



Best Practices for Employers to Recruit, Retain & Support Diverse Talent

Through Your Recruiting Process:

- Understand and then establish or change your diversity brand
 - On your career page do you share or make accessible:
 - Diversity vision/commitment/statement?
 - Images and marketing that accurately mirror current staffing demographics
 - Data that highlights identity-specific demographic information
 - Testimonials/videos interviewing a variety of people at different levels with varying identities?
 - Employee Resource Group (ERG) Information?
- Use metrics to determine the success of your diversity recruiting efforts
 - For example:
 - % of diverse candidates at each recruiting stage
 - % of varied identities at different levels in your firm
 - Employee satisfaction score in terms of D&I
 - Retention rate among minority employee groups
 - % of job offers extended to diverse candidates
- Fund Multicultural Professional Associations or student groups
- Host a diversity day or symposium for students to attend
- Create comprehensive policies for leave and benefits that include same-sex partners, adoptive families, and multi-generational homes. Publicize these on your website as a commitment to DEI values
- Enhance your employee referral program and make clear your organizational goals to employees
- Engage in philanthropic activities to support DEI efforts
- Engage your ERGs in the recruitment process
- Consider creating an internship pipeline through a college's diverse talent groups

Last updated Summer 2021





Best Practices for Employers to Recruit, Retain & Support Diverse Talent

Through Your Hiring Process:

- Train interviewees and hiring managers on unconscious bias and how to avoid/be aware of it in their hiring practices
- Be conscious of the makeup of identities on your hiring committee
- Create consistent, behavioral based interview questions that are job related and are asked of all candidates
- Create consistent, objective rubrics to accurately assess candidates and train interviewers in how to use them
- Score each question individually instead of giving an overall rating at the end
- Ask interview questions related to diversity, equity and inclusion to better build a team committed to these values and create more inclusive workplaces
- If you use pre-recorded interviews, be as transparent as possible about how you use them, (i.e. explain how these help eliminate bias or how you're ensuring inclusion, be transparent if actual people are reviewing these interviews or if AI is doing the screening)
- Make sure to include on the hiring forms space for preferred pronouns, preferred name, multiple choices for race, and non-binary gender options
- Consider "culture add" rather than "culture fit": meaning, pay attention to what your staff is currently lacking in terms of skillsets/worldviews, rather than replicating what is already there.
- Be conscious of and limit how much likeability, charm, or culture "fit" play into hiring decisions rather than job-related skills.

Last updated Summer 2021



CAREER CENTER
COLORADO STATE UNIVERSITY

[https://career.colostate.edu/
employer-diversity-inclusion-toolkit/](https://career.colostate.edu/employer-diversity-inclusion-toolkit/)





Best Practices for Employers to Recruit, Retain & Support Diverse Talent

Through Your Physical Space:

- Provide a lactation room and include a mini fridge
- Consider providing on-site childcare
- Have at least one accessible gender-neutral restroom
- Make sure your space is ADA compliant
 - Ensure wheelchair access to all spaces
 - Use door levers instead of knobs
 - Provide ramps & elevators
- Include representative visual diversity in your artwork or highlight diverse artists' work
- Consider who rooms/spaces are named after
- Provide easy and clear access to assistive technology
- Use round tables instead of rectangles with a "head of the table"
- Provide reflection/quiet rooms to help foster mental well-being
- Consider body size when creating seating options
- Offer ergonomic keyboards

Last updated Summer 2021

