

OUTREACH & POSITIVE RECRUITMENT

Checklist For Success



At its core, outreach is simply one organization reaching out to another to start a conversation and begin building or maintaining an existing relationship. For HR professionals, namely federal contractors, outreach goes beyond that and is required by the OFCCP. Use this comprehensive checklist to think through the various components you may be overlooking for successful outreach and positive recruitment efforts.

- Have you found resources in your labor market area from which to hire diverse candidates?
- Have you built a relationship with outreach resources from which you can fill your job openings?
- Do you inform your resources of job openings when you have external positions available?
- Have you invited your resources to your workplace?
- Have you discussed the types of jobs you are regularly trying to fill?
- Have you invited any of your resources to share candidates with you who are looking for work and would just be perfect for your company?
- Do you have regular “check-in” calls to keep your name and company top-of-mind? If the OFCCP would call your resources and ask when they had last spoken with you, what would they say? Would they recognize your name or your company?
- Do you hold “Open Houses” at your facility for your Outreach resources and invite your leadership team to give presentations on what your company does, the types of jobs that are regularly available, the types of candidates for which you regularly recruit, i.e., education and experience requirements, physical and/or lifting requirements, etc.?
- Have you held an “Open House” inviting local candidates to visit your office and hear about your company? Include your Hiring Managers to discuss your company culture, ERGs, etc.
- Has your CEO discussed in a video on your corporate website and/or career site why diversity is important to your company?
- Do you have a welcoming culture for any individual who might apply to work at your company? For Veterans? For Individuals with Disabilities? For People of Color, For LGBTQ individuals?
- Have you done a video with veterans, individuals with disabilities, people of color, etc., discussing why your company is so welcoming and why they enjoy their work? Is it on your website and/or career site?
- Have you tried to apply for a job at your own company and request an accommodation to see what message you are sending to potential applicants for positions you have available?
- Do you have an accessible website to allow people with disabilities the same opportunities to apply for a job as people who do not have disabilities?
- Do you celebrate the diversity of employees in your company?

Outreach & Positive Recruitment — Checklist for Success

- Do you give each of your ERGs the opportunity to showcase something important to them, during some of the following months:
 - African-American History Month
 - Women’s History Month
 - Military Caregiver Month
 - National Disability Employment Awareness Month
 - National Hispanic Heritage Month
 - Asian Pacific Heritage Month
 - Pride Month
 - Or any other month, event, and/or groups you may have
 - Ask them to give presentations, share accomplishments of members of these groups, invite the public to participate, etc.?
 - Showcase some of the following:
 - Native foods
 - Historic attire
 - Dance
 - Crafts
- Build relationships with Placement Officers at Historically Black Colleges and Universities (HBCUs); Hispanic American Colleges and Universities (HACUs); Tribal Colleges and Universities (TCUs)
 - Give presentations to students on a regular basis; provide donations for various activities for engineering students, etc.
- Target hiring of Individuals with Disabilities – it’s the only group where you can “target” your hiring needs because disabilities do not discriminate – you will find people in every protected class if you focus on hiring IWDs
- Build relationships with Veteran representatives at colleges and technical schools; recruit at Veteran Career Fairs
- Build relationships with Disability placement offices at colleges and technical schools; recruit at Disability Career Fairs

Need additional outreach support?

With 1,000’s of partnerships created and conversations had, we’re experts in providing outreach and positive recruitment guidance. Call 866.268.6206 or visit DirectEmployers.org to request a meeting with our team.

