Course Syllabus

Diversity Recruiting
Best Practices

Course Content Partner

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By incorporating microlearning, gamification, social sharing and advance knowledge application in our training strategy, BOLD Nuggets provides the most effective way of learning. Our bite-size 3-5 minute microlearning videos feature small, digestible lessons that match the brain’s memory and attention span.
Course Description

The Leveraging Diversity MBAs Inclusive Leadership Index (ILI) captures organizational data on the intersection of Diversity & Inclusion and talent management trends. This data is the foundation for developing the diversity recruiting nugget series, a series that will help participants think through their diversity recruiting strategies through the sharing of data, exercises, and illustrations. The activities will teach participants how to identify best practices and integrate them into their systems.

The marketplace is challenged with finding qualified diverse talent across disciplines. The focus of this course is to help participants understand the gaps that exist in diversity recruiting as a whole, and then help them identify where their experiences can bridge the gap.

The reality is that diversity recruiting in talent acquisition is faced with a paradigm shift. It is time for the discipline to re-work its process, re-think its approaches, and re-skill its workforce to stay competitive.
**Course Content Partner**

Bold Business has partnered with Pamela McElvane, CEO of Diversity MBA, to bring you this course on Diversity Recruiting Best Practices. The Diversity MBA is a national brand that provides talent management and Diversity & Inclusion strategies to Fortune 1000 companies.

DMBA helps position companies to recognize top talent, celebrate diversity leadership, and support thought leaders. They have trained over 25,000 professionals within the last decade.

**Pamela McElvane**
CEO & Chief Strategist, Diversity MBA

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**Course Outline & Description**

**Understand the landscape of diversity recruiting**

1. **How population changes impact recruiting strategies**
   Gain insight and understanding of how population changes and dynamics impact recruiting strategies and the ability of companies to source talent. Examine how geographic dynamics in demographics impact all dimensions of diversity with the changing pace of business and populations.

2. **Align workforce diversity with population dimensions**
   Examine your existing workforce from all dimensions of the population. Now, more than ever, companies are focused on uncovering talent and identifying all dimensions of diversity. While best practices exist around self-identification and full disclosure, the greatest opportunity for recruiters is to gain trust prior to the hire.

3. **Keeping pace with dimensions of diversity within the workforce**
   Understand how today’s workforce is constantly changing with five generations coming to work every day. Most companies track their workforce to capture representation and to adhere to compliance as a federal contractor. But the reality is that the intersection of diversity, identity and generations in the workforce must be blended to stay competitive.
4 Business case for diversity: Representation
You must constantly question that if the population is browning, then why isn’t that reflected in your workforce? How can we reasonably believe we cannot find talent among all groups of color? The answer lies ahead. Learn to develop the business case framework by leveraging a practical process to close the gap.

5 Integrating the ‘Big 3’ strategies: business, diversity & talent acquisition
Is your diversity recruiting strategy aligned with your talent acquisition strategy? Determine if your business strategy leverages both your diversity and talent acquisition strategies by ensuring that all key components are cascaded throughout all levels with goals and outcomes aligned.

6 Recruiting structures and teams are key
Does your organization have gender, age and ethnically-balanced recruiting teams? Do your recruiters bring their culture and experience to work? If so, this may have an impact on how hiring decisions and connections are made. Examine if your recruiting structure supports your team to achieve required outcomes.

7 Whose lens is sourcing talent?
Typically, organizations do not assess who is doing the recruiting as often as they assess the results of the recruiting efforts. Sixty percent of recruiters are white females. We asked companies to tell us about their sourcing teams and best practices to ensure they achieve their representation goals so you can learn best practices to broaden your lens in recruiting.
Seventy percent of DMBA 50 Out Front companies leverage employee resource groups to support all dimensions of diverse recruiting efforts. Uncover low-hanging strategies to expand the resources, lens and engagement of your sourcing team. Throw out the old habits and let your ERGs bring authentic culture into the mix for finding the right talent.

Check to see if your intentional campus recruiting efforts and activities are today’s best practices or are just outdated. Companies are more focused on identifying specific groups to target on campus and investing in those relationships. Internships continue to be the most effective hiring platform, with 96% of companies having a formal program that converts an average of 50% of interns into hires.

Are your external partnerships aligned with recruiting goals

We asked companies who their top three organizations to partner with are for the purpose of developing an experienced hire pipeline. The reality is that many traditions and barriers prevent companies from capitalizing on these relationships to achieve their goals. It is therefore imperative to bring back the leading practices when companies depended on their partnerships to deliver on diverse talent.

Leveraging internal systems to capture dimensions of diversity

Gain insight on how recruiting resources are allocated and how processes and systems align with the recruiting structure. Believe it or not, diversity recruiting not only requires resources, but also the systems to ensure the desired results are achieved. Many companies forget about the existing internal tools to support them in capturing all dimensions of diversity.

Best kept recruiting secret: Employee Resource Groups (ERGs)

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Intentional campus recruiting

Check to see if your intentional campus recruiting efforts and activities are today’s best practices or are just outdated. Companies are more focused on identifying specific groups to target on campus and investing in those relationships. Internships continue to be the most effective hiring platform, with 96% of companies having a formal program that converts an average of 50% of interns into hires.
About Bold Business Nuggets

Start cultivating a diverse and supportive workplace. Bold Business Nuggets is the learning division of Bold Business that helps companies grow through the most effective way of training. We offer additional general courses on Security Awareness and Inclusive Leadership.

In addition, our Bold Business Nuggets team can create custom courses, or refresh and modernize your current training deliverables. Whatever your educational needs, we can craft the solutions that suit you best.

Get the training system your team needs today!

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