# Diversity, Equity, and Inclusion Best Practices for Inclusive Recruitment

In the workplace, authentic communication is becoming more valued. Due to the changing demographics of the nation and an increasingly globalized world, businesses are recognizing the benefits of embracing a diverse work force. Through hiring, training, and retaining employees from diverse backgrounds, businesses are better able to identify creative, innovative solutions to meet the needs of a rapidly connected and diverse world.

One of the first steps companies can take to meet those commitments is reviewing how their recruiting and hiring is done—from how job advertisements are written, to which candidate sources are mined for talent, and which recruitment partners are chosen. In this document, we hope to provide some resources and perspectives that may help your organization recruit Penn State's diverse talent in a holistic, proactive manner.

Cited in this document:

- [Current Trends in Diversity Recruiting Practices (NACE)](#)
- [Diversify Your Recruitment Sources to Improve DE&I (Society of Human Resources Management)](#)

## The Job Description

Have you defined – as clearly as possible – what the job role is and the skills it requires? Could someone outside your organization easily understand what is needed?

First, focus on the job description, which is essentially the starting point of the recruitment process. Here are some ways to ensure that you have an inclusive job description.

All organizations develop their own language. It is part of the world you operate in every day, and this may make sense to everyone already working in your industry or sector. If you want to attract people who are different from the status quo, they need to understand what is expected from day one. Having a job description that is heavy on industry-specific terminology can leave a candidate confused or feeling as if they are not qualified for the position. You may even consider running your wording past someone outside your company to see if they understand what you are looking for. Make sure the criteria you set are clear and reflect the skills and competencies needed to do the job.

While limiting unnecessary company specific or industry specific language is important, perhaps the most important part of an inclusive job description is using inclusive, gender-neutral language. Consider replacing any gendered pronouns with neutral words, such as candidate or employee. This also applies to academics. Including language encouraging students of all majors (when applicable) can go a long way towards making students comfortable while viewing your job posting.

Lastly, it may be beneficial to include language in the job description explicitly stating that the institution values diversity.

### Job Description Resources
- [Best Practices for Writing an Inclusive Job Description](#)
- [5 Must Do's for Writing an Inclusive Job Description (LinkedIn)](#)

## Corporate Branding and Website Possibilities

Your website will serve as the first impression for a candidate as they are researching your organization. Candidates will be looking for things like your company mission statement, values, and philosophy on workplace culture. A diversity statement is a common way to convey to candidates that equity and inclusion are important to your organization. To that end, many organizations have a page dedicated to diversity on their website, which typically includes things such as employee resource groups, diversity and equity initiatives, and community engagement. If you do have a page dedicated to diversity and inclusion on your website, here are some things to consider:

- Are these resources and initiatives easily accessible?
- Could a candidate researching your organization easily locate the page if they are looking for it?
- Are these initiatives highlighted in your organization's overall web presence? (social media, website, etc.)
- Is your organizational diversity highlighted in any advertising or promotional materials?
- Do you have any language on your site regarding accommodations that can be made for students that may need them?

## Educate Your Recruitment Team

The world of work is evolving, as are the needs of our students and the workforce as a whole. With equity and inclusion becoming ever more important in workplace culture, organizations that excel in attracting top talent are committed to ongoing professional development in these areas. A good place to start is by educating your recruitment and organizational leadership teams. Reviewing the organization's leadership philosophy can help to ensure what you say and what you do align. Be sure the company culture supports diversity, equity and inclusion (DEI) trainings for everyone within the organization. Set expectations that DEI is a commitment throughout the organization.

### Recruitment Team Education Resources
- [NACE Diversity, Equity and Inclusion Scorecard](#)
- [NACE Diversity Self-Assessment](#)

## Building a Diverse Candidate Pool

There are plenty of ways to diversify your candidate base - you can place your job ads on large recruitment websites, LinkedIn, in a broadsheet newspaper, or on social media. Doing these things may ensure that you have a large talent pool, however it certainly does not ensure diversity. Thankfully, this is where we can help.

Penn State's commitment to diversity, equity and inclusion, along with a diverse student population, sets the stage for recruiting diverse talent.  At Penn State Career Services, we can guide you regarding strategies for connecting with diverse student talent across the Penn State system. We are happy to work with you and your organization to develop an inclusive recruitment strategy that fits your needs. Building a consistent commitment to engaging with a broad variety of diverse student groups – and being transparent about where your organization is on this continuum - will help you build a diverse pipeline of talent for your organization. Whether that be through networking events, information sessions, presentations, or any related events, Penn State has many avenues through which you can engage with our student body.

### Building a Diverse Candidate Pool Resources

- [Penn State Career Services](#)
- [Penn State Office of Student Disability Resources](#)
- [Penn State Data Digest](#)
- [Student Organizations and Clubs](#)
- [Penn State Office of Educational Equity](#)
- [Paul Robeson Cultural Center](#)
- [Campus and Community Diversity - Penn State Student Affairs](#)
- [Penn State Multicultural Resource Center](#)
- [Penn State Center for Sexual and Gender Diversity](#)
- [Penn State Career Conversations Podcast](#)

## Have a Consistent Presence on Campus Throughout the Year

We find that the organizations who have the most success in hiring our students are organizations that have a consistent presence at the University. We suggest that organizations spread their engagement out throughout the academic year so that students know who you are. Whether that be through mock interview sessions, networking events, information sessions, classroom presentations, etc., we can help you connect with the various groups across our Penn State campuses who can help to facilitate these events.

If your organization is interested in participating in on campus events, please reach out to [interviewing@psu.edu](mailto:interviewing@psu.edu).