

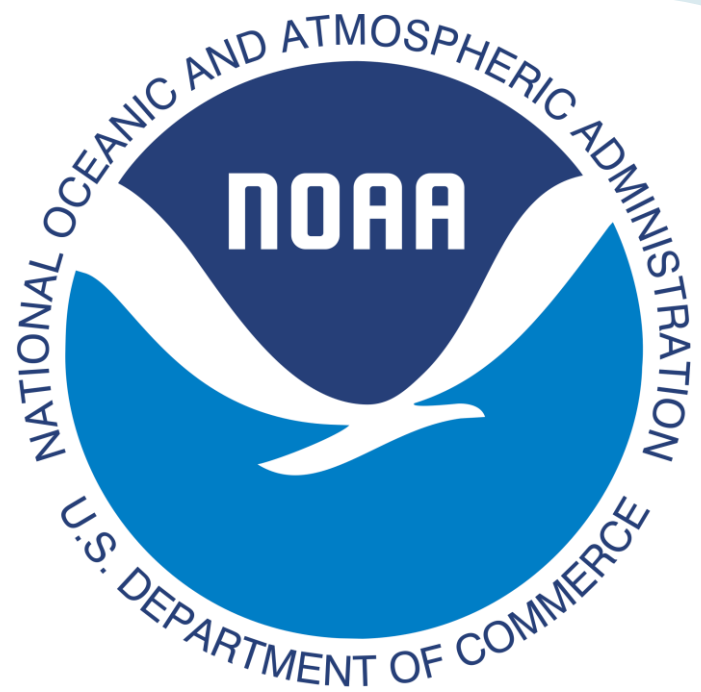


HOW SPECIFIC RECRUITING STRATEGIES CAN INCREASE WORKFORCE DIVERSITY THROUGH HIRING AND PRIORITIZE UNDERREPRESENTED GROUPS

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Background

- The environmental sector has been historically white male dominated with little progress in the past decade.
- Despite national growth in minority populations, the environmental sector hovers at around of 16% minority staff and board members.
- Less than 12% of minority employees in the environmental industry advance to leadership positions.
- Objective is to identify reoccurring recruiting practices that can increase environmental workforce diversity.

Research Question

What recruiting practices can environmental organizations integrate into workforce development methodology to increase diversity?

Internship

- Creating a list of recruiting best practices to help establish NOAA's pilot recruiting strategy.
- Establish a college database for access to program information that will help NOAA build diverse a hiring pipeline.

Methods

Best-Practices List- Recruiting Methods

- Interviewed four professional recruiters with different backgrounds.
- Identified overlapping themes and responses

College Database- Recruiting Priority

- Establish a college database that identifies diversity factors that should be prioritized while recruiting

Minority Support Among California Undergraduate and Community Colleges

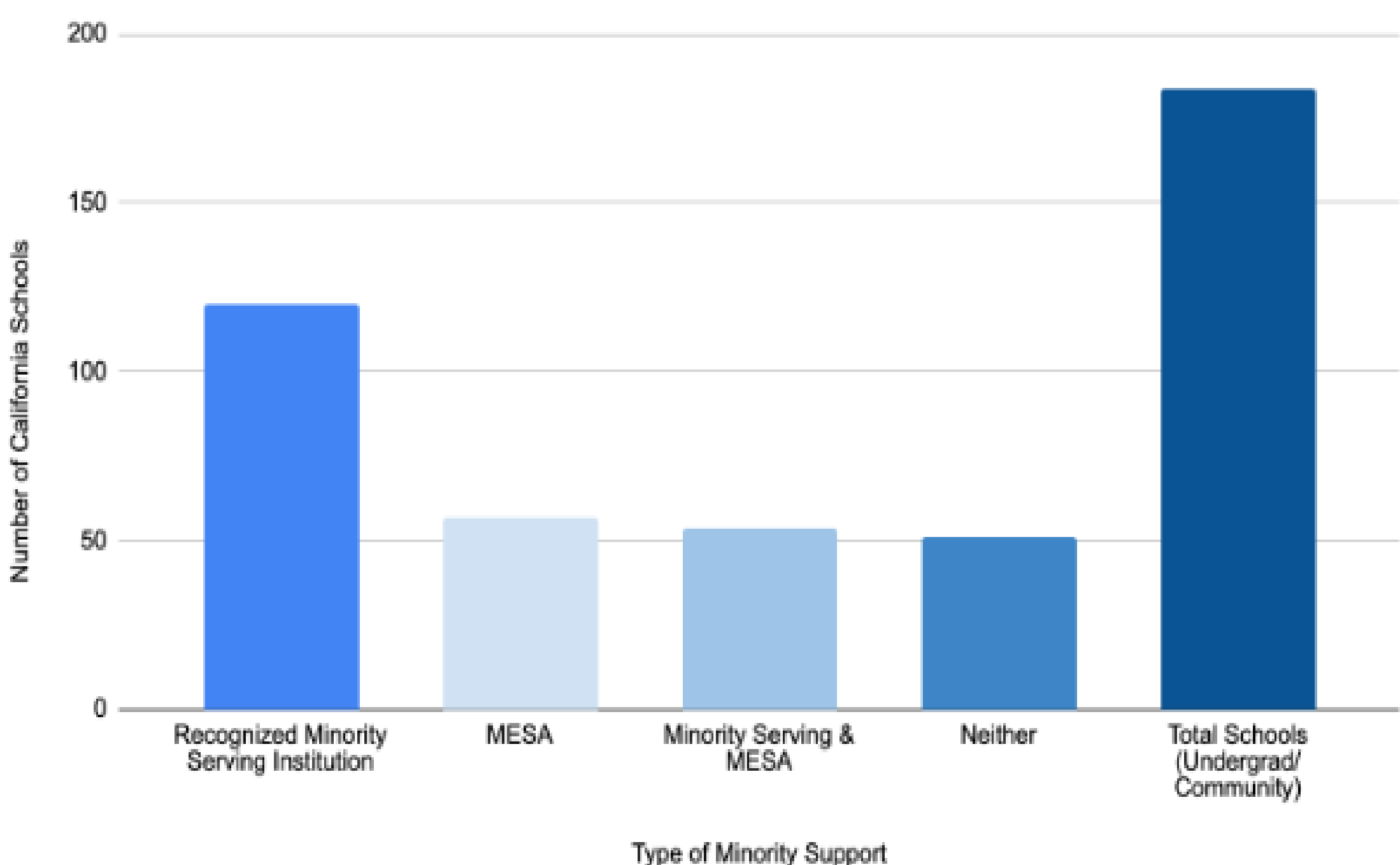


Figure 1: Representation of what forms of minority support are offered for undergraduate, graduate, and community colleges in California. Colleges with the most minority support will be prioritized in NOAA's recruiting process

Results

- Specific tactics that lead to higher candidate response rates, interest, and retention (see Figure 2)



Figure 2: Summary of main themes discussed with professional recruiters. Within these themes, recruiters gave specific tactics that should be integrated into recruiting practices.

- Prioritizing recruiting from minority supporting colleges diversifies the entry level talent pool.
- Three additional factors that influence candidate interest:
 - Organization's outward desire to increase diversity
 - Display of diversity within leadership
 - Tailoring the interview experience to each candidate

Implications

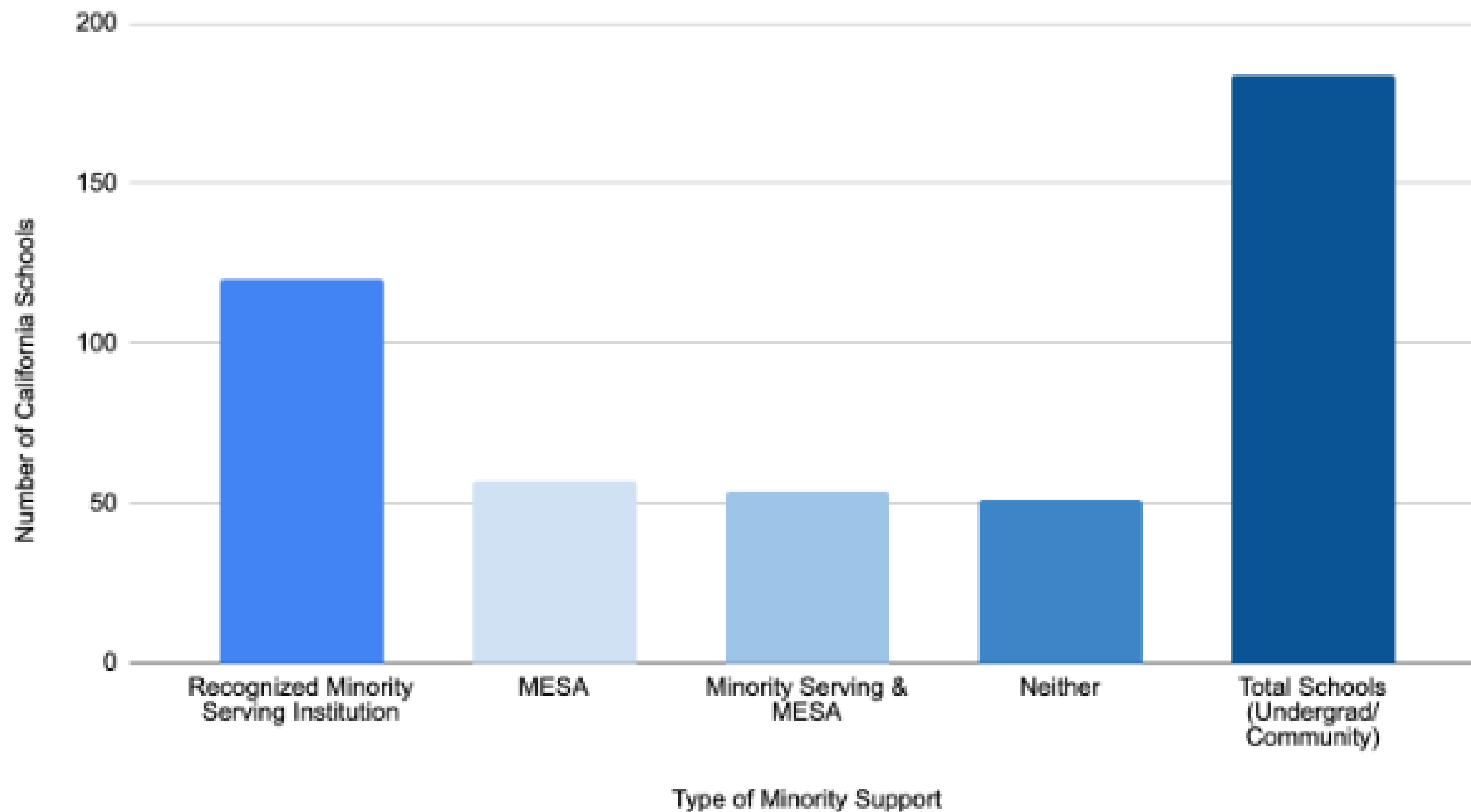
- Results can be used to adjust the recruiting strategies of environmental organizations
 - Structured recruiting plans prioritize underrepresented groups and help to increase workplace diversity
- Through diverse recruiting, diversity in the environmental sector will finally be on the rise and:
 - Increase overall representation
 - Allow for more diverse leadership

Recruiting diversly is the first step towards a more united, inclusive, and productive environmental sector. This is how we make a change!



Acknowledgments
Dan Tonnes,, Kris Ebi, Family & Friends

Minority Support Among California Undergraduate and Community Colleges



Diverse Recruiting

Based on interviews with four professional recruiters

INCLUSIVE EXPERIENCE

Relating company values to the specific needs and experiences of the candidate.

NEW INITIATIVES

Establishing a mentorship system that unites individuals with similar backgrounds

PERSONALIZATION

Importance of personalizing messages & how this relates to successful response rates

VIRTUAL OUTREACH

All recruiters cited LinkedIn as the best platform for prospecting and reaching candidates

