

THE ART OF RECRUITMENT

NAVIGATOR TOPIC GUIDE

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What is diversity recruiting?

Diversity recruiting intentionally seeks and recruits individuals from a broad spectrum of social identities. It is still merit-based recruitment and aims to find the best possible candidate, but it's structured to give all applicants, regardless of background, an equal opportunity.

A 15-minute meeting?

The Journey for Teams educational modules are designed for a 15-minute block because veterinary workplaces are busy! We recognize that more than 15 minutes is needed to discuss diversity recruitment in depth. After the meeting, we hope the team will be inspired to explore this topic further as a team or individually. Check out Dr. Williams-Hill's resources at the end of this guide.

Let's begin!

Refer to the [Navigator Handbook 1.0](#) and the steps below to help you lead and facilitate discussion about brave spaces.

1 To begin the meeting, welcome everyone to the room by name.

2 Remind the group that the culture of a Journey for Teams meeting embodies engagement, open-mindedness, respect, and compassion.



ENGAGED



OPEN-MINDED



RESPECTFUL



COMPASSIONATE

3  Play the "The Art of Recruitment" video.

4 Read aloud the 3 take-home messages from the 3-2-1 Discussion Guide:

- **Team members have the opportunity and responsibility to help assemble a diverse team through their network of friends and affiliations.**
- **All team members contribute to the organization's brand and can play a role in promoting its commitment to DEI. The DEI look and feel of your workplace may be a determining factor whether a potential candidate chooses to become an employee.**
- **Recruitment of a diverse team requires a thoughtful, purposeful, and planned leadership-driven approach.**

- 5 Ask for 1-2 comments on the take-home messages. Try to keep it brief to respect the 15-minute time commitment.

- 6 Read aloud the 2 questions from the 3-2-1 Discussion Guide.

Question for the team:

Picture yourself as a job candidate ... how does our website, social media presence, marketing, and community outreach reflect our commitment to providing an inclusive and diverse workplace ... and how can we improve them?

Spend a maximum of 5 minutes discussing the team question.

Question for individual self-reflection:

No need to share answers or thoughts with anyone.

How can I become a more enthusiastic ambassador for my workplace who helps identify potential candidates for employment?

The most important part of the meeting

- 7 As a team, decide on **1 actionable and measurable behavior change** to implement in your workplace. Consider 1 from the list below, or come up with your own idea.

- Develop a recruitment pitch for candidates that highlights your commitment to DEI.
- Audit your job posting procedure. Research new places to post job openings where a diverse audience is more likely to find your opportunity.
- Use an anonymous survey to ask your team if they would recommend your organization to their network. Ask, "What is the best part of working with our team" and incorporate this information into your marketing messages. Ask, "Are there things that would make you reluctant to recommend becoming a member of our team," and consider making changes to address those issues.

Our actionable idea

8 Invite the team to self-reflect. Team members may consider and commit to **1 personal behavior change** (no need to share them with anyone).

- Expand your perspective by making a conscious effort to seek out diverse perspectives and experiences. This can include reading books, attending events, or engaging in conversations with people outside of your professional network.
- Seek out opportunities to mentor and support individuals from underrepresented groups. This can include providing feedback and guidance on career development and introducing them to new opportunities at your organization both internally and externally.

9 Thank everyone for contributing, and congratulate yourselves on how much you accomplished in 15 minutes!

RESOURCES

Cooks-Campbell, A. (2021, November 1). *What a diversity recruiting strategy is – and how to improve it*. BetterUp.

<https://www.betterup.com/blog/diversity-recruiting>

Dixon, J. A. (2020, September 29). *7 proactive strategies to recruit a more diverse workforce*. Bamboo HR.

<https://www.bamboohr.com/blog/how-to-recruit-a-diverse-workforce>

Tedx Talks. (2019, June 21). *How to master recruiting | Mads Faurholt-Jorgensen | TEDxWarwick* [Video]. YouTube.

<https://youtu.be/sxjgL64czRY>

The inclusion of resources by this author does not imply or constitute an endorsement by the American Veterinary Medical Association or the Veterinary Medical Association Executives.

DIVERSITY ORGANIZATIONS



We encourage you to intentionally expand your network to include diversity. To get you started, here are some groups you may be interested in exploring. Keep in mind that this is not an all-inclusive list, so go ahead and do your own search to find additional organizations that grab your attention.

AFFINITY GROUPS

American Association of Asian Veterinary Professionals

American Association of Veterinarians of Indian Origin

Association of Medical Professionals with Hearing Losses

Black DVM Network

Diversity Veterinary Medicine Coalition

Indo-American Veterinary Medical Association

Institutes of Healthcare Educational Leadership & Professionals

International Veterinary Students' Association

Latinx Veterinary Medical Association

Multicultural Veterinary Medical Association

National Association for Black Veterinarians

Native American Veterinary Association

Native American Veterinary Services

Pride Veterinary Medical Community

VOICE

Women's Veterinary Leadership Development Initiative

SERVICE GROUPS

Chapter VIII: Veterinary Inclusion and Intersectionality Initiative

Not One More Vet

Pawsibilities

Vet Set Go

VetaHumanz

Veterinary Mental Health Initiative - SHANTI Project