Maximizing Diversity at UMHS  
Diversity Recruitment Resource Guide  
11/24/2008

This document provides strategies and resources emphasizing the recruitment process as it relates to diversity. It outlines the available resources to departments in order to recruit and maximize a diverse employee population at UMHS. The proactive measures outlined will be useful in reaching a diverse candidate pool in an effort to mirror our vast patient population and continue to grow as an organization.

**Tips to remember in the recruitment process**
- Information about employment opportunities should reach the most diverse candidate pool possible
- Importance is placed on capturing groups where the labor pool is less than our university guidelines
- Job postings(descriptions) should be written to attract diverse candidates and appealing to make them interested in UMHS and what employment at the organization has to offer
- Understand the department’s responsibility when a job has a goal
- UMHS Staff should mirror the diversity in our patient population
- Utilize internal resources (list attached)
- **Sourcing is key!!**

**Sourcing Strategies – Think like a coach!**
There is a vast assortment of sourcing avenues to consider when posting your job. If you think like a coach, you understand that everyone benefits from being on a well-rounded team. When we’re able to open up our sourcing options, looking for the most qualified person who will bring a unique perspective, personality and qualifications, it makes for a more cohesive and integrated team. Let’s step out of our backyard and see what the world of available candidates has to offer our organization.

**Sourcing Options**
- Job Boards
- Career Websites
- Direct Mail
- Online
- Newspaper
- TV
- Radio
- Journals/Publications
- Billboards
- Pop-Ups on Careers Website/UMHS Site
- Recruitment Events
- Posters/Flyers
- Buttons/Banners
- Employee Referral Program
- eCards
- Social Networks
- Alternate Recruitment Campaigns
  - DirectRecruit
  - Telerecruit
  - Direct Sourcing
  - Net Source
*While these are all effective strategies when used properly, not every one will work for your open position(s). It is best to talk to your HR contact or Recruitment Coordinator in order to find out which one, or more, would work for your department and current needs.

**Sourcing Resources**

- Diversity.com – [www.diversity.com](http://www.diversity.com)
  - Diversity.com provides best in class recruitment advertising and diversity branding
- Minority Jobs.net – [www.minorityjobs.net](http://www.minorityjobs.net)
  - Job posting database to attract a diverse candidate pool
  - Site dedicated to professionals with diverse backgrounds providing articles, job opportunities, blogs, event listings, etc,
- The Diversity Network – [www.diversitynetwork.com](http://www.diversitynetwork.com)
- EmployDiversity – [www.employdiversity.com](http://www.employdiversity.com)
  - EmployDIVERSITY is dedicated to providing multicultural professionals with an online venue where they can access employment opportunities and career development information
- IM Diversity – [www.imdiversity.com](http://www.imdiversity.com)
  - One-Stop Career and Self-Development Site devoted to serving the Cultural and Career-Related needs of underrepresented minorities
- Hire Diversity – [www.hirediversity.com](http://www.hirediversity.com)
  - The leading online source for diversity recruitment and career development
- Workplace Diversity – [www.workplacediversity.com](http://www.workplacediversity.com)
  - Central job search web site for Corporate recruiters who want to make a good faith effort to reach experienced diversity talent.
- LatPro – [www.latpro.com](http://www.latpro.com)
  - The essential job board for Hispanic & Bi-Lingual professionals
- National Association of Female Executives – [www.nafe.com](http://www.nafe.com)
  - Online site dedicated to the advancement of women in the workplace
- Michigan Chronicle
  - [www.michronicleonline.com](http://www.michronicleonline.com)
- Equal Opportunity (USA)
  - [www.eop.com](http://www.eop.com) or [info@eop.com](mailto:info@eop.com) or (631) 421-3421

*There are many more resources we could list, but this gives you an idea of the opportunity to source via the variety on the web. A search of the web will provide you with additional resources. Google or Yahoo are recommended search engines.

**Professional Organizations**

- Ann Arbor Chamber of Commerce
- Detroit Chamber of Commerce
Resources specifically set up to meet the needs or address the interests of various groups, such as women, persons of varied nationalities or ethnic backgrounds

**Diversity Recruitment Resources**
- Diversity Recruitment Tips - [http://www.med.umich.edu/umhshr/supervisor/diversity-recruitment-tips.html](http://www.med.umich.edu/umhshr/supervisor/diversity-recruitment-tips.html)
- UMHS EPCs and Consultant Service Area Listing - [http://www.hr.umich.edu/empserv/department/docs/UMHS%20EPC%20and%20Consultant%20Service%20Area%20Listing.doc](http://www.hr.umich.edu/empserv/department/docs/UMHS%20EPC%20and%20Consultant%20Service%20Area%20Listing.doc)
- Nursing EPC and Consultant Service Area Listing - [http://www.hr.umich.edu/empserv/department/docs/nursing%20list.xls](http://www.hr.umich.edu/empserv/department/docs/nursing%20list.xls)
- UMHS Diversity Network – [www.med.umich.edu/diversity](http://www.med.umich.edu/diversity)
- Office of Multicultural Health and Cultural Competency – [www.med.umich.edu/multicultural/ccp](http://www.med.umich.edu/multicultural/ccp)
- eMploy Information - [http://www.hr.umich.edu/empserv/department/employ.html](http://www.hr.umich.edu/empserv/department/employ.html)
- Office of Institutional Equity - [http://www.hr.umich.edu/oie/relatedsites.html](http://www.hr.umich.edu/oie/relatedsites.html)
- Diversity Matters - [http://www.diversity.umich.edu/resources/staff.php](http://www.diversity.umich.edu/resources/staff.php)
- Diversity Recruitment - [http://www.diversity.umich.edu/](http://www.diversity.umich.edu/)
- Recruiting and Employment Services (UHR) - [http://www.hr.umich.edu/empserv/department/empsel/electronic.html](http://www.hr.umich.edu/empserv/department/empsel/electronic.html)
- VOICES of the Staff – [http://www.voices.umich.edu](http://www.voices.umich.edu)

**Contacts**
- Employment Process Coordinator (EPC) – Your primary contact in HR (see list above for appropriate name)
- HR Consultant – department consultant
- Current students, staff and faculty

*“Workplace Diversity is no longer simply a moral or legal responsibility; it is the key to maintaining the competitive advantage in the domestic and global markets.”*

-Luby Ismail and Alex Kronemer *Finding Diversity: A Directory of Recruiting Resources*
Website Resource Posting Information (per board)

Diversity.com
diversity.com
Options:
Prestige Packages:
Includes: Complimentary Diversity Classified ads, online posting, editing, job swapping at anytime, unlimited recruiter resume research, descriptive company profile, cross posting to Linkedin, Google, Yahoo, SimplyHired, Indeed.com networks

~8 Job Postings, Links and Banners $1,400*
~30 Job Postings, Links and Banners $4,650*
~50 Job Postings, Links and Banners $6,250*
~Unlimited Job Postings and Unlimited Resume Search for 1 Year $9,550
*Same net pricing for 30, 60, 90 days, you decide how long ad stays up

Prestige Individual Job Postings
Includes: Unlimited text/html for descriptions, company profile with About us text, your logo and links, unlimited resume access for all recruiters, editing, job swapping at anytime

~30 day, $175
~60 day, $200
~90 day, $200

Classifieds Packages:
Includes: Field for inserting URL or full job details (146 characters), includes Co. Name, work city/state, job title, explanation on how to apply, will redirect candidate to company website where there is more information or actual application, resume search NOT available

~Silver: 10 (30-day) postings $469.95
~Gold: 10 (60-day) postings $569.95

Classifieds Individual Ads:
Includes: Same as packages

~Silver: 30-day posting $49.95
~Gold: 60-day posting $69.95

Contacts: 1-706-835-1330 sales@diversity.com
*Purchasing can be done directly through the website with a credit card

MinorityJobs.net
minorityjobs.net
Options:
Banner Advertising:
~Half Banner (120 pixels x 300 pixels tall) $300 per month
~Full Banner (120 pixels x 600 pixels tall) $500 per month

**Equal Employment and Civil Rights Journal Advertisement:**
Printed quarterly:
Wide range of prices and sizes ranging from $395-$5,795

**Packages:**
All packages include Resume Database Access

~**Basic Package (30 days)**
  1 posting $249/per month
  3 postings $299/per month
  5 postings $399/per month
  10 postings $599/per month
  20 postings $799/per month

~**Bronze Package (3 months)**
  1 posting $224/per month
  3 postings $269/per month
  5 postings $359/per month
  10 postings $539/per month
  20 postings $719/per month

~**Silver Package (6 months)**
  Includes free ad in EE&CR Journal and banner ad on website for 30 days
  1 posting $186/per month
  3 postings $224/per month
  5 postings $299/per month
  10 postings $449/per month
  20 postings $599/per month

~**Gold Package (12 months)**
  Includes free ad in EE&CR Journal
  1 posting $124/month
  3 postings $149/month
  5 postings $199/month
  10 postings $299/month
  20 postings $399/month

**Individual Job Postings**
1 posting $199/per month
3 postings $149/per month
5 postings $249/per month
10 postings $449/per month
20 postings $649/per month

**Contacts:** info@minorityresources.us
*Purchasing can be done directly through the website with a credit card

**The Multicultural Advantage**
www.multiculturaladvantage.com

**Options:**
No resume access: Resume access:
~1 posting (2 mos.) $200 ~90-day candidate search access $750
~5 postings (2 mos.) $700 ~Unlimited Access (12 mo.) $1,800
~10 postings (2 mos.) $1,250 ~Unlimited Postings/Access (12 mo.) $3,750
~Unlimited postings (6 mos.) $2000

**Contacts:** 1-888-750-6132 contactus@multiculturaladvantage.com

**Employ Diversity**
employdiversity.com

**Options:**
All postings are active 30 days
Packages:
~Basic Membership Plan
Includes: 10 free postings, unlimited resume search, corporate profile, link to corporate profile $199 per quarter
~Plus Membership Plan
Includes: Unlimited postings, access for 3 users, unlimited resume search, corporate profile, link to corporate profile $499 per quarter
~Resume Database Access $125/per every 30 days

Individual Job Postings
~1 posting $75/per post
~5 postings $60/per post
~10 or more $50/per post

Contacts: rray@employdiversity.com
*Purchasing can be done directly through website with a credit card

IM Diversity
Options:
All postings are active for 90 days
Individual Job Postings
~1 posting $200
~5 postings $900
~10 postings $1,700
~15 postings $2,500
~20 postings $3,300
~Employer Membership $9000

Contacts: 1-504-523-0154
*Purchasing can be done directly through website with a credit card

Hire Diversity
Options:
Advertising
~Leaderboard, Wide Skyscraper, Full Banner, Button 1 (options for placements on pages)
*Prices Vary

Individual Job Postings
All postings are active 60-days
~1 posting $275/per post
~2-10 postings $225/per post
~11-20 postings $200/per post
~21-30 postings $175/per post
~31-40 postings $150/per post
~41-50 postings $125/per post

Search and Post Packages
~Starting at $1900 for 3 months
*Packages can be customized

Contacts: 1-800-957-9724
*Purchasing can be done directly through website with a credit card

**Workplace Diversity**  www.workplacediversity.com
Options:
Packages:
~5 postings (60 days) $900
~10 postings (60 days) $1200
~20 postings (60 days) $2300

Individual Job Postings
~1 posting (60 days) $200

**Contacts:** 1-973-992-7311  sales@workplacediversity.com

**Latpro**  www.latpro.com
Options:
Banner Advertising
(468 x 60 pixel horizontal)
~100,000-200,000 impressions $20/per thousand impressions
~250,001-500,000 impressions $17/per thousand impressions
~500,001-1,000,000 impressions $15/per thousand impressions
~1,000,001+ impressions $10/per thousand impression

Email Advertising
~Direct Mail Campaign: Targeted based on parameters you define
~Newsletter Sponsorship: Company logo within the “Diversity Employers” showcase in LatinTech Wire or Latin Career News email newsletters
*Prices available on request

**Individual Job Postings***  **Resume Database Search***
Posts run for 60 days
*Have to complete registration and login for pricing information or contact them directly

**Contacts:** 1-954-727-3863  ads@latpro.com

**National Association of Female Executives (NAFE)**  www.nafe.com
Options:
Advertisements in NAFE Magazine
~Is distributed to over 25,000 businesswomen

Become a Corporate Partner
~NAFE helps many corporations support their female employees by offering unique benefits designed to improve a company’s effectiveness in such areas as recruiting and retention of women

**Contacts:** For NAFE Advertising: Laquandra Murray
212-351-6473  Laquandra.murray@workingmother.com
For Corporate Partner Info: Betty Spence (NAFE president)
212-351-6451  betty.spence@nafe.com

**Michigan Chronicle**  www.michronicleonline.com
Options:
Online classifieds  Advertise in the print Michigan Chronicle
~1 advertisement (7 days) $25  *prices vary
~Extra options: Photo $10
   Featured Status $20
   Bolding $10
   Better placement: $10

**Contacts:** General: 313-963-5522
For Classifieds: Linda.Morgane@michronicleonline.com  ext. 242
   Joyce.Johnson@michronicleonline.com  ext. 238
For Print: Lester.Bryant@michronicle.com  ext. 230
   Charles.Young@michronicle.com  ext. 233
   Kym.Kennedy@michronicle.com  ext. 244

**Equal Opportunity USA**  www.eop.com
Options:
Packages are in any of the following magazines:
-Equal Opportunity Magazine  -Hispanic Career World
-Woman Engineer Magazine  -African-American Career World
-Careers and the Disabled Magazine  -Minority Engineers Magazine
-Workforce Diversity for Engineering and IT Professionals

**Packages**
As active print advertiser you have option to look at all resumes
~Package One: 2 full pages, get the 3rd free
   Buy Careers and the Disabled, get Workforce Diversity for Engineers and IT Professionals free
~Package Two: Buy any 3 full ½ or ¼ page ads and get 20% off each magazine (in same season)
~Package Three: Buy any size ad in minimum of 5 magazines, get 30% off each magazine (in same season)
Year Round Packages: Platinum, Gold, Bronze
*Pricing not listed for these, for more details talk to contact listed

**Banner Advertising**
-Placed on rotating basis on total of 80 web pages
-Tracking reports provided per monthly request
-192 x 43 pixels, 30 k file size
~3 months $1,600 total
~12 months $5,400 total

**Classified Online Job Postings**
- placed under a specific magazine on EOP’s website for a more targeted online audience
- 150 word limit per ad or $1.66 per additional word
- ~1 posting $250/month per magazine
- ~10+ postings $200/per month/per ad
- ~20+ postings $150/per month/per ad
- Logo $25/per month

Contacts: 1-631-421-9421  info@eop.com