

Contra Costa County's
Department of Agricultural & Weights and Measures
Equal Employment Opportunity Outreach and Recruitment Plan

Issue: As of December 31, 2014 the Department of Agricultural & Weights and Measures statistical data for females was underrepresented at 12%.

Objective: The department will create and nurture partnerships with Community Based Organizations (CBO's) who serve the female population in order to diversify the department's applicant pool..

Message: The department will conduct strategic and targeted outreach to females in order to create a more diverse applicant pool of qualified candidates to apply for vacant positions.

Outreach

Tools: The Department will distribute information about vacant positions to CBO's. Post job vacancies on websites that are geared toward females like <http://www.simplyhired.com/>.

1. The department will identify organizations that serve women throughout the community like <http://www.raphaelhouse.org/> or <http://www.standffov.org/>. We will reach out to these organizations when the department is actively recruiting for an open vacancy.
2. The department will continue its outreach by posting links to job description and how to apply for the open position to websites that cater to females.
3. The department will be under 10% by the end of May 2015 with the hiring of one additional employee.

Contact: Ralph Fonseca, Agricultural Biologist, at (925-646-5250)
ralph.fonseca@ag.cccounty.us

CONTRA COSTA COUNTY ANIMAL SERVICES EQUAL EMPLOYMENT OPPORTUNITY OUTREACH & RECRUITMENT PLAN

Issue: As of December 31, 2014, the Animal Services Department's statistical data presented an under-representation for Asians at 10% and Hispanics at 12%.

Objective: Increase outreach to the local minority workforce population, specifically Asians and Hispanics. The Animal Services Department will create sustainable partnerships with the local Community College District and Community Based Organizations (CBOs) to ensure that the department informs the community on department vacancies.

Message: The Animal Services Department will become an active partner in the community by establishing strong relationships with County and community vocational programs on all department career opportunities.

Outreach

Tools: Continually update Animal Services website.
Attend and participate in local job and community events.
Distribute department brochures and literature.

Message Distribution

Strategy	Element	Tasks
Register and post Animal Services Department vacancies online, to reach a broad section of minorities	Electronic	Register and post vacancies on websites that cater to minorities such as: 1. Hispanic/Latino Professional Association HLPa.com 2. Asian-jobs.com 3. Diversity.com
Attend job and community events for underserved populations.	Outreach	Partner with local CBOs and agencies, to participate in local community events that target underserved populations. <u>Community Based Organizations:</u> <ul style="list-style-type: none"> • Workforce Development Board: East Bay Works • Monument Impact, Concord CA • Lao Family Community Development, Inc. (LFCD) • Hispanic Chamber of Commerce <u>Job Fairs:</u> <ul style="list-style-type: none"> • Contra Costa County Workforce Development Board Job Fairs <u>Community Events:</u> <ul style="list-style-type: none"> • City of Concord Farmers Market (every Tuesday) • City of Pittsburg Farmers Market (every Saturday) • City of Martinez Farmers Market (every Sunday)
Distribute brochures for outreach and recruitment to minorities	Publication Print Media	Mail brochures to CBOs that serve minority populations. Distribute brochures at local job and community events.

Contact: Arturo Castillo, Administrative Services Officer, at (925)-335-8308
Arturo.Castillo@asd.cccounty.us

**CONTRA COSTA COUNTY'S
EQUAL EMPLOYMENT OPPORTUNITY
OUTREACH and RECRUITMENT PLAN**

Issue: As of December 31, 2014, the Assessor's Office statistical data for Hispanic underrepresentation is 13%.

Objective: Expand outreach and recruitment efforts to increase the visibility of Hispanics within our workforce. The department will create and nurture partnerships with Community Based Organizations (CBOs) to ensure that we keep them informed about job vacancies and other resources within the County.

Message: The Department will conduct strategic and targeted outreach efforts to the Hispanic community in order to create a more diverse applicant pool of qualified candidates to apply for vacant positions.

Outreach

Tools: Outreach to Community Based Organizations
Post job vacancies on websites that are geared toward Hispanic

Message Distribution

Strategy	Element	Tasks
Create informative job announcement explaining the Assessor's office	Announcement distribution	Distribute information to Community Based Organizations, provide distribution for diversity career fairs
Connect with Community Based Organizations target for specific community group	Personal Contact Partner with HR Central for targeted outreach: La Clinica De La Raza Contra Costa College - La Raza Studies Dept	Connect with: Hispanic Chamber of Commerce of Contra Costa County president@h5c.org Monument Impact nati@monumentimpact.org East Bay Economic Development Alliance anne@eastbayeda.org
Recruitment	Coordinating recruitment efforts with HR Department	Ensure expanding recruitment efforts to include diverse outreach to the Hispanic community. Partner with Workforce Development Board to determine which career fairs are up and coming.

Contact: Michelle Cabrera at (925) 313-7508 or Michelle.Cabrera@assr.cccounty.us

Office of the Auditor-Controller Equal Employment Opportunity Outreach and Recruitment Plan

Issue:

As of December 31, 2014, the Office of the Auditor-Controller's statistical data for Males' underrepresentation is 36%, White 13%, and Hispanic 7%.

Objectives:

- To obtain qualified, diversified applicant pools
- To increase outreach efforts to the underrepresented groups within the Office of the Auditor-Controller

Actions:

- Increase Outreach Efforts

Tools:

- Post professional job vacancies within Office on the California Auditor-Controller's State Association website
- Post vacancies on LinkedIn
- Post vacancies on Indeed
- Reach out to Kiwanis clubs such as Moraga's chapter moragavalleykiwanis.org
- Reach out to Hispanic Chamber of Commerce- <http://h5c.org>
- Reach out to Walnut Creek Chamber of Commerce <http://www.walnut-creek.com>

**Continue to utilize the Department of Human Resources extensive outreach and recruitment plan*

Contact: Elizabeth Verigin at (925) 646-2185

CONTRA COSTA COUNTY EQUAL EMPLOYMENT OPPORTUNITY OUTREACH AND RECRUITMENT PLAN

Issue: As of December 31, 2014, the Department of Child Support Services statistical data for males under representation is 32%.

Objective: Increase the visibility of males within the workforce. The Department will work to more broadly market and promote job vacancies.

Message: The Department will increase the scope of its marketing in the community in order to create a more diverse applicant pool of qualified candidates to apply for positions.

Outreach

Tools: Brochure distribution via job fairs and job centers
YOU TUBE Video
Social Media
Community Outreach
Digital bill board advertising

Message Distribution

Strategy	Element	Tasks
Create brochure which explains the department of Child Support Services' outreach and recruitment mission and goals	Publication Print Media	Partner with the County EEO Officer and County Workforce Development Board to distribute brochures to local job fairs and local job centers
Create employee testimonial video and post to the Department's webpage	Electronic Media	Coordinate with CCTV to record YOU TUBE video of incumbent male employees explaining the duties of the open positions. Create a link from the County HR webpage job posting to the Department's webpage.
Utilize social media to expand exposure of open job opportunities	Electronic Media	Post link to open job opportunities on the Department's Facebook page. Continually monitor to address potential candidate feedback

Conduct outreach to local community groups, such as The Salvation Army and Goodwill Industries	Electronic Media	Build community partnerships and provide electronic job postings for distribution during open recruitment periods
Coordinate digital bill board advertising with open recruitments	Advertising	Post job opportunities via digital billboard adjacent to Highway 680 South entering Contra Costa County; utilize marketing material to specifically target males.

Contact: Adrienne Todd, Administrative Services Officer at 925-313-4454

CONTRA COSTA COUNTY
EQUAL EMPLOYMENT OPPORTUNITY
OUTREACH and RECRUITMENT PLAN

Clerk-Recorder-Elections Department

Issue: As of December 31, 2014, the Clerk-Recorder-Elections statistical data for Asian under-representation is 6%. This amounts to approximately 5 positions of the 82½ FTE's (Full Time Equivalents) in the department. The department is also underrepresented for male employees by 20%. This amounts to approximately 16½ positions.

Objective: Increase the visibility of Asians within the workforce. During recruitments, the department will request that the Human Resources Department utilize their partnerships with Asian Community Based Organizations (CBOs) to ensure that they are informed about job vacancies in the department.

Message: The County will conduct strategic and targeted outreach efforts to Asian candidates in order to create a more diverse applicant pool of qualified candidates to apply for vacant positions.

Outreach Tools: Create and distribute informational brochures, target to CBOs, post job vacancies on websites that are geared toward Asian candidates.

Because classifications in this department require County Clerk/Recorder or Elections experience, we send recruitment information to State wide associations that can reach potential candidates with those types of experience, including areas that may have more of the targeted groups. This includes organizations such as the County Recorder's Association of California (CRAC) and the California Association of Clerks and Election Officials (CACEO). The department reaches out to national Election and Recorder groups, as well, including the International Association of Clerks, Recorders, Elections Officials, and Treasurers (IACREOT) and PRIA, the Property Records Industries of America.

Message Distribution Strategy	Element	Tasks
Explain the Department's outreach and recruitment mission and goals	Publication and Print Media	Mail brochures to CBOs that serve the Asian population so they can share with their clientele.
Attend job and diversity fairs that serve potential Asian candidates	Personal Contact	Partner with CBOs and professional organizations who serve the Asian population in order to attend their sponsored job and diversity fairs.
Register and post job vacancies online to reach a broad section of candidates	Electronic	Register and post job vacancies on websites that cater to the Asian population

Contact: Debi Cooper, Deputy County Clerk-Recorder at 925-335-7899

Contra Costa County
Department of Conservation and Development
Equal Employment Opportunity
Outreach and Recruitment Plan
FY 2015-16

Background

In an effort to maintain a diverse and all-inclusive county workforce that is reflective of Contra Costa County, the Board of Supervisors has directed all County Departments to review their outreach and recruitment activities and develop annual individualized outreach plans that will target the segment of the population that has been identified by the County's Equal Employment Officer (EEO) as under-represented by 10% or more for the Department. At the beginning of each year, the EEO provides statistical data on employee demographics to each County Department. The data is broken down into the following six (6) categories: Males; Females; Whites/Caucasians; Blacks/African-American; Hispanics; and Asians. For the Department of Conservation and Development (DCD), the segment of the population that has been identified as under-represented by 10% among its workforce is the **Hispanic**.

Objective

DCD will make a conscious effort to target outreach and recruitment among the Hispanic population, with the goal of increasing the presence of Hispanic employees in the Department.

Outreach Strategies

In addition to hiring classifications that are countywide in nature (such as accountants, clerks, secretaries), DCD also has several classifications performing planning and building functions that are unique to the Department. These classifications - *Structural Engineers, Building Plan Checkers, Building Inspectors, Grading Inspectors, Planners* – require specialized college coursework, training and/or possession of building trade certifications. DCD's outreach plan for these classes will be a targeted approach utilizing specialized trade associations serving the Hispanic population, as well as local colleges and universities that provide the specialized training.

A. Personal Contacts/Face-to-Face

- Request the assistance of current Hispanic employees as resource and ask for assistance in word-of-mouth job vacancy advertising among their families, organizations or church. This is especially effective in recruiting for entry level trade-oriented classifications (e.g. *Weatherization Specialist, Building Inspector, Plan Checker*) where our current staff may know already someone who meets the minimum qualifications for the position.
 - Staff Responsible: Business Operations Manager or designee and specific hiring manager in collaboration with identified Hispanic staff of DCD willing to assist
- Partner with specific community based organizations in Contra Costa and/or Bay Area that serve the Hispanic population. The identified CBOs that DCD will work with are *Monument Impact* and *Hispanic Chamber of Commerce of Contra Costa*. DCD will send copies of job announcements to these CBOs and also participate in their job fairs, if any.
 - Staff Responsible: Business Operations Manager or designee
- Attend job fairs in local colleges, community colleges and trade schools. Targeted colleges include: *Los Medanos, Diablo Valley College* and *San Francisco State University*.
 - Staff Responsible: Business Operations Manager or designee, or other hiring managers in DCD

Print Media

- Explore with County Human Resources Department or EEO the possibility of creating a Spanish brochure about the County for distribution at job fairs. Having Spanish language brochures will allow monolingual members of the community to read and learn about the County and they may have bilingual family members that they can share the information to and may be interested in county employment.
 - Staff Responsible: Business Operations Manager or designee, with EEO as a lead for this countywide project

- Identify and partner with leading Hispanic organizations in the specific trades that DCD needs and post job announcements in their website or offices. DCD will work specifically with *Society of Hispanic Professional Engineers, Region 1 California Chapter*, and *Labor Council for Latin American Advancement (www.lclaa.org)*, San Francisco and Alameda Chapters.

- Staff Responsible: Business Operations Manager or designee, in collaboration with hiring managers

- Post job vacancy announcements in *El Observador*, a Spanish language newspaper based in San Jose and circulated in the Bay Area, as budget will allow.

- Staff Responsible: Business Operations Manager or designee.

Contact: Victoria Mejia, Business Operations Manager
Victoria.Mejia@dcd.cccounty.us

Approved by: _____


John Kopchik, Director

Date: _____

5-21-15

**CONTRA COSTA COUNTY'S
EQUAL EMPLOYMENT OPPORTUNITY
OUTREACH and RECRUITMENT PLAN**

Issue: As of December 31, 2014, the County Administrator's Office's (CAOs) underrepresentation for males and Hispanics were 11% and 13% respectively.

Objective: Increase the visibility of males and Hispanics within our workforce by developing targeted outreach and recruitment efforts.

Message: The department will conduct strategic and targeted outreach efforts to males and Hispanics in order to create a more diverse applicant pool of qualified candidates to apply for vacant positions.

Outreach

Tools: Create and distribute informational brochures to community based organizations (cbos).
Attend and participate in local job and diversity fairs
Share job vacancies with cbos who serve males and/or Hispanic populations.

Message Distribution

Strategy	Element	Tasks
Create brochure which explains the County's EEO outreach goals.	Publication Print Media	Mail and distribute EEO brochures to the Hispanic Chamber of Commerce, Monument Impact, and Goodwill Industries.
Attend job and diversity fairs that serve males and Hispanics	Personal Contact	Attend and participate in the County's Workforce Development Board job/diversity fairs. Attend and participate in the Department of Rehabilitations job fairs. Attend and participate in East Bay WORKS job fairs
Partner with local cbos and e-mail department vacancies to them as they occur.	Electronic	Monument Community Partnership info@chavezcenter.org Hispanic Chamber of Commerce manager@h5c.org Goodwill rdelarosa@eastbaygoodwill.org

CONTRA COSTA COUNTY'S
EQUAL EMPLOYMENT OPPORTUNITY
OUTREACH and RECRUITMENT PLAN

Partner and register with online employment websites to post department vacancies.	Electronic	Hispanic/Latino Professionals Association http://www.hlpaa.com/postajob.htm LatPro www.latpro.com/cms/resources/recr/post_jobs
--	------------	--

Contact: Enid Mendoza, Senior Management Analyst at (925)-335-1039
enid.mendoza@cao.cccounty.us

**CONTRA COSTA COUNTY COUNSEL'S
EQUAL EMPLOYMENT OPPORTUNITY
OUTREACH and RECRUITMENT PLAN**

- Issue:** As of December 31, 2014, the Office of the County Counsel's statistical data indicated under-representation for males at 22% and 20% for Hispanics.
- Objective:** The department will enhance partnerships with Legal Associations, law school career centers, and like agencies to keep them apprised of job vacancies within our office.
- Message:** The Office will conduct focused outreach efforts to the under-represented groups in order to create a diverse and qualified applicant pool of candidates from which we fill the vacant positions.
- Outreach Tools:**
- Enhance the communication methods of job vacancies with our under-represented groups.
 - Create and distribute information brochures to our under-represented groups.
 - Expand the posting of job vacancies on websites and law school career centers.

Message Distribution

Strategy	Element	Tasks
Create a brochure to explain the Office's outreach and recruitment missions and goals	Publication Print Media	Mail brochures to the targeted under-represented group's recruitment centers
Post job vacancies online	Electronic	Post job vacancies on various websites
Communicate vacancies to law school career centers	Electronic/Print Media	Partner with organizations that will post County Counsel job vacancies
Explore the development of a summer internship program targeted to the under-represented groups	Electronic/Print Media	Partner with organizations that will post County Counsel internship opportunities Internal announcements
Announce job vacancies via mailings/emails	Electronic/Print Media	Mail announcements to the targeted under-represented group's recruitment centers

Strategy	Element	Tasks
Coordinate job recruitment announcements with the EEO's staff during their participation in job fairs	Personal Contact	Partner with organizations who serve the under-represented populations
Establish links on County Counsel webpage that will provide notices about current announcements and instructions for future notification of job related alerts	Electronic/Internet	Maintain the "Job Description" and "FAQ" links on the County Counsel website with current information
Establish link on County Counsel webpage to link to the County's Affirmative Action homepage	Electronic/Internet	Increase the County's exposure to the community to promote the goals of diversity, inclusion and equality in the workplace

Contact: Wanda R. McAdoo, Administrative Services Officer
(P) 925 335-1811
(email) Wanda.McAdoo@cc.cccounty.us

**DISTRICT ATTORNEY'S OFFICE
EQUAL EMPLOYMENT OPPORTUNITY
OUTREACH and RECRUITMENT PLAN**

- Issue:** Underutilization of Hispanics where external hiring opportunities occur. Underrepresentation of Hispanics in the District Attorney's office is 14% as of December 31, 2014.
- Objective:** Increase the number of Hispanics in the workforce through outreach to diverse law school organizations.
- Message:** The department will conduct strategic and targeted outreach efforts to Hispanics in order to create a more diverse applicant pool of qualified candidates.
- Outreach Tools:** Create and distribute recruiting materials that will express our desire to hire individuals from a diverse background, especially those with Spanish language skills.

Message Distribution

Strategy	Element	Tasks
Participate in job fairs at Law Schools around the state.	Personal Contact	The recruitment committee will actively seek out and offer to participate/ interview at job fairs sponsored by organizations that identify with diverse populations.
Outreach to diverse Law School organizations	Personal Contact	Recruiting committee will actively seek opportunities to speak to law school clubs and organizations who members consist of individuals from diverse backgrounds to discuss a career path.
Post job vacancies on websites and in publications geared toward Hispanics.	Publication/Print Media	Determine which publications will assist us in meeting out Hispanic recruiting goals and express our desire to hire individuals from diverse backgrounds in recruiting notices.
Pay law clerks competitively in an effort to attract individuals from a variety of socioeconomic backgrounds.	Economic	Increase compensation for summer law clerks from a fixed stipend of \$2000 to a competitive hourly rate.

Contact: Cherie Mathisen, Chief of Admin/EEO Officer, at (925) 957-2234
cmathisen@contracostada.org

Contra Costa County



Fire Protection District

Contra Costa County Fire Protection District Equal Opportunity Outreach and Recruitment Plan

- Issue:** As of December 31, 2014, the Department of Risk Management's statistical data for female's under-representation is 33%, and Hispanics under-representation is 10%.
- Objective:** Increase the visibility of females and Hispanics within the workforce. The District will create and nurture partnerships with Community Based Organizations (CBOs) as well as National Organizations to ensure that we keep them informed about job vacancies and other resources within the District.
- Message.** The District will conduct strategic and targeted outreach efforts to female and Hispanics in order to create a more diverse applicant pool of qualified candidates to apply for vacant positions.
- Outreach**
- Tools:** Create and distribute informational brochures to CBO's and National Organizations
Attend and participate in local job and diversity fairs
Post job vacancies on websites and social media geared toward females and Hispanics

Message Distribution:

Strategy	Element	Tasks
Create a brochure which explains the Fire District outreach and recruitment mission and goals	Publication Print Media	Mail District Recruitment Brochures to CBO's and National Organizations so they can share with their clientele. Distribute brochures at job and diversity fairs and events.
Attend job and diversity fairs that serve females and Hispanics	Personal Contact	Partner with CBOs and professional organizations who serve the female and Hispanic population in order to attend their sponsored job and diversity fairs.
Register and post job vacancies online to reach a broad section of female and Hispanic applicants	Electronic Media	Register and post job vacancies on social media websites (ie., LinkedIn, etc.) that cater to women (https://i-women.org) and Hispanics (www.nahf.org).

Contact: Denise Cannon, Personnel Analyst, at (925) 941-3300
Email: dcann@cccfd.org

William B. Walker, M.D.
Health Services Director
Dorette McCollum
Personnel Officer



PERSONNEL SERVICES

1320 Arnold Drive, Suite 261
Martinez, California
94553-4359
Ph (925) 957-5240
Fax (925) 957-5260

TO: Antoine Wilson
Contra Costa County EEO Officer

FROM: Dorette McCollum *DM*
Personnel Officer

DATE: May 7, 2015

SUBJECT: EEO Outreach and Recruitment Plan

Issue:

Contra Costa Health Services has obtained statistical data that reveals males are under-represented by 30%, specifically Caucasian males. This data presents a unique challenge for the Department because it is not the norm. The Department has a difficult time recruiting and retaining Registered Nurses. As you are aware, the nursing industry consists primarily of females.

Message:

The Department will continue to look for innovative ways to attract its under-represented workforce.

Outreach Tools:

Department will begin focusing recruitment efforts in the nursing area with the American Assembly for Men in Nursing. Other suggested recruitment tools to utilize are the usual suspects such as Indeed, Monster, Craig's List, etc...

If you have any questions, please feel free to contact me at (925) 957-5253

cc: William Walker, M.D., Health Services Director



**Human Resources Department
Outreach and Recruitment Plan**

Issue: The Human Resources Department has received data that indicates our current workforce is underrepresented in white males.

Objective: Increase outreach to candidates for positions in the Human Resources Department that better reflect the demographics of the available workforce in Contra Costa County.

Message: The department will continue to develop and utilize innovative recruitment tools to attract a diverse applicant pool of qualified candidates desiring a career in government human resources with a focus on white males.

Outreach Tools: Our current recruitment strategies include distribution of all County job opportunities to a vast number of community and faith based organizations, colleges, cities, employment placement services, including our own county offices, such as the Contra Costa County Library, Veterans Services and the Employment and Human Services Department. In addition, the Human Resources Department will focus on targeting white males for positions in the department.

Our plan is to post vacancies on websites to include: Monster, Hot Jobs, Craigs List, CareerBuilder, Dice, Indeed, Bay Area Careers, SimplyHired, etc. and social media sites such as LinkedIn and Twitter. We will also reach out to select universities including Brigham Young, University, Dixie State, Snow College and Southern Virginia University. We will continue to post on sites geared toward human resources professionals such as SHRM, CalPelra and IPMA. Other organizations that we can approach include Kiwanis, Elks Clubs, Active 20-30 Club and Chambers of Commerce. We will also contact Randy Bloomfield and Brad Yoder of Veterans Employment Services to assist in determining job posting sites to further our outreach to recruit veterans of all ethnicities.

CONTRA COSTA COUNTY LIBRARY

2015/16 EQUAL EMPLOYMENT OPPORTUNITY OUTREACH AND RECRUITMENT PLAN

VISION STATEMENT: Contra Costa County Library is the pulse of our community. Working together, we spark imagination, fuel potential, and connect people with ideas and each other.

Situation:

According to the December 31, 2014 Contra Costa County Under-Utilization Data report, males are underutilized in the Library Department by 34%.

Objective:

Ensure that the Library workforce reflects the diversity of the County by continuing to diversify staff in all Library work units while increasing the presence of males within the workforce.

Strategy:

The Library will conduct targeted outreach efforts to males in order to create a more diverse applicant pool of qualified candidates to apply for vacant positions. This effort will be included in the Library's overall Marketing Communications Plan with the strategic goal of promoting the Library's value, programs and opportunities to the community.

Execution:

- Create promotional bookmark explaining outreach objective. (ASO, ASA II, Graphic Designer)
- Participate in 2016 Diablo Valley College Career Fair and 2016 San Jose State University Public Service Career Fair specifically to reach the male student population. (ASO, ASA II)
- Research, update, and expand existing list of websites where job vacancies are posted to include websites that are geared toward males. (ASO, ASA II)
- Staff employer recruiter booth and/or participate in the career services center at the 2015 California Library Association conference. (County Librarian, ASO, ASA II)
- Update Equal Employment Opportunity Outreach as an element in manager performance reviews. (ASO, ASA II)

Measurement:

The Library's Outreach and Recruitment Plan includes a review of the employees hired and promoted and how these actions have assisted the Library in meeting its goals. Data will be analyzed to ensure that high turnover is minimized to the extent possible, that policies and procedures are reviewed to ensure they support Equal Employment Opportunity objectives, and that new goals are set based on outcomes from the prior year.

Contact: Beth Kilian, Administrative Services Officer, at (925) 927-3212
bkilian@ccclib.org

**CONTRA COSTA COUNTY'S
EQUAL EMPLOYMENT OPPORTUNITY
OUTREACH and RECRUITMENT PLAN
The Office of the Public Defender**

Issue: As of December 31, 2014, The Office of the Public Defender statistical data for Males under-representation is 19%.

Objective: Increase male employee's within the work place and maintain a diverse workforce within our office. The department has recognized the issue and has formed a diversity committee comprised of employees to go out and recruit qualified male and other minority candidates.

Message: The Department will conduct strategic and targeted outreach efforts to males in order to create a more diverse applicant pool of qualified candidates to apply for vacant positions.

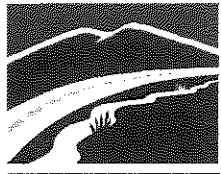
Outreach

Tools: We have formed a partnership with the California Universities in our effort for recruitment as well as we have implemented internal programs such as law clerk programs; college internship/externship and high school internship programs that will help us with our recruitment goals.

Message Distribution

Strategy	Element	Tasks
Create network with Universities which explains the Office of the Public Defender's outreach and recruitment mission and goals	Publication Print Media	Reach out to the Universities Career Advisors and Alumni Relations sharing our need for more male applicants so that they can share with their male student and alumni's population.
Attend college and diversity fairs	Personal Contact	Attend and provide flyers that can be distributed at job and diversity fairs; events that we attend. Personally speak on the needs of male opportunities.
Email job vacancies to the Universities to reach a broad section of males.	Electronic	Send job announcements of vacancies via email stating our needs.

**Contact: Donna Broussard
(925) 335-8065**



Contra Costa County Public Works Department

Julia R. Bueren, Director
Deputy Directors
Brian M. Balbas
Stephen Kowalewski
Stephen Silveira
Joe Yee

Outreach and Recruitment Plan

Issue:

As of December 31, 2014, the Public Works Department statistical data for underrepresentation of women was 21%.

Objective:

Increase the visibility of women in the workforce. The Department will increase and nurture partnerships with Community Based Organizations, Trade Schools, colleges, and universities to ensure that we keep women informed of job opportunities and other resources within the County.

Message:

The Public Works Department will conduct strategic and targeted outreach and recruitment efforts to create a more diverse applicant pool of qualified candidates for vacant positions, particularly for women in Trades Occupations (i.e. Facilities Maintenance, Road Maintenance, and Fleet). The department has historically struggled in recruiting women for these positions. As a result, there is significant underrepresentation of women in these jobs.

Outreach Tools:

- Create and distribute informational brochures to CBOs, colleges, and trade schools
- Attend and participate in local job and diversity fairs.
- Advertise in university journals and with alumni associations.
- Post job vacancies on websites that are geared toward our target audience.
- Reinstitute Student Aide-Engineer program for 3rd year Engineering students
- Continue to participate on Delta Diablo Corridor project. Work with education sector to identify female student workers who are interested in engineering.

Message Distribution:

Strategy	Element	Tasks
Create brochure that explains the Public Works department outreach and recruitment mission and goals	Publication and Print Media	Send brochures to CBOs that serve women so they can share with their customers. Brochures will also be distributed at job and diversity fairs and other events we attend.
Attend job and diversity fairs that serve women and people of color.	Personal contact	Partner with CBOs and professional organizations that serve women in order to attend their sponsored job and diversity fairs.
Register and post job vacancies online to reach a broad section of women	Electronic	Register and post job opportunities on websites that cater to women such as tradeswomen.com, womenforhire.com, etc.

"Accredited by the American Public Works Association"

255 Glacier Drive Martinez, CA 94553-4825
TEL: (925) 313-2000 • FAX: (925) 313-2333
www.cccpublicworks.org



CONTRA COSTA COUNTY OFFICE OF THE SHERIFF

DAVID O. LIVINGSTON

SHERIFF – CORONER

OUTREACH and RECRUITMENT PLAN

Issue: As of December 31, 2014, the Office of the Sheriff's statistical data for female's under-representation is 14%.

Objective: Increase the visibility of law enforcement job opportunities for females.

Message: The Office will conduct strategic and targeted outreach efforts to females in order to create a more diverse applicant pool of qualified candidates to apply for and be successful in the law enforcement recruitment process.

Outreach

Tools: Create and distribute brochures, flyers, and posters that represent a diverse work population, to include females, wearing Office of the Sheriff uniforms.
Erect billboards across the Bay Area with females in Office of the Sheriff uniforms.
Attend and participate in local job fairs and career days at schools and colleges

Message Distribution

STRATEGY	ELEMENT	TASKS
Create brochures, flyers, posters and billboards that demonstrate the diverse workforce of the Office of the Sheriff.	Publications Print Media	Distribute brochures throughout local and statewide colleges, universities, military bases. Place advertisements on the SO Law Enforcement Training Center Website, Facebook, Twitter, and Deputy Sheriff Association websites. Place Recruitment billboards throughout the Bay Area
Attend job fairs and career days that serve a large female population	Personal Contact	Set up class presentations, working job fairs, and workshops at female-dominated colleges, universities.
Evaluate testing process to ensure competitiveness with other law enforcement agencies to assist candidates with physical agility testing success.	Physical Testing Center Evaluation	Establish a monthly Physical Agility Test (PAT) clinic to assist candidates with successfully passing the PAT. Also provide oral interview tips for success. Add a 6' chain link fence option to the PAT course. Enacted a one-month retest option for those who fail the PAT.

Contact: Mary Jane Robb, Sheriff's Chief of Management Services at (925) 335-1557
mrobb@so.cccounty.us

**CONTRA COSTA COUNTY
TREASURER – TAX COLLECTOR
EQUAL EMPLOYMENT OPPORTUNITY
OUTREACH and RECRUITMENT PLAN**

Issue: As of December 31, 2014, the Department of Treasurer – Tax Collector’s statistical data for male under-representation is 25% and Caucasian under-representation is 23%.

Objective: Increase the visibility of males and Caucasians within the workforce. The department will create partnerships with Community Based Organizations (CBOs) such as SparkPoint Career Development and Swords to Plowshares to ensure that we keep them informed about job vacancies and other resources within the County.

Message: The Department will conduct strategic and targeted outreach efforts to males and Caucasians in order to create a more diverse applicant pool of qualified candidates to apply for vacant positions.

Outreach

Tools: Distribute information to CBOs
Attend and participate in local job and diversity fairs
Post job vacancies on websites that are geared toward males

Message Distribution

Strategy	Element	Tasks
Attend job and diversity fairs that serve males	Personal Contact	Partner with CBOs and professional organizations in order to attend their sponsored job and diversity fairs.
Register and post job vacancies online to reach a broad section of males	Electronic	Register and post job vacancies on websites such as: sfbay.craigslist.org bayareacareer.com simplyhired.com

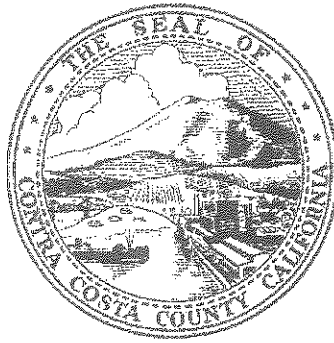
Contact: Danielle Goodbar, (925) 957-2888

danielle.goodbar@tax.cccounty.us

Contra Costa County Veterans Service Office

❑ 10 Douglas Drive, #100
Martinez, CA 94553-4078
(925) 313-1481 FAX (925) 313-1490

❑ 2101 Vale Road, #302
San Pablo, CA 94806
(510) 374-3241 FAX (510) 374-7955



❑ 3361 Walnut Blvd, #140
Brentwood, CA 94513
(925) 313-1481 FAX (925) 313-1490

❑ 400 Hartz Avenue, #208
Danville, CA 94526
(925) 313-1481 FAX (925) 313-1490

May 8th 2015

Veterans Service Department

Outreach and Recruitment Plan

Issue: As of December 31, 2014, the Veterans Service Department's statistical data for Asians under-representation is 15%.

Objective: Increase the visibility of Asians within the workforce. The department will create and nurture partnerships with Community Based Organizations (CBOs) to ensure that we keep them informed about job vacancies and other resources within the County.

Message: The Department will conduct strategic and targeted outreach efforts to Asians in order to create a more diverse applicant pool of qualified candidates to apply for vacant positions.

Outreach

Tools: Create and distribute informational brochures to CBOs

Attend and participate in local job and diversity fairs

Post job vacancies on websites that are geared toward the Asian population

Message Distribution Strategy	Element	Tasks
Create brochure which explains the Veterans Service Department's outreach and recruitment mission and goals	Publication Print Media	Mail brochures to CBOs that serve the Asian population so they can share with their clientele such as the Shiva Murugan Temple and the Islamic Center of Contra Costa County

<https://www.shivamurugantemple.org/>

<http://www.islamiccenterofcontracosta.com/>

Brochures will also be distributed at job and diversity fairs; events that we will attend.

Personal Contact

Attend job and diversity fairs that serve the Asian population

Partner with CBOs and professional organizations who serve the Asian population in order to attend their sponsored job and diversity fairs.

Register and post job vacancies online to reach a broad section of Asians Electronic

Register and post job vacancies on websites that cater to Asians such as <http://www.asian-jobs.com/> or <http://jobs.asiamedia.com/>

Contact Person: Susan Ferguson at (925)-313-1481

Susan.Ferguson@vs.cccounty.us