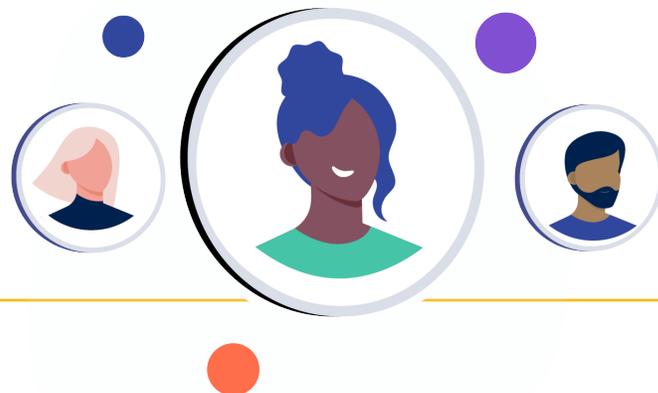


Talent Acquisition Planning Series - Part 2

Improve Diversity Hiring in 2021



Welcome to the Improve **Diversity Hiring in 2021 workbook**. We hope you're able to listen to its [companion workshop](#) by Jobvite's SVP of Talent, Kelly Lavin, and Sr. Director of Customer Enablement, Amy Hughes as well. Either way, you're in the right place to begin planning improvements to your D&I program for 2021!

Diversity and Inclusion (D&I) is not a destination, it's a journey. And it can sometimes be difficult to know where to start as an organization. As discussed in the [workshop](#), it may seem too obvious, but the first step to becoming an organization that promotes diversity, equity, inclusion, and belonging is to simply start somewhere.

This workbook will help you do just that, by assessing your D&I goals from 2020 and how you'd like to build upon those goals for 2021. According to *Jobvite's 2020 Recruiter Nation Survey*, 33% of recruiters report that job seekers are inquiring about D&I initiatives more than they did the previous year.

Your D&I journey requires that your people, processes, and technology work together to mitigate conscious and unconscious bias where possible, create opportunities for underrepresented communities, and build strong teams based on talent wherever it is found. It won't happen instantaneously, but this workbook will guide you to D&I improvements in all of these areas.

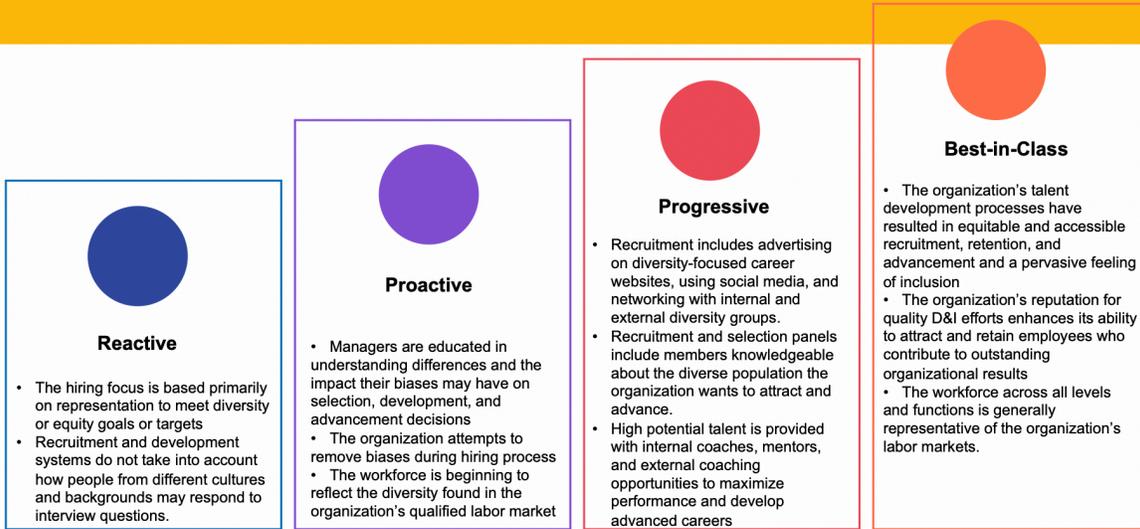
So, let's get started!



EVALUATING YOUR D&I PROGRAM

Start by using the framework below as a guide for better understanding the state of your diversity and inclusion initiatives. As you read through each benchmark category, consider which best describes your company: *Reactive, Proactive, Progressive, or Best-in-Class*. Then move on to **Exercise 1**.

Evolving your D&I Programs



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Global Diversity and Inclusion Benchmark (GDIB): centreforglobalinclusion.org

Exercise 1: Using the framework above as a guide, fill out the table below. Note that your current benchmark may very well be your 2021 benchmark if you've not yet crossed everything off of your goal list in that category. And remember—the goal is to start somewhere.

What is Your Current Benchmark Category? (Reactive, Proactive, Progressive, or Best-in-Class)	What is Your Benchmark Goal for 2021? (Reactive, Proactive, Progressive, or Best-in-Class)	What could be your initial focus for 2021? (Choose bullet(s) from within your goal category)	What Team Involvement is Needed to Achieve Success?

What Does This Tell You?

This exercise helps you realistically see where your program lies and helps create a roadmap for what's next. To make improvements, pay special attention to column three, "What could be your initial focus?" Sticking with our theme of "start somewhere," in order to meet the marks in one benchmark and move up to the next, your talent team must first cross one achievement off of your list before moving on to the next! Remember to make your goals realistic and achievable. Without attainable goals, your plan is just a plan with no progress.



MOVING TO SPECIFIC ACTIONS

Now that you've reflected on the goals you set (or even achieved) in 2020, and the possibilities for 2021, it's time to create an action plan! Remember, taking a step forward is progress in and of itself as D&I is a continuous journey.

Exercise 2: Questions to Consider

Below is a list of questions to help you develop the more specific D&I objectives for your organization. This exercise will help you see specifically where you're focusing D&I efforts, and how that might look in 2021, taking into consideration your goals from Exercise 1.

Question	Current State (2020)	Future State (2021)
How is D&I measured and tracked in your program today? How would you like it to be measured in 2021?		
What % of individuals do you currently hire from diverse and minority backgrounds? What is your 2021 target? (If you don't have one, consider and create one.)		
Do you have specific roles, functions, or seniority levels that require a stronger diversity focus?		
Do you formally campaign for D&I hiring? If so how and how often? How can this change/improve in 2021?		
Do you produce dedicated D&I content to support your hiring goals? (e.g., blog posts on socially-conscious topics, employee spotlights that highlight your inclusive workforce, etc.) Can improvement be made in 2021?		
Do you utilize any form of candidate anonymization within the candidate application or review process?		



HOW TECHNOLOGY CAN HELP

While an approachable D&I strategy involves assessing where you are today and understanding your goals for tomorrow, combining that strategy with helpful technology can give your efforts a boost.

Exercise 3:

Ideas for incorporating technology into your D&I talent acquisition strategy include:

TA Program Improvement Checklist	Complete
<i>1. Creating and hosting career site pages that embrace and promote inclusion strategies and programs</i>	<input type="checkbox"/>
<i>2. Reducing unconscious bias by hiding identifiable information you wish to redact from a candidate's resume before hiring manager review</i>	<input type="checkbox"/>
<i>3. Audience building centered around attracting, engaging, and converting a more diverse pipeline of talent</i>	<input type="checkbox"/>
<i>4. Recruitment marketing efforts such as blog and video content being pushed to candidates via text and intelligent messaging</i>	<input type="checkbox"/>
<i>5. Building and launching D&I email and social campaigns</i>	<input type="checkbox"/>
<i>6. Tracking and measuring the effectiveness of these D&I efforts to iteratively improve your program based on learnings</i>	<input type="checkbox"/>

A diverse workforce strengthens organizational performance, drives greater innovation, and creates a more trusted employer brand. Building a more diverse workforce begins with how your employer brand attracts and connects with job seekers of all ages, races, ethnicities, genders, identities, sexual orientations, locations, and abilities. Conscious and unconscious hiring bias can have deep roots. We hope this workbook shows that your people, processes, and technology can work together toward a best-in-class D&I initiative.



Are you ready to build a stronger D&I strategy? Let us help! Learn more about [Jobvite's Diversity & Inclusion Pack](#) or request a [demo](#) today!

JOBVITE

Jobvite is a comprehensive talent acquisition suite that offers a marketing-inspired approach to recruiting from first look to first promotion and beyond.