

RECRUITING FROM MINORITY GROUPS CHECKLIST

There are many reasons for an employer to recruit members of a specific minority group, such as the employer's desire to have employees to sell merchandise to a specific group or to achieve affirmative action goals. And like demographic groups, the methods to recruit are similar.

- _____ 1. **Stress career and training.** By emphasizing its career opportunities and training programs, especially mentoring programs, tuition reimbursement benefits and examples of role models, an employer can be more attractive to members of minorities.
- _____ 2. **Go where group members are.** Social clubs, religious organizations and community programs are traditional methods to recruit minorities.
- _____ 3. **Focus ads.** Use members of minorities in ads. Place ads in club, church bulletins and on community bulletin boards.
- _____ 4. **Use employees as personal recruiters.** Use existing employees who are members of minority groups to go to groups and actively recruit for positions.
- _____ 5. **Conduct and sponsor activities with other groups.** Coordination with organizations like the National Association for the Advancement of Colored People (NAACP), or a local organization that supports the employment of minorities, can help employers recruit. Consider fairs during community events like Dr. Martin Luther King's birthday celebrations. Contact campus groups. Do not restrict support activities only to recruiting when other companies provide support for broader efforts.
- _____ 6. **Use media and public service announcements.** Companies can afford television and radio advertising if they explore the use of Public Service Announcements. Be sure to feature minorities in any advertisements.