**Diversity, Equity, and Inclusion**

**Strategy Recommendation**

## DEI Strategy: DEI-Focused Recruitment Videos

## ACHRO Workgroup: Equity-Minded Vacancy Announcements

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# Issue Statement

District employment websites and online application systems often fail to clearly communicate an inclusive workplace culture, commitment to equity in student and employee outcomes, and preference for DEI-minded employees in all roles.

# Strategy Proposal

Research shows effective online recruiting influences the way job seekers perceive a potential employer and make decisions about applying for jobs. Successful online recruitment provides clear messages about the employer, interactive and engaging elements, and vivid sensory experiences. Recruitment videos are highly effective in communicating about work environment, culture, and an organization’s mission in a vivid and engaging manner. Recruitment videos can provide direct and peripheral cues to job seekers about the priority of diversity, equity, and inclusion that simultaneously establishes expectations of employees to contribute to an inclusive, anti-racist workplace and an organization’s desire to attract and retain employees from diverse communities.

# Current Challenges

* HR and marketing budgets may not provide sufficient resources to produce high quality recruitment videos
* Districts may have dedicated marketing and public relations staff and/or experience in employment marketing necessary to create highly effective videos
* Districts may not have local vendors to hire to produce high quality employment marketing videos and related materials
* District websites and IT resources may not be adequate for posting and playing large video files
* Traditional employment marketing relies primarily on the motivation of the job seeker and communicate job information and application process details; DEI-focused employment marketing may require learning new methods of persuasive employment marketing to attract culturally diverse job seekers

# Strategy Recommendations

## DEI-Focused Introduction Videos

* Create a short (1-2 minute) introductory video to post as the first resource on the employment website
* The focus of the introductory video is to communicate the organization’s vision and values in a way that attracts and inspires potential candidates to want to join the organization
* The DEI focus should be explicit and clear through images, dialog, music, and other cues that express diverse job seekers are welcome and that the organization prioritizes serving diverse student communities successfully
* The introductory video may be highly artistic and conceptual and does not need to contain any specific information about individual jobs, the application process, or any other aspect of the employment process
* The introductory video should be created with input from stakeholders in diverse communities to ensure the content is inclusive, received positively, and does not contain offensive, exclusive, racist, sexist, or other forms of objectionable content
* In areas where an organization has a widely known history of exclusion, racism, sexism, or other forms of controversial concerns, the introductory video should acknowledge the organization’s commitment to creating an equitable, inclusive future as a primary objective

## DEI-Focused Job Specific Videos

* Create a three- to five-minute video highlighting key aspects of a specific job or class of jobs designed to give job seekers an understanding of the organization’s mission, culture, and work environment
* The DEI focus should be explicit and clear in communicating the diversity of the students and stakeholders served by the job or class of jobs, a culture of inclusion and equity for employees from diverse communities, and the relationship of the work performed to the organization’s DEI outcomes
* The job specific video should feature current or former students and employees in the organization’s facilities or other actual work locations; performers and staged locations should not be used
* The job specific video should focus more on the contributions of the work and the context in which work is performed than on the details of individual tasks within a job or class of jobs; e.g. for a faculty position, the video should focus on the connection with students and creating learning opportunities rather than specific teaching methods or technical information about a discipline
* Where appropriate, the job specific video should include students and other stakeholders talking about the impact of the work performed in the job with an emphasis on DEI
* The job specific video should be created with input from stakeholders in diverse communities to ensure the content is inclusive, received positively, and does not contain offensive, exclusive, racist, sexist, or other forms of objectionable content
* In jobs or classes of jobs which have been historically segregated based on race, ethnicity, gender, sexual orientation, and other characteristics, the job specific video should clearly state the organization’s goal of creating and/or increasing diversity

## Application Process Videos

* Create a series of videos to guide job seekers through the application process with an emphasis on helping job seekers complete any required or preferred actions that lead to incomplete or otherwise less competitive applications
* Process videos should be tightly focused on the steps necessary to apply for a position with visual guides and a clear narrative in plain language; alternate language options and subtitles should be included
* Process videos should be created to meet the needs of job seekers with limited computer and internet exposure or training and with maximum accessibility
* The reasonable accommodation process should be addressed clearly for applicants that require an accommodation to online application systems

## Student Testimonial Videos

* Create short video vignettes of students discussing the impact of the organization’s operations, staff, faculty, and other stakeholders on them and their community; their perspective on the desired qualities of highly qualified employees; and DEI-specific organizational outcomes
* Student testimonial videos can be narrowly tailored to a specific job or class of jobs or may address the organization’s operations and culture more broadly
* Student testimonial videos may stand alone or be embedded in introductory and job specific videos
* Student testimonials should include students from diverse communities and specifically address equity and inclusion as a critical feature of the organization’s culture and key qualification for employees
* Student testimonials should feature current and former students only; performers should never be used
* Student testimonials should be created with input from stakeholders in diverse communities to ensure the content is inclusive, received positively, and does not contain offensive, exclusive, racist, sexist, or other forms of objectionable content

# EEO and Compliance Considerations and Recommendations

* Recruitment videos should not state an explicit preference for individuals from a specific race, ethnicity, gender, or other protected status