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 around 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.

**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 a diverse 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

**Results**

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

**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.

**Research Question**

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

**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.

**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.
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