Diversity Goals

To measure Individual Recruiters' Effectiveness, here are some recommended metrics by [Dr. John Sullivan](#), an internationally known HR thought-leader from the Silicon Valley:

- \% of diverse candidates interviewed by hiring managers
- \% of job offers extended to diverse candidates
- \% turnover rate of diversity hires within a year
- Average diverse applicants' satisfaction rate (from a survey)
- Average manager satisfaction score (from a survey) after a diversity hire

But should % of Asian in the sales team, or the number of Black developers in the Product team, the only metric?



## DIVERSITY RECRUITING AND HIRING BEST PRACTICES STILL HOLD UP?

### 02 Re-evaluate Your Diversity Goals

Your diversity goals might look something like this:

- Achieve **1% of diverse candidates** interviewed and hired
- Achieve **1% of job offers** extended to diverse candidates
- Carry out D&I Initiatives aimed to promote diversity and inclusion at your community
- Recognize, maximize and reward behaviors that foster a diverse and inclusive culture.



## DIVERSITY RECRUITING AND HIRING BEST PRACTICES STILL HOLD UP?

### 03 Establish Your Diversity Brand Online

- Showcase your workplace diversity & inclusion or your Employee Resource Group (ERG) activities on your career page and social media.
- Re-word your job posting and craft the right messages that will resonate with different diverse talent pools



## Re-evaluate your job post descriptions.

### Engineer Company Description

**Average Description:** We are a dominant engineering firm that boasts many leading clients. We are determined to stand apart from the competition.

**BETTER:** We are a community of engineers who have effective relationships with many satisfied clients. We are committed to understanding the engineer sector intimately.

### Engineer Qualifications

**Average Description:** Strong communication and influencing skills. Ability to perform individually in a competitive environment. Superior ability to satisfy customers and manage company's association with them.

**BETTER:** Proficient oral and written communications skills. Collaborates well in a team environment. Sensitive to clients' needs, can develop warm client relationships.

### Engineer Responsibilities

**Average Description:** Direct project groups to manage project progress and ensure accurate task control. Determine compliance with client's objectives.

**BETTER:** Provide general support to project team in a manner complimentary to the company. Help clients with construction activities.

## Establish Your Diversity Brand Online

A man with a beard and short dark hair, looking off to the side with a slight smile. The image has a purple tint.

**Creative Connector**

[Learn More](#)

A man with short brown hair, looking upwards and to the side with a joyful expression. The image has a red tint.


**Happiness Hero**

[Learn More](#)

A man with short dark hair, smiling broadly and looking towards the camera. The image has a teal tint.

**Front-end Developer**

[Learn More](#)

A man with short blonde hair, looking directly at the camera with a wide, enthusiastic smile. The image has an orange tint.

**Back-end Developer**

[Learn More](#)

A woman with brown hair tied back, smiling warmly at the camera. The image has a yellow tint.

**iOS Developer**

[Learn More](#)

A woman with dark hair in a ponytail, looking slightly to the side with a gentle smile. The image has a green tint.

**Traction Developer**

[Learn More](#)

A woman with dark hair, laughing heartily with her head tilted back. The image has a grey-blue tint.

**Reliability Developer**

[Learn More](#)

A man with short brown hair and sunglasses, smiling and pointing towards the camera. The image has a grey-blue tint.

**Product Designer**

[Learn More](#)

## DIVERSITY RECRUITING AND HIRING BEST PRACTICES

### STILL HOLD UP?

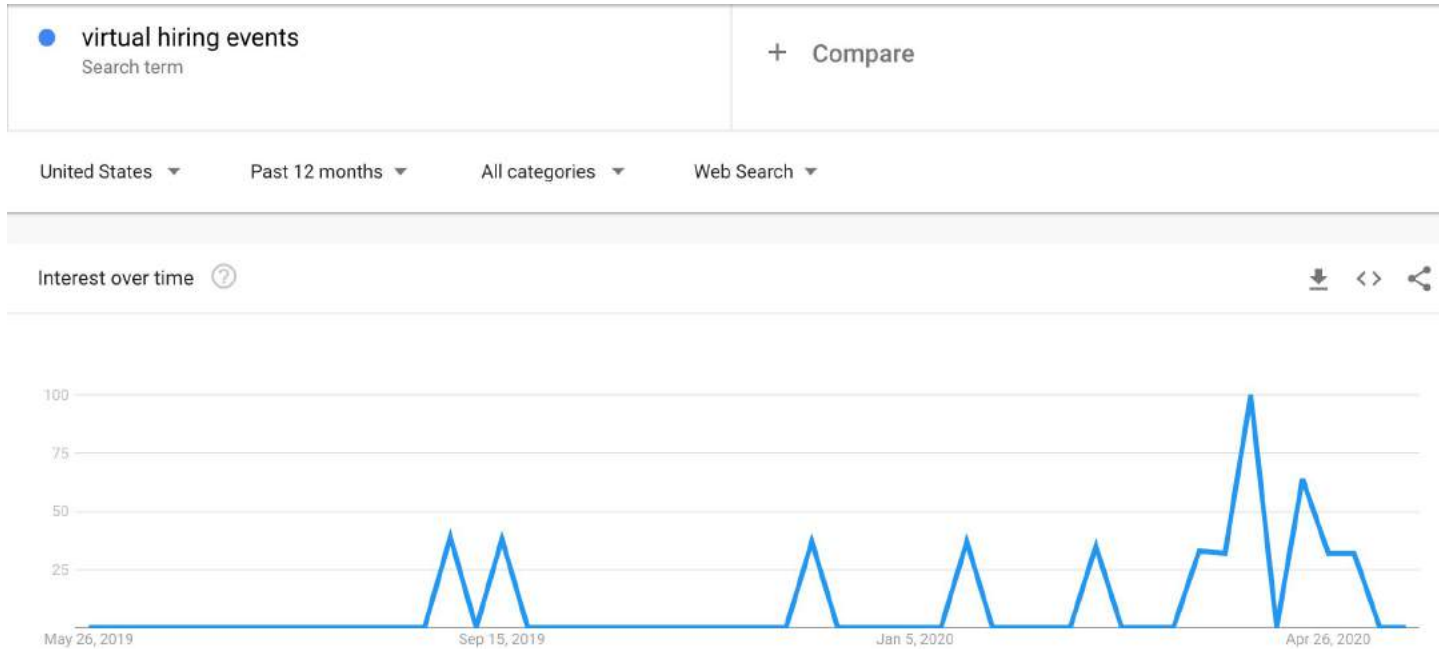
# 04 Attend and hold virtual career fairs for targeted minority student groups

[Gettinghired](#) is an online service organization focused on creating employment opportunities for job seekers with disabilities. This organization also hosts virtual career fairs that connect employers with job seekers.

[Veteran Recruiting](#) is the global leader in virtual career fairs for military community. In the past, Veteran Recruiting virtual career fairs have helped more than 120,000 veterans find meaningful employment after their military career has ended. Many big corporations have participated in these career fairs, including Accenture, Apple, Aramark, Exelon, First Data, JPMorgan Chase & Co., Lowe's, Pfizer, Travelers, Verizon, and Wells Fargo.

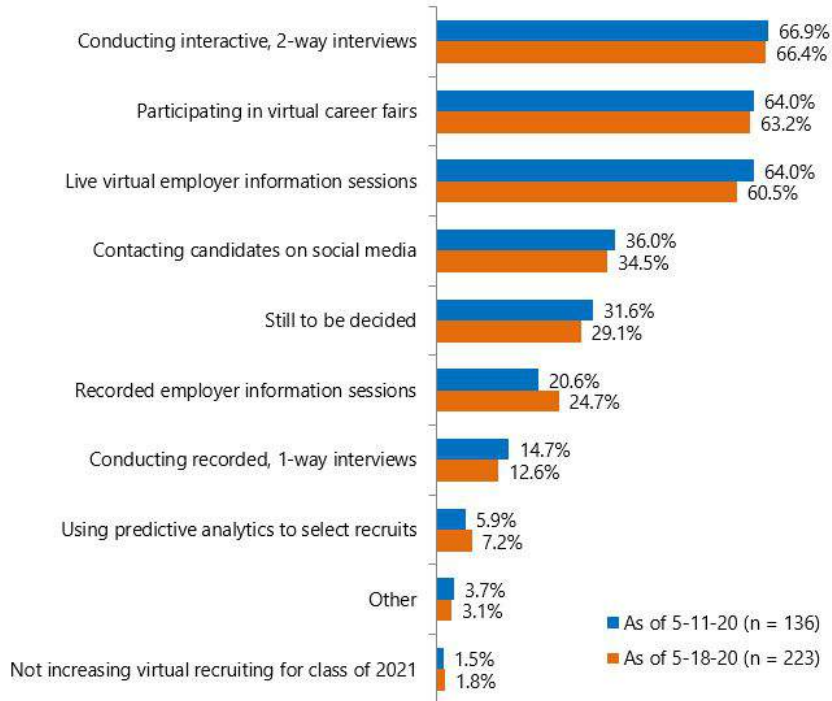


# Virtual Hiring Events



# Virtual Recruiting Methods

Methods Used to Increase Virtual Recruiting  
(Select all that apply)



# VIRTUAL RECRUITING APPROACHES FOR DIVERSITY RECRUITING

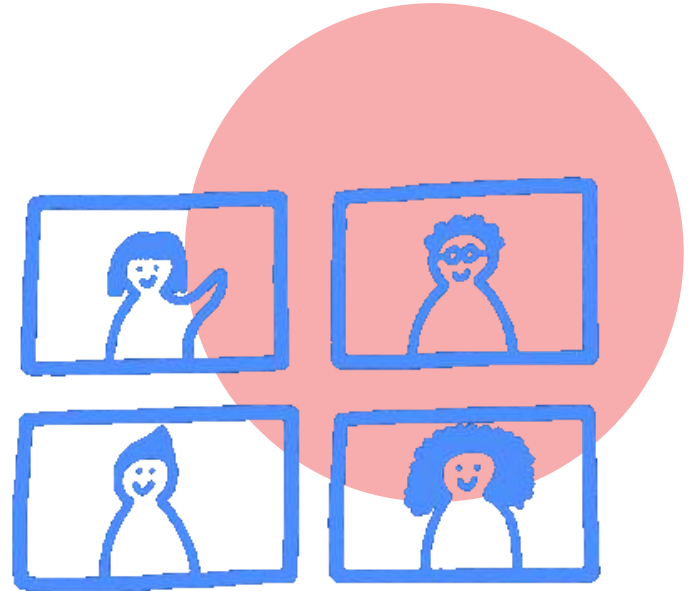
- Create your own talent community to voice and address recruiting concerns & challenges during and after COVID19
- Virtual events to reach across communities: Virtual Career Fairs, Virtual Q&A Session, Virtual Career Counseling
- Encourage referrals from minority employees
- Select specific job posting platform targeting minorities, including but not limited to: Workplacediversity.com, OutandEqual.com, HispanicDiversity.com, Black Career Network, etc
- Sponsor professional organizations targeting minorities, including but not limited to: Society of Hispanic Professional Engineer, National Native American Law Student Organization, Forte Foundation. Make sure to check out over 50 other Diversity Organization in our **Free Directory of Professional & Student Diversity Organizations**

# DIVERSITY RECRUITING AND HIRING BEST PRACTICES STILL HOLD UP?

## Virtual Career Fairs Best Practices

### 01. Set Up Virtual Information Desks

On February 12th, 2020, [Aviation Job Board](#) hosted an online [Aviation & Aerospace Job Fair](#), and this is one of the many solutions they deployed. Along with many other strategies, they managed to attract 3400+ job seekers to the fair, with the total booth visits exceeding 7900.



# AVIATION JOB SEARCH JOB FAIR

SIMPLY **PRE-REGISTER NOW** AND LOG IN  
ON 20TH MARCH WHEN RECRUITERS WILL BE ONLINE

[REGISTER FOR FREE](#)

[LOG IN](#)

20th March 2020 | 10am - 4pm (GMT)

# DIVERSITY RECRUITING AND HIRING BEST PRACTICES STILL HOLD UP?

## Virtual Career Fairs Best Practices For Diversity Recruiting

### 02. Provide Downloadable Material

Virtual career fairs should be as close to traditional career fairs as possible; just the mere “online” aspect already makes it 10 times better. So provide virtual handouts as they leave a long lasting impression on your company, and also remind whoever has them of your presence.

Another important point is to **Make Diversity Visible**.



## E-Resources

[Career Resources](#)[Videos](#)[Recorded Webinars](#)[Programmes](#)[Jobbank](#)[FAQs](#)[Biopharmaceutical Manufacturers' Advisory Council \(BMAC\) Digital Career Guide](#)[View](#)[Career Preparatory Library](#)[View](#)[Career Resilience Profiling Tool](#)[View](#)[Career Transition and Resilience Guide](#)[View](#)[National Library Board Employability, Career Preparation & Skills Development Resource Guide](#)[View](#)[Selected Occupation Insights](#)[View](#)

## DIVERSITY RECRUITING AND HIRING BEST PRACTICES

### STILL HOLD UP?

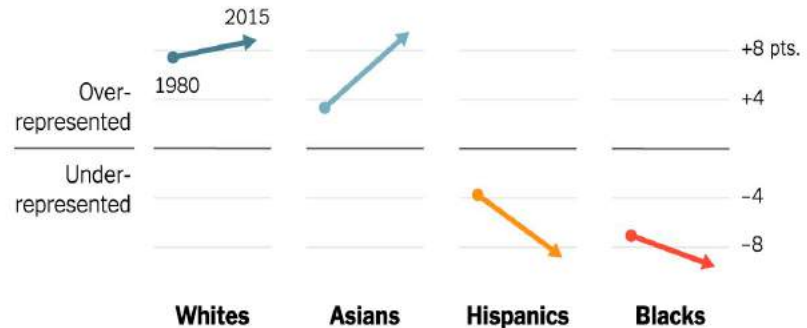
## Virtual Career Fairs Best Practices For Diversity Recruiting

### 03. Rethink Recruitment Reach

Think outside the recruitment box and diversify your talent base

## Even With Affirmative Action, Blacks and Hispanics Are More Underrepresented at Top Colleges Than 35 Years Ago

By JEREMY ASHKENAS, HAEYOUN PARK and ADAM PEARCE AUG. 24, 2017



How much more or less each group is represented among freshmen at top colleges relative to the U.S. population

# DIVERSITY RECRUITING AND HIRING BEST PRACTICES STILL HOLD UP?

## Virtual Career Fairs Best Practices For Diversity Recruiting

### 04. Be Interactive

- Organize real-time Q&A sessions
- Provide one-on-one chats with booth representatives/chatbots



## **DIVERSITY RECRUITING AND HIRING BEST PRACTICES STILL HOLD UP?**

### **Virtual Career Fairs Best Practices For Diversity Recruiting**

#### **05. Monitor Performance Metrics**

Monitoring performance metrics of your virtual career fair, or in a bigger picture, your sourcing efforts, is the first step toward a data-driven diversity hiring program.



## HOW TO MAINTAIN YOUR D&I CULTURE AND ACHIEVE DIVERSITY HIRING SUCCESS

### 04 Diversity practices in your candidate assessment

- Video interview is a great tool to help with diversity recruiting by ensuring fairness and transparency
- Avoid unconscious bias with 02 screening and shortlisting techniques
  - Intelligent Shortlisting
  - The “Two in the pool” effects



**AVOID UNCONSCIOUS BIAS**

**GREG vs LAKEESHA**

**THANK YOU**