## Developing the Recruitment Plan

In order to demonstrate a good faith recruitment effort, the recruitment plan should include specific steps to ensure a broad recruitment effort is practiced. The following list of actions should be considered and, where appropriate, implemented in the recruitment planning and execution phase. (Note: the goal is to reach as many well qualified candidates, not grant illegal preference.)

- Review the EEO goals for the position and organizational policies relevant to recruitment procedures, particularly as it relates to recruiting and attracting a diverse pool of well-qualified applicants.

- Determine a strategic recruiting approach, which may be non-traditional in nature, to conduct a broad recruitment.

- Work with a diverse group of current staff to determine what information would be attractive and relevant to applicants.

- Provide opportunities for the recruits to gain a feel for the organizations and or the communities diversity and have materials prepared that will address life quality issues for the recruits, such as information on school systems, shopping, religious establishments, dry cleaners and hair establishments, and restaurants.

- Provide opportunities for the recruits to meet with members of the organization, including individuals who have common interests with the recruits.

- Provide a resource or contact list for applicants to allow for additional opportunities for them to discuss important issues/concerns. This may give them more latitude in seeking perspectives on their concerns (via e-mail, phone, etc.)

- If a potential new employee turns down an opportunity, ask for feedback regarding the reasons why the position was declined. This may help to revise recruiting practices to make them more effective.

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