



# How to Expand DEI in Your Recruiting Program

Candidates and recruiters alike have increased their expectations for employers. They expect a workplace that's supportive and inclusive, where they can bring their whole selves to work — and they're not willing to negotiate. With such a significant spotlight on a candidate-driven market, talent teams are rethinking their recruiting priorities. In fact, 50% of talent acquisition teams plan to increase investments in DEI technology in 2024.

**50%**

∴ **50% of talent acquisition teams plan to increase investments in DEI technology in 2024.**

Recruiters are reviewing their processes across the board for ways to reduce unconscious bias and increase the diversity of their talent pools. DEI is a crucial pillar to today's recruiting effectiveness planning, so the fourth worksheet in the kit is How to Expand DEI in Your Recruiting Program.

## Get Rid of Outdated Hiring Practices

It's no secret that quality candidates are in short supply in the job market. This has made it highly competitive for recruiting teams who are looking to find and hire qualified talent — and it gives candidates the power to ask for more from employers. Applicants are looking for companies that prioritize DEI in their culture and have plans to continue expanding in the future.

New initiatives aren't as effective when mixed in with old, outdated hiring practices. Strategic talent teams are reviewing their recruiting tactics and replacing ones that no longer work for today.

## Investing in Diversity Hiring Efforts in 2024



Writing more inclusive job descriptions



Personalizing the company's equal opportunity hiring statement



Posting job openings to job boards focused on diversity hiring



Showcasing the company's commitment to a diverse workforce on career site



Conducting blind resume reviews



Assembling diverse interview panels



Publishing blogs and other content that represent a diverse workforce



Using AI-powered technologies to remove hiring bias



Building a proprietary database of diverse candidates through a CRM



Creating more diverse talent networks

## Review Your Recruiting Tactics

Get started by sitting down with recruiters and hiring managers and assessing all the recruiting tactics currently being used and from the recent past. This is a great source of institutional knowledge that can help identify DEI opportunities in the hiring process and identify new goals.

List out communication tactics like email campaigns, job board postings, and even find some recent examples of job descriptions to review. It's important to review hiring tactics throughout the year for inclusive language and value messaging to ensure they align with DEI goals.

**Use this scale to classify your recruiting program and tactics and track their improvement throughout the year.**

### Reactive

- Little to no planning for DEI improvement.
- Recruitment tactics and software don't consider that candidates come from different backgrounds and have different experiences and identities.

## Proactive

- The organization attempts to remove conscious and unconscious biases during the hiring process.
- Recruiters and leaders understand the impact that their biases have in recruiting and work to mitigate those.
- The company workforce is beginning to represent the diversity of the qualified labor market.

## Progressive

- Recruiting tactics include using targeted candidate audiences, social media engagement, and networking with internal and external DEI groups.
- High-potential talent is provided with coaches and mentors to maximize performance and grow careers.
- Recruitment and selection panels include a wide diversity of members with knowledge about recruiting for DEI.



## Best-In-Class

- Organizational talent acquisition has resulted in a diverse, equitable, and inclusive workforce with satisfied employees.
- A strong employer brand empowers recruiters to connect with top talent more easily.
- The company workforce generally represents the diversity of representation in the industry.

# Use Automation and AI to Point Out Gaps

Strategic talent teams have adopted recruitment automation to perform tedious manual tasks — allowing them to focus on recruiting strategies like DEI. They're leveraging tools to get a deeper understanding of the candidate, recruiter, and employee experiences and improve them.

These tools can point out gaps in the recruiting process, for example, where certain groups of candidates are underrepresented. Talent leaders are transforming their organizations by finding key insights like this and using them to update their processes.



**Time Saving Tip:** Use free tools like the [Job Description Grader](#) to help write more inclusive job descriptions and convert a wider diversity of candidates.

# Decide on DEI Recruiting Goals

A recruiting program can't improve without keeping track of its key metrics and outcomes. After discussing the areas of priority and opportunity, decide on some benchmarks and metrics to measure progress throughout the year. These should reflect the identified areas of improvement as well as some aspirations for growth.

## DEI Hiring Benchmarks

Strategic talent teams are tuning into candidate expectations in the market — and they're seeing how high employer DEI is on the list. Use the tables below to map out goals and strategies.

Table 1: Benchmarks and Team Involvement

Hiring Benchmark	Current Level	Goal for the Year	Team Involvement?
Source of Hire	3 current sources for recruiting candidates	5-10 sources for recruiting candidates	<ul style="list-style-type: none"><li>• Hiring Manager</li><li>• Supervisor</li></ul>

Table 2: Deep Dive: Hiring Outcome Goals

Investigating	Current State	Optimal Future State
What areas of your company have the most opportunities for DEI improvement?		
Where in your industry can you source key strategic audiences?		
Where do you use automation to reduce unconscious bias? Where can you?		

# Implement Your Data-Driven DEI Strategy

After deciding on some initial benchmarks and DEI hiring goals, it's time to get to work. Top talent teams have adopted a variety of campaign strategies to expand talent networks and engage candidates — and it's a surprising combination of old favorites and new technology. Some recruiters are using tools like candidate relationship management and advanced analytics software to get a full picture of how their recruiting reaches their target audiences.

## Recruitment Marketing Messaging

Strategic recruiters are building their employer brand with targeted candidate messaging that's relevant and timely. They're creating campaigns to engage with passive talent and build their networks with a wide diversity of candidates. Automation and AI help make this possible by providing engaging, relevant messages at key times in the recruiting process.

**Some favorite tools of recruiters that help engage audiences with targeted campaigns are:**

- [Automated texting](#)
- [Chatbots](#)
- [Custom career sites](#)

## Analyze and Report

If hiring in today's market has taught us anything, it's that a recruiting program is only as good as it is flexible. Talent teams are staying agile by leveraging advanced analytics software to keep track of key recruiting metrics in real time. Automated reporting helps keep stakeholders informed with the progress of DEI and other hiring initiatives.

## Drive DEI Success

The hiring planning process is only getting started. Keep reading for the remaining worksheets in the **Recruiting Effectiveness Planning Kit** for more:

- [Actionable recruiting planning tips](#)
- [Candidate expectations and insights](#)
- [Important data points for hiring](#)
- [Tools and checklists](#)