
WHAT IS DIVERSITY HIRING?

Diversity Hiring, A Definition

Diversity hiring is hiring **based on merit with special care taken to ensure procedures are free from biases** related to a candidate's age, race, gender, religion, sexual orientation, and other personal characteristics that are unrelated to their job performance.

Focus on Increasing Diversity

The company recognizes that our differences make us a stronger and more innovative organization. With diversity in mind, each of our chosen recruiting sources have strong web traffic/diversity statistics and are among the top recruiting sources for external candidates today. Our company encourages our hiring managers to be more intentional in reaching out to and forming relationships with minority groups to expand our talent pipeline. As openings occur, we can cast a wider-net for top-talent.

There have been many questions regarding how to recruit and ensure we are including minorities in our screening pools for open positions. We would like to take a moment to clarify the process as well as provide legal federal guidelines when considering applicants for open positions.

What is Discrimination?

According to laws enforced by the federal EEOC on discrimination, a company cannot consider a [person's race, color, religion, sex \(including gender identity, sexual orientation, and pregnancy\), national origin, age \(40 or older\), disability or genetic information to make a hiring decision](#). Applicants who volunteer to provide this information are doing so under the understanding that this is protected, confidential information and will not be used in making a hiring decision. Sharing this information with any company employee who is responsible for making a hiring decision could open a company up to potential discrimination claims.

So, if Hiring Managers cannot be given access to this information, why do we collect it?

- The EEOC requires, by law, that companies of a certain size report on the demographic make-up of their employees every year.
- Companies are legally able to collect ethnicity, race, and gender from applicants on a voluntary basis. Knowing this information on applicant pools can help a company determine if patterns can be established that that might unintentionally exclude a specific minority group and adjust recruitment practices where needed. This collected information is only available to human resources and members of management who are NOT making the hiring decisions for job openings within the company.

How does a company ensure there are minority candidates in their screening pools?

Expanding our networks is so important! A company, as well as all individuals responsible for filling open positions, should work to extend their reach when making job openings known and available to as many individuals as possible.

What measures can I take to improve recruitment?

- Communicate the availability of positions widely, but also through mechanisms especially likely to reach qualified, diverse applicants.
- Develop relationships with community development and advocacy organizations that can refer qualified, diverse applicants.
- Use internship programs and summer jobs to identify qualified, diverse applicants.
- Work with educational and training institutions to find qualified, diverse applicants.

If the work is done on the front end, then a company will attract minority candidates to their open roles. From there, the process to screen applicants should remain consistent:

- Apply the same standards to every applicant. Does the applicant meet the minimum qualifications of the job? If yes, then they should receive further screening to determine who will be moved further along the interview process.
- Is your recruitment process FAIR? Does your job description fairly represent the job? Do the qualifications listed match the standards you are holding applicants up against? Are you consistent? Are you applying the same standards to every applicant?

Please read:

[U.S. Equal Employment Opportunity Commission Prohibited Employment Policies/Practices](#)

[Facts about Race/Color Discrimination | U.S. Equal Employment Opportunity Commission](#)