UC DEI Recruitment Best Practices Guide

UNIVERSITY OF CALIFORNIA

About This Guide

This guide was created to serve as a starting point to help support employers in recruiting diverse talent at the UC's. Our hope is through the contents of this guide, we can create a bridge to educate employers about our diverse campuses and its students. We encourage you to connect with our offices to engage in further conversations.

Contents

DEI Defined

A diverse and inclusive workplace is one that makes everyone, regardless of who they are or what they do for the business, feel equally involved in and supported in all areas of the workplace.

Diversity: all the ways in which people differ including identity markers such as race, ethnicity, gender, disability, sexual orientation, religion, and more.

Equity: recognizing differences among diverse groups and eliminating barriers to advancement and organizational growth opportunities for all.

Inclusion: creating environments where anyone feels welcomed, respected, supported and valued to fully participate.

Diversity is measurable by representation; inclusion is measured by perception.

Examples of diverse student populations include: Racial or Ethnic, Gender, LGBTQIA+, Veterans, Students with Disabilities and Neurodiversity, First Generation, Formerly Incarcerated or impacted by incarceration, International students, DACA students, Non-Traditional Returning Students and Re-Entry Students, Former Foster Youth, Pell Grant and Low Income, Student Athletes, and Transfer Students.

Read More

Who Are You Recruiting? Diversity and Gen Z

Recruiting often starts with understanding the next generation of workforce employees. Most current UC students will fall into Generation Z. This generation is more racially and ethnically diverse than any previous generation, and they are on track to be the most well-educated generation yet. They are digital natives, value working in teams, and are interested in social impact. They are also more likely to seek stability in career options than previous generations. When you are recruiting, consider the information outlined in these articles:

- Network Trends Report: Gender, Equity and Gen Z
- The Key to Hiring Gen Z Candidates, Think Like Them
- How to Attract and Retain Top Gen Z Talent
- Gen Z v. Millennials: Key Differences Recruiters Need to Understand
- What Students Look for in their Future Employer (Corporate Diversity and Inclusion Survey, UC Berkeley)

Best DEI Recruiting Practices for Employers

INCLUSIVE JOB DESCRIPTIONS & JOB QUALIFICATIONS
First Impressions Start With the Job Description

- Include language regarding your organization's DEI/EEO stance
- Be cognizant of pronoun usage and any implicit biases that come with that (ie. over using "he/him" pronouns when referring to leadership roles)
- Use People First Language to acknowledge what the person HAS over what the person IS. This emphasizes abilities, not limitations Ex: A student has dyslexia not he is dyslexic. Ex: A woman walks with crutches not she is disabled.
- Consider the fact when drafting requirements for the position that certain groups of people are less likely to apply unless they meet or exceed 100% of the requirements
- Use gender/unbiased neutral job descriptions
- Use non-gender, non-biased language

Does Your JD Pass the Test?

Best Practices

UNDERSTAND HOW STUDENTS EVALUATE EMPLOYERS

You've heard it said before - Representation matters. What does your leadership & management team look like? Or the recruiters who are interfacing with students or alumni that you are inviting to recruitment events? How are you representing your company on your website or social media channels?

These first impressions can really shape a student's perception of how a company values DEI.

MENTORSHIP & COMMUNITY BASED PROGRAMS

Students are interested in service and community-minded organizations.

- Does your Organization have a formal or informal two-way mentoring program?
- Is mentorship part of the onboarding process?
- How engaged is your workforce in volunteering in the community?
- Does your organization give time off to volunteer?

These are all questions to consider.

EMPLOYEE RESOURCE GROUPS ERG)

How is your talent acquisition team weaving in the diverse voices of your organization to influence the recruitment process? Incorporating ERGs into your recruitment strategy is not only a great way to build representation, but also a great way to build community and retain a diverse workforce. **Read More**

Recruiting Strategies

PARTNER WITH STUDENT ORGANIZATIONS

Partnering with student organizations is a great way to show your commitment to recruiting diverse talent. A sustainable way to start these relationships is to connect with the student leaders of the organization to better understand their member's interests, needs/wants, and concerns and share how you might be able to support them. Some ideas include professional development workshops, mock interviews, or developing a mentorship program between their members and your staff.

VIRTUAL BIASES

The tools and tech-related skills that are needed to be hired are not equally available to everyone.
Talent acquisition should get more involved with college career-development
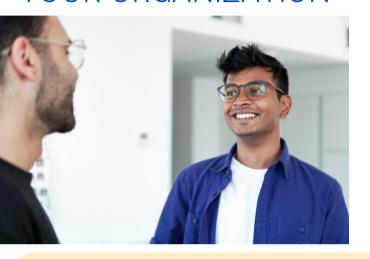programs to teach people how to build a LinkedIn profile and how to apply for a job virtually, instead of just throwing the tech at them.
The technology is an enhancement; it cannot be the only tool. **Read More**

Recruiting Strategies

ASSESS DEVELOPMENT OPPORTUNITIES FOR YOUR ORGANIZATION

Consider the diversity of your leadership and those who are promoted. Shape and re-shape the application and hiring process and other areas of the company to include the growing diversity. Remember that DEI isn't just an HR hiring tactic, it is something that should be infused throughout the organization in order to retain and grow diverse talent.

Things to consider:
DEI Mission and Vision Statements, Accessibility (closed captioning, Wi-Fi connectivity issues, etc), Third Party Interview Screening platforms, accessible virtual assessments. **Read More**

BENEFITS OF RETAINING A DIVERSE WORKFORCE

Developing strategies for attracting diverse talent is critical. However, organizations should also be keeping retention top-of-mind when working to foster a diverse & inclusive workplace.

Benefits include:
- Build a pipeline of diverse employees into middle and senior management roles
- Grow a diverse network of happy, engaged employees who are willing to share with their network
  Read More

Connect with UC Students

Each university has their own avenues and opportunities for connecting with diverse talent, but here are a few ways to get connected utilizing the support of the Career Office.

Get Started with Handshake: Here, you can post job and internship listings, register for career fairs, manage on-campus recruiting, advertise your events, and message students and alumni who meet your qualifications. For more information, visit **Employer Resource for Handshake.**

Post Jobs & Internships: Include a very clear description of the company, job duties, qualifications, learning outcomes for internships, and application directions, along with contact name and email.

On-Campus Recruiting: Employers have a unique opportunity to hold on-campus (or virtual) interviews for their open positions posted on Handshake. This is an effective way to complete your interviews, especially for organizations conducting multiple interviews and recruiting multiple positions.

Information Sessions: Information (networking) sessions help increase company visibility, while informing students about company culture and career opportunities. Companies generally schedule information sessions around career fairs, on-campus interviews, or before a Handshake position deadline.

Career Fairs: Companies are able to recruit students and recent alumni by attending our career fair. Fairs provide students and recent alumni with opportunities to network with recruiters from a large variety of industries. Employers are encouraged to register online early as our career fairs are fully booked out in advance.

Pro Tip:

Remain open minded as many students who may come to your session or event may still be selecting their career or major, and may be attending to learn more about careers or internships in your industry. We recommend employers help students consider career possibilities with their companies by explaining how certain majors/skills have been hired in your company in the past to highlight different jobs that can be done for your industry/company.

Connect with us

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Additional Resources

UC Campus Recruiter
DEI Best Practice Series

Visit our YouTube Channel