

RECRUITMENT STRATEGIES FOR APPRENTICESHIPS

The following are actionable strategies to make your apprenticeship recruiting process more inclusive in 2020 that can be applied to target special populations. For instance, if you are in an industry that is male dominated, you can apply these concepts to attract women.

1. Widen the Talent Pool

In order to hire diverse candidates, consider widening the talent pool by proactively sourcing and adding veterans, ex-offenders, LGBTIQ people, people over 40, people with disabilities, etc. For example:

2. Know Your Audience

- What talent are you looking for?
- What kinds of people will fit your company culture?
- How do these people search for jobs?
 - Millennials/Generation Z = Social Media/Networking Events
 - Mature Workers = Regular Ads/Job Boards/Referrals

3. Promote Jobs on Diverse Channels

Make an effort to reach diverse candidates by placing your job ads in additional magazines, websites and forums visited by underrepresented groups or dedicated to minorities. Here are a few examples of diversity specialized job boards you can try out:

- Diversity Working (largest online diversity job board): www.diversityworking.com
- Hire Autism (a job board made for individuals on the autism spectrum): www.hireautism.org
- Hire Purpose (a job board for veterans, service members and military spouses): www.hirepurpose.com

When thinking of job boards, consider the type of occupation you are looking to fill. For instance Women Who Code: www.womenwhocode.com

4. Use Various Marketing Strategies to Broaden Pool of Candidates

- **Women** It is valuable to feature diverse women in non-traditional fields (especially minority women and females) in your marketing and social media campaigns so that candidates can visualize themselves at your company and doing that type of work.
- **Millennials** When trying to recruit, remember millennials like flexible schedules and companies that make positive contributions to society.
- **Older Workers** Remain open-minded and recruit older workers for apprenticeships. They are often good candidates who bring skills and experience with them.
- **Re-entry** The same applies to providing second chances to those looking to re-enter the workforce. Consider banning the box on your job application. That means no longer asking your applicants if they have a criminal record when filling out a job application. By banning the box, you can better compare applicants based on their qualifications instead of a criminal record an applicant may have.
- **Veterans** Consider using military language in your outreach and job descriptions there are tools such as the O*NET Military to Civilian Crosswalk guide that can help identify transferable skills.

5. Offer Targeted Apprenticeship and Internship Opportunities

Have you ever stumbled across a job title, gotten really excited, and then felt the enthusiasm and energy drain out as you read through the requirements? For those hard to fill occupations, consider offering Pre-Apprenticeship, Registered Apprenticeship, or Internship programs. This allows you to customize the training to meet your company's needs, combines on-the-job training, and education courses for candidates to gain skills, and enhances retention.

6. Highlight Diversity or Special Populations on your Website and Social Media

Highlight your company's commitment to diversity on your career and social media sites by listing it as one of your company's top values. Make sure you include photos, quotes, and videos of your diverse employees as well! Using real examples goes a long way.

7. Highlight Diversity or Targeted Populations on your Job Ads and Descriptions

Don't stop with your website. Continue the trend throughout your company. Go beyond regular "equal employer" phrase. Find creative ways to encourage diverse candidates to apply for your open job positions. A simple sentence of encouragement could mean a difference to a diverse candidate and make your job description stand out!

8. Introduce a Diverse Interview Panel

One of the benefits of collaborative hiring is avoiding unconsciousness biases. Thus, make sure that your interviewing panel includes a diverse selection of your employees. Additionally, provide training for your interviewers in order to help them become more aware of workplace diversity issues.

9. Position Your Business as an "Employer of Choice"

- Look at what people are saying, seeing, and sharing about your business
- Be authentic, human, and transparent
- Be flexible to accommodate the needs of your diverse workforce more readily

10. Recruiting from Within

- Look for employees who can demonstrate basic skills, have a good work ethic, and an aptitude for the work and training they will encounter through an apprenticeship
- A bonus from recruiting from within, is that less training is required, it can increase employee morale, success, and engagement.
- Things to consider:
 - There is no age limit for apprenticeships
 - Since apprenticeships are customizable, employees can utilize their transferable skill sets to advance in training.

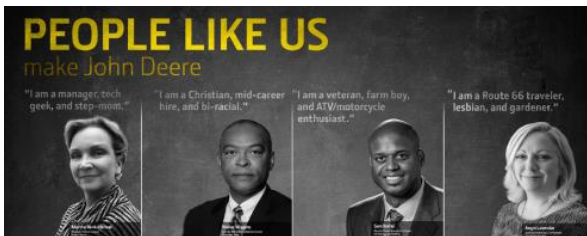
Below are real examples of companies with targeted diversity and inclusion campaigns.



A. T-Mobile Career Ad
<https://twitter.com/tmobilecareers>



B. PNC Bank Annual Report
<https://www.pnc.com/en/about-pnc/corporate-responsibility/diversity-and-inclusion/education-and-training.html>



C. John Deere Website.
www.businessroundtable.org/policy-perspectives/diversity/john-deere



D. Starbucks Blog
<https://stories.starbucks.com/press/2019/starbucks-equity-and-inclusion-timeline>

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