**Increasing the Diversity of the Applicant Pool**

The university takes active steps to ensure that women, minorities (or people of color), persons with disabilities, and veterans (including disabled veterans) with requisite qualifications are represented in applicant pools and in the university's workforce. Following the steps below in your recruitment process can help increase the diversity of the applicant pool:

* Review the [affirmative action](https://www.hr.cornell.edu/diversity/eeeo/workforce_inclusion.html) goals for the position and identify protected groups not adequately represented in the workforce, if appropriate. If there are no specific goals, determine the availability for the position (based on local demographic data) to provide some guidelines in efforts to recruit and consider how diversity may enhance the effectiveness of the department or unit. In addition, read policies relevant to recruitment procedures ([filling vacancies](http://www.dfa.cornell.edu/dfa/treasurer/policyoffice/policies/volumes/humanresources/vacancies.cfm)), particularly as it relates to recruiting and attracting a diverse pool of applicants.
* Determine a strategic recruiting approach, that is non-traditional in nature, to reach the targeted groups such as posting the job in minority publications, at women and minority professional organizations, Hispanic and Black Caucuses, and women's colleges and historically Black and Hispanic colleges. The [Graystone Group Advertising Agency](https://www.hr.cornell.edu/hrtools/onboarding/graystone.html) is available to assist in identifying sources to target specific groups.
* Work with a diverse group of current staff to determine what information would be attractive and relevant to members of targeted groups.
* Provide opportunities for the recruits to gain a feel for the organizations and or the communities diversity and have materials prepared that will address life quality issues for the recruits.
* Provide opportunities for the recruits to meet with members of the organization, including individuals who have common aspects with the recruits.
* Provide a contact list for applicants to allow for additional opportunities for them to discuss important issues/concerns. This may give them more latitude in seeking perspectives on their concerns (via e-mail, phone, etc.)
* If a potential new employee turns down an opportunity, ask for feedback regarding the reasons why the position was declined. This may help to revise recruiting practices to make them more effective.

The above is copied from the University website: <https://www.hr.cornell.edu/hrtools/onboarding/applicant_diversity.html>