



Diversity Recruitment Resource Guide

Updated September 24, 2014

Tompkins County Workforce Diversity and Inclusion Committee

Tompkins County Diversity Statement

Adopted by Resolution No. 126, July 5, 2005

Tompkins County government is committed to creating a diverse and fully inclusive workplace that strengthens our organization and enhances our ability to adapt to change by developing and maintaining:

- an organization-wide understanding and acceptance of the purpose and reasons for diversity;
- recruitment and retention policies that assure a diverse workforce;
- a workplace environment that is welcoming and supportive of all;
- awareness, understanding, and education regarding diversity issues;
- zero tolerance for expressions of discrimination, bias, harassment, or negative stereotyping toward any person or group; and
- a workforce ethic that embraces diversity and makes it the norm for all interactions, including delivery of services to the public.

Diversity Recruitment Resource Guide

Product of the Tompkins County Workforce and Inclusion Committee

Leslyn McBean-Clairborne, Chair

The following resources are a sample of proactive, low-cost, high-impact diversity recruitment resources, in and around Tompkins County. A collaborative outreach approach between Human Resources & Department Managers is recommended to achieve maximum results.

Remember, Diversity Recruitment is not about numbers, but relationships. Nurture the internal and external collaborative relationships, and you are bound to see results in your applicant pools.

Roles & Responsibilities

Personnel: Lead recruitment resource and hiring manager strategy partner.

- Proactively make initial contact via Telephone or in person with each organizational/resource lead. Take a few moments to share the County's commitment to diversifying their workforce and your interest in partnering with the organization in doing so.
- Inquire as to whether or not there are non-traditional opportunities for you to partner with the organization. (Presentation at organizational meetings, participation in organizational events, planning a tour of your facility for members interested in employment with your organization, providing Civil Service Exam information or practice testing sessions, etc.)
- Encourage Department heads to share their employment opportunities with members of the organization or resource via E-mail, web posting, word of mouth, etc.
- Maintain bi-weekly (electronic, phone or web-based) contact with talent (candidates), to update them on department events, current or upcoming opportunities.

Department Heads or Assigned Manager: Lead strategist and active partner in outreach.

- When contacting organizations to share your career opportunities or inquire about outreach partnership opportunities, provide your direct contact information so that interested talent (candidates) may contact you directly for questions and you may request permission to add them to your contact list.
- Maintain bi-weekly contact with talent, to update them on department events, current or upcoming opportunities.

Tactics to Strengthen Your Search Efforts

Ready The Environment

- Make recruitment education a requirement before engaging in a search. An integral part of this education should be:
 - providing a baseline understanding of the county's employment processes
 - creating dual accountability with Personnel and Department Managers via recruitment strategies
 - foundational EEO/AA concepts, and diversity awareness.
- Conduct Focus Group discussions to determine the benefits and barriers to employment in your organization.
- Ensure that managers and department leadership are a part of determining the selection, interviewing, orienting, and retention criteria.
- Encourage dialogue with existing team members around diversity recruitment effort. Discuss and address concerns while re-affirming the County's commitment to diversifying the workforce.

Enhance Position Descriptions

- Consider auditing (reviewing) position descriptions for accuracy as it relates to the requirements for true opportunity.
- For external postings, focus on profiling behaviors desired.
- Include an ideal candidate summary document.

Recruitment Marketing

- Consider advertising opportunities outside of Tompkins County.
- Place your \$\$ in to partnerships not postings.
- Use media outlets as an opportunity to educate on the county's hiring process, key employment contacts, and current initiatives.
- Seek out and provide opportunities for Personnel and hiring managers to partner in recruiting at events.
- Expand sources for advertising seeking out relevant schools and agencies.
- Look over advertising plan to make sure outreach is balanced in terms of diverse organizations/markets.

Interviewing

- Ensure that interview teams are diverse.
- Use consistent assessment criteria and document.
- Consider community lunches with members of the community, outside of your organization as part of the interview schedule.
- Follow-up with all talent interviewed, even those who were not offered the opportunity. Keep runner-ups in your network for future opportunities.

Orientation & Retention

- Create an orientation and retention plan to acclimate new hire to the environment.
- Assign new hire an informal guide to help ease transition.
- Create a new hire packet.

Affinity Groups

Organization	Target Audience	Resources and/or Events of Interest
<p style="text-align: center;">Ithaca Asian American Association P.O. Box 4016 Ithaca, NY 14850 Web: www.ithacaaaa.org</p> <p style="text-align: center;">Sivilay Somchanhmavong <i>President</i> E-mail: sivilay2010@gmail.org</p>	<p>Asian and Asian American community in Ithaca and surrounding areas.</p>	<p><u>Communication Resources</u> Membership List-serv Association Website Membership meetings</p> <p><u>Partnership Opportunities</u> Lunar New Year Celebration Asian Heritage Month Celebration Asian Heritage Award Dinner Dragon Boat Festival</p>
<p style="text-align: center;">Latino Civic Association P.O. Box 6532 Ithaca, NY 14851 Telephone: 607-2377-8699 Web: www.latinocivicaoicatioontc.org</p> <p style="text-align: center;">Fernando deAragon <i>President</i> E-mail: fdearagon@tompkins-co.org</p>	<p>Latinos in Ithaca and the surrounding areas.</p>	<p><u>Communication Resources</u> Membership List-serv Website Newsletter Membership meetings</p> <p><u>Partnership Opportunities</u> Annual Summer Event Latino Heritage Month Celebration Annual Holiday event</p>
<p style="text-align: center;">Delta Sigma Theta Sorority Alumnae Chapter</p> <p style="text-align: center;">Schelley Michell-Nunn E-mail: snunn@twcny.rr.com</p>	<p>Professional women of color in the Ithaca and surrounding areas.</p>	<p><u>Communication Resources</u> Membership List-serv Membership meetings</p> <p><u>Partnership Opportunities</u> Annual scholarship events Regional conventions</p>
<p style="text-align: center;">Alpha Kappa Alpha Sorority Omicron Nu Omega Graduate Chapter P.O. Box 4754 Ithaca, NY 14852 Wilma Martin E-mail: wsm1@cornell.edu</p>	<p>Professional women of color in the Ithaca and surrounding areas.</p>	<p><u>Communication Resources</u> Membership List-serv Membership meetings</p> <p><u>Partnership Opportunities</u> Annual scholarship events Regional conventions</p>
<p style="text-align: center;">CU American Indian Program 450 Caldwell Hall Cornell University Ithaca, New York 14853 Telephone: 607.255.4184 Web: aip.cornell.edu</p> <p style="text-align: center;">Jolene Rickard <i>Director</i> E-mail: jkr33@cornell.edu</p>	<p>Native Americans</p>	<p><u>Communication Resources</u> List-serv Community meetings</p> <p><u>Partnership Opportunities</u> Annual PowWow and Smokedance Extensive local and regional outreach partnerships</p>

Affinity Groups (continued)

Organization	Target Audience	Resources and/or Events of Interest
<p>The Village at Ithaca 609 West Clinton Street, Suite 109 Ithaca, New York 14850</p> <p>Karen Yearwood <i>Executive Director</i></p> <p>E-mail: office@villageatithaca.org</p>	<p>African American and Latino/a students and families in the Ithaca City School District, as well as students from low socio-economic backgrounds.</p>	<p><u>Communication Resources</u> Newsletter</p> <p><u>Programs and Projects</u> BOE Candidates Forum Equity Report Card Family Advocacy Program Guaranteed A+ Plus Let's Get Ready Path of Success Reading Buddies</p>
<p>Greater Ithaca Activities Center (GIAC) 301 West Court Street Ithaca, New York 14850 Telephone: 607.272.3622 Web: www.cityofithaca.org/giac</p> <p>Marcia Fort <i>Executive Director</i></p> <p>E-mail: mfort@cityofithaca.org</p>	<p>Multicultural Youth and Adults</p>	<p><u>Services Offered</u> Employee Assistance & Referrals for Teens and Adults Community Development Programming Youth After School and Summer Camp List-serv and Job Posting Senior Program</p> <p><u>Partnership Opportunities</u> Employment Assistance Programs Annual MLK Breakfast Black History Month Programs Annual GIAC Festival Halloween Parade and Party Harvest Fest Dinner MLK Day On Celebration</p>
<p>Southside Community Center 305 South Plain Street Ithaca, New York 14850 Telephone: 607.273.4190 Web: ssccithaca.org</p> <p>Kenneth McLaurin <i>Interim Executive Director</i></p> <p>E-mail: Director@ssccithaca@gmail.com</p>	<p>Multicultural Youth and Adults</p>	<p><u>Services Offered</u> Job Posting Computer Lab After School Programs Summer Day Camp Food Pantry Senior Shopper Program</p> <p><u>Partnership Opportunities</u> Juneteenth Celebration Kwanzaa Black History Month</p>

Resource Centers

Organization	Target Audience	Services and/or Partnership Ideas
<p>Finger Lakes Independence Center (FLIC) 215 Fifth Street Ithaca, NY 14850 Telephone: 607.272.2433 Web: fliconline.org</p> <p>Jan Lynch <i>Exec Director</i> E-mail: flic@clarityconnect.com</p> <p>Larry Roberts <i>Program Director</i> E-mail: larryroberts@hotmail.com</p>	<p>Connections with individuals with disabilities.</p>	<p><u>Services Offered</u> Staff training ADA reasonable accommodation resources Architectural barrier consultation Assistive technology resources ASL classes Resource for disability information Hard copy position posting Registry Referral Service</p> <p><u>Partnership Opportunities</u> Annual World of Skills Career Fair Annual Assistive Technology Fair</p>
<p>Challenge Workforce Solutions 950 Danby Road Ithaca, New York 14850 Telephone: 607.272.8990 Web: www.challengeworkforcesolutions.org</p> <p>Marty Gold <i>Director of Employment and Vocational Services</i> Telephone: 607.272.8990 ext.154 E-mail: martyg@aboutchallenge.org</p>	<p>Persons with disabilities.</p>	<p><u>Services Offered</u> Accommodation Assistance Hard copy and Electronic Position Posting Disability Awareness Training</p> <p><u>Partnership Opportunities</u> Employment Services Job Coaching</p>
<p>Women's Opportunity Center 315 North Tioga Street Ithaca, New York 14850 Telephone: 607.272.1520 Web: www.womensopportunity.org</p> <p>Dammi Herath <i>Executive Director</i> <u>Diversity Recruitment Guide</u> E-mail: dammi@womensopportunity.org</p>	<p>Women and men seeking to gain employment.</p>	<p><u>Services Offered</u> Employment Search Assistance Monthly Employment Workshops Mary Durham Boutique The Dressing Room Non-Traditional Scholarships</p>

Resource Centers (continued)

<p>Multicultural Resource Center (MRC) 615 Willow Avenue Ithaca, New York 14850 Telephone: 607.272.2292 x135 web: www.multicultural-resource.org</p> <p>Fabina Colon <i>Director</i> E-mail: fb29@cornell.edu</p>	<p>Multicultural community of Tompkins and surrounding counties.</p>	<p><u>Services Provided</u> Multicultural Lending Library Multicultural Awareness Training and Consultations List-serv opportunities Resource materials Talking Circles on Race and Racism</p> <p><u>Partnership Opportunities</u> Heritage Month Celebrations SisterFriend's Celebration Community Outreach Partnership event sponsorship First People's Festival</p>
<p>Tompkins County Office of Human Rights 120 West State Street Ithaca, New York 14850 Telephone: 607.277.4080</p> <p>Karen Baer <i>Director</i> E-mail: kbaer@tompkins-co.org Web: http://www.tompkinscountyny.gov/humanrights/commission</p>	<p>Multicultural community in Tompkins County.</p>	<p><u>Services Offered</u> Legal Resource Material Training and Consultation (i.e. Age, FMLA, Disability, Wage, SONDA, Gender Identity and Expression, Sexual Harassment, Housing, Service Animals, Tenant's Rights & Employment law) Employment Mediation Workplace Assessment Candidate Referrals Job Postings and List-servs</p> <p><u>Partnership Opportunities:</u> Annual Human Rights Awards Ceremony MLK Art and Poetry Competition for K-12 Genevieve Smith Moot Court</p>

Consortiums/Commissions

Organization	Target Audience	Partnership Opportunities
<p>Ithaca Lesbian, Gay, Bisexual and Transgender Task Force PO Box 281 Ithaca, New York 14851</p> <p>E-mail: ilgbtff@ilgbtff.org Web: www.ilgbtff.org</p>	<p>Lesbian, Gay, Bisexual, Transgender, and Questioning Individuals and Allies.</p>	<p><u>Services Offered</u> Listserv to provide information regarding community events and legislation</p> <p>Contact rh4@cornell.edu to be added to the list</p>
<p>Diversity Consortium of Tompkins County PO Box 6714 Ithaca, New York 14851-6784 Web: diversityconsortium.org</p> <p>Mary DeSouza <i>President</i> mad17@cornell.edu</p>	<p>Area employers and representatives committed to improving diversity in the workplace.</p>	<p><u>Partnership Opportunities</u> Multicultural Reading Circle Member organization events Best practice benchmarking Resource collaboration Employment opportunity posting</p>
<p>Tompkins County Human Rights Commission 120 West State Street Ithaca, New York 14850 Telephone: 607.277.4080</p> <p>Leon Lawrence <i>Chair</i></p> <p>Mikel D. C. Moss <i>Vice Chair</i></p> <p>Web: tompkinscountyny.gov/humanrights/commission</p>	<p>Multicultural community in Tompkins County.</p>	<p><u>Services Offered</u> Legal Resource Material Training and Consultation (i.e. Age, FMLA, Disability, Wage, SONDA, Gender Identity and Expression, Sexual Harassment, Housing, Service Animals, Tenant's Rights & Employment law) Employment Mediation Workplace Assessment Candidate Referrals Job Postings and List-servs</p> <p><u>Partnership Opportunities:</u> Annual Human Rights Awards Ceremony MLK Art and Poetry Competition for K-12 Genevieve Smith Moot Court</p>

List-servs and Other Media Outlets

Organization	Target Audience	Partnership Opportunities
<p>Human Services Coalition 171 East Martin Luther King Jr./East State Street #133 Ithaca, New York 14850 4138 Telephone: 607.273-8686 web: www.hsctc.org</p> <p>Kathy Schlather <i>Executive Director</i> E-mail: kschlather@hsctc.org</p> <p>Nancy Burston <i>Associate Director</i> E-mail: nburston@hsctc.org</p>	<p>Human Service Program providers in Tompkins County.</p>	<p><u>Partnership Opportunities</u> Human Services Directory Publications List-serv to share employment opportunities Space Directory 2-1-1</p>
<p>Clear Channel Communications Telephone: 315.472.9797 Web: clearchannel.com</p> <p>Sam Vecchio <i>Local Sales Manager</i> E:mail: samvecchio@clearchannel.com</p>	<p><u>Power 106.9 Market</u></p> <p>African-American and Latino/a market in upstate New York.</p>	<p><u>Partnership Opportunities</u> Free PSA's Community Events Partnerships</p>
<p>Community Leaders of Color (CLOC)</p> <p>Marcia Fort mfort@cityofithaca.org</p>	<p>People of Color</p>	<p>List-serv to share</p>
<p>Activists Committee to Interrupting Oppression Now (ACTION)</p> <p>Marcia Fort mfort@cityofithaca.org</p>	<p>All residents, particularly those less fortunate</p>	<p>List-serv to share</p>

Examples of Professional Organizations

Organization	Target Audience	Partnership Opportunities
<p>Black Police Officers Association Web: www.blackpolice.org</p> <p>Reggie Miller <i>Eastern Region Director</i></p>	<p>Active police officers of color (female affiliate organization).</p>	<p>Regional List-servs Monthly meetings Annual conference Free employment postings</p>
<p>Black Social Workers Association National Office Telephone: 202.678.4570 Web: nabsw.org</p>		<p>Employment Portal Monthly meetings Regional conferences Bi-annual journal</p>