

HIRING OUTREACH OVERSIGHT COMMITTEE

Meeting Date: 10/01/2015
Quarterly Update: Strategic Outreach and Recruitment Goals
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Strategic Outreach and Recruitment Background:

On July 1, 2015, Contra Costa County (County) implemented its new outreach and recruitment plans. The goals of the plans were to further promote diversity and inclusion throughout the workforce. County departments and the Office of Equal Employment Opportunity (EEO) were instructed by the BOS to conduct strategic outreach and recruitment efforts which were specifically designed to reach qualified under-represented groups within the communities we serve.

In order to identify the departmental under-representation, the EEO Officer compared the County's workforce data for males, females, Whites, Blacks, Hispanics and Asians to the availability of qualified people who reside in the local labor market and are 16 years or older. This activity is conducted on an annual basis. The EEO Officer reviewed the work and labor force data to determine whether or not departmental under-representation existed in the County. Each department with under-representation of 10% or more was required, at the direction of the Board of Supervisors, to create a strategic Outreach and Recruitment Plan. The departmental plans addressed the under-representation and provided details of what steps would be taken to increase the applicant flow of the under-represented groups.

The Office of EEO was responsible for conducting outreach and recruitment efforts to Community Based Organizations (CBOS) that have been identified as under-represented within the County's workforce. EEO conducted specific and strategic outreach to CBOS who serve veterans, the disabled, the re-entry population, Hispanics and women and minorities in Public Safety positions. The Office of EEO is responsible for partnering with CBOS to attract qualified candidates so they can apply for vacant County positions. These steps will also help the County to diversify its applicant pool.

The Office of EEO conducted outreach and recruitment efforts that were directed towards CBOS through cold calls, meeting with their management and staff, and providing resources and referrals (Workforce Development Board, Cal-Works, etc.). In addition to this, EEO has conducted seminars and training sessions for the staff. The Office of EEO was tasked with developing beneficial relationships with CBOS in order to partner with them and bring awareness to the County's outreach and recruitment process.

Quarterly Report

Each quarter, the EEO Officer will analyze the departmental outreach and recruitment activities. The EEO Officer will obtain the application flow data from Human Resources for vacant posted positions during the quarterly period. EEO will submit its outreach and recruitment data which will be conducted during this time. The data will list the CBOS who were contacted through cold calls and public referrals and will include the CBOS name, contact person and job title. Of equal importance, EEO will continue to pursue and develop relationships with the CBOS in order to help them meet some of their needs at the transaction level.

Attachment:

Attachment A – Departmental Application Flow by Race and Gender

Attachment B – The Office of EEO Relationships Asset Management Activities