



**DATE:** August 2, 2016

**TO:** Hiring Outreach Oversight Committee

**FROM:** Antoine Wilson, Equal Employment Opportunity Officer

A handwritten signature in black ink, appearing to be "AW", is written over the name "Antoine Wilson" in the "FROM:" line.

**SUBJECT:** FY 2016-2017 Department Outreach Plans

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## **Background**

In April of 2014, the Human Resources Department convened a Recruitment Opportunities Work Group consisting of representatives from the Human Resources Department, Office of the County Counsel, and the Affirmative Action/Equal Employment Opportunity Officer. The County Administrator tasked the Work Group with establishing a post-Consent Decree framework to ensure that the County workforce reflects the diversity of the County and provides equal employment opportunities for all qualified persons seeking employment with the County and districts governed by the Board of Supervisors; evaluating ways in which the diversity of the County work force can be enhanced with targeted recruitments; and improving the County's outreach efforts.

In order to determine underrepresentation in each department, the EEO Officer compares the County's year end workforce data to the availability of qualified people who reside in the local labor market and who are 16 years or older. The local labor market data is compiled by the United States Department of Census.

Each department with under-representation of 10% or more is required to create a strategic Outreach and Recruitment Plan. Each department who has underrepresentation must develop an outreach plan which addresses its underrepresentation and provide steps that will be taken to assist in increasing the applicant flow for the under-represented group(s). Each County department is required to develop reach out to the following populations:

- Male
- Female

- Asian
- Black
- Hispanic
- White

Probation (which is in its second straight year of compliance) and Conservation and Development are excluded from participating in the current departmental outreach plans because their workforce numbers were less than 10% across the board.

The County's EEO Officer is also responsible for conducting outreach efforts to community and faith based organizations. The outreach includes emphasis on attracting underrepresented groups within the County workforce and specific outreach efforts will be made to the following populations:

- Veterans
- Disabled
- AB 109
- Women and Minorities in Public Safety positions
- Low Income

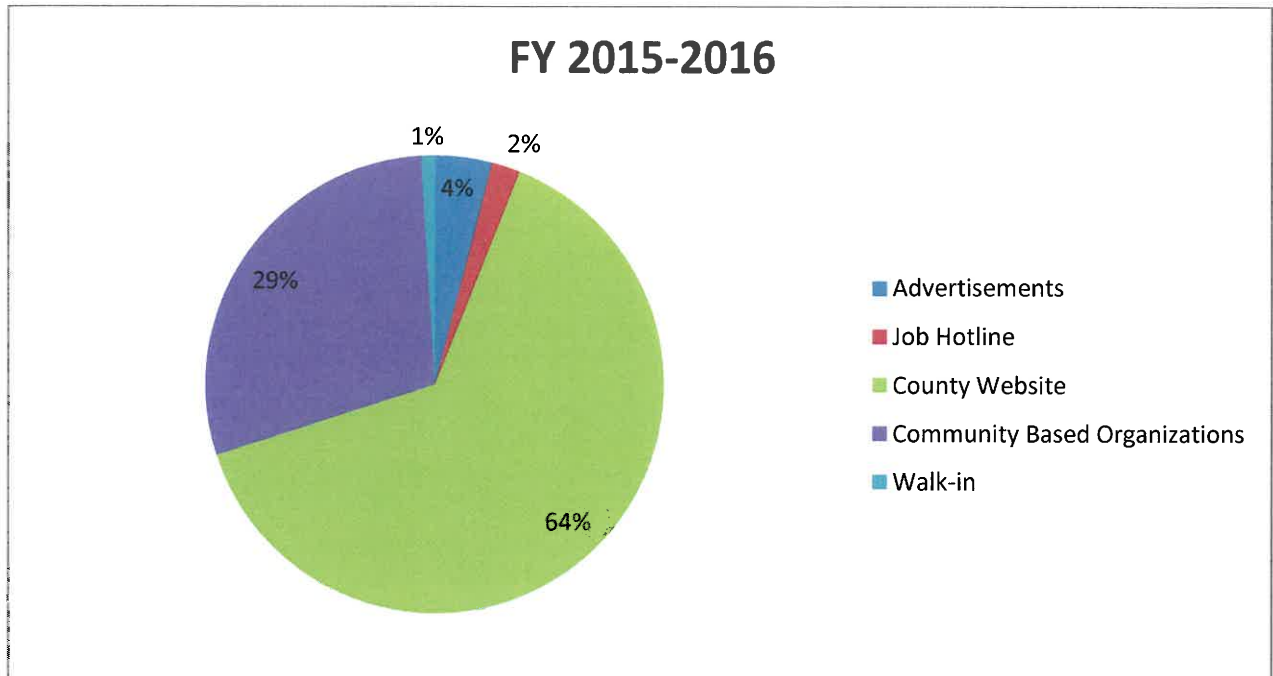
Some of the organizations that the EEO has partnered with in the last year to conduct outreach and recruitment are Men and Women Of Valor, Contra Costa/Solano County Food Bank, STAND! For Families Free of Violence, Monument Impact, Lao Community Development, and Shepard's Gate.

On July 1, 2015, Contra Costa County (County) implemented its outreach and recruitment plans for FY 2015-2016. The goals of the plans were to further promote diversity and inclusion throughout the County's workforce. County departments along with the Office of Equal Employment Opportunity were instructed by the Board of Supervisors to conduct strategic outreach and recruitment efforts which were specifically designed to reach qualified underrepresented groups within the communities we serve.

### **FY 2015- FY 2016 Outreach Plans**

Applicant flow is an important tool the County uses to measure how fair and inclusive our outreach programs are. It also helps the County to review and determine other ways to be proactive and effective in our outreach to the communities by helping to remove barriers that may exist and provide equal employment opportunities for all

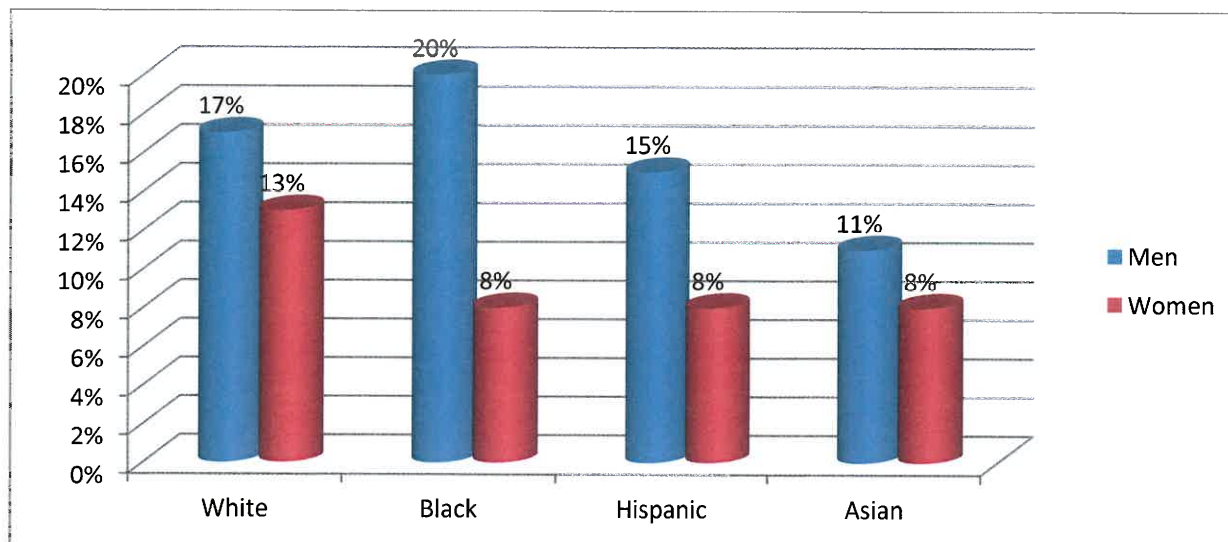
qualified candidates. For FY 2015-2016, the County's applicant flow pipeline is broken into 5 categories to signify where job seekers found out about our vacancies. They are listed below:



As the chart indicates, outreach is the second most effective means for the County to reach citizens who are interested in County employment. It is important for EEO to continue researching and developing efficient ways to continually engage underrepresented groups within our workforce by encouraging them to apply for County vacancies whenever they meet the minimum qualifications.

The Auditor/Controller's office and EHSD did not submit outreach plans although several messages and e-mails were exchanged to request the information and stress the importance of the project. They have been invited to the August 8, 2016 meeting to explain to the committee why they did not follow the Board's directive and participate..

Overall the County received 24,033 applications for FY 2015-2016. Below is the applicant flow statistical data that is broken down by race and gender:



The percentages of female applicants compared to male applicants are similar to the County's overall workforce in 2015. As of December 31, 2015, the County's workforce consisted of 64% females and 36% males. This illustrates the importance of EEO, Human Resources and County departments to continue developing strategic outreach and recruitment activities in order to attract employees that will help our workforce reach parity.

### **Recommendation**

The Office of EEO recommends that the Hiring Outreach Oversight Committee review and approve the FY 2016-2017 Departmental Outreach Plans for submission to the Board of Supervisors in or around September 2016.

### **Attachment**

1. FY 2015-2016 Departmental Outreach and Recruitment Plans



**CONTRA COSTA COUNTY  
DEPARTMENT OF AGRICULTURE  
WEIGHTS AND MEASURES  
OUTREACH AND RECRUITMENT PLAN  
FY 2016-2017**

- Issue:** The Board of Supervisors remains committed to maintain a diverse and inclusive workforce which is reflective of the communities that we serve. As of December 31, 2015, the Department of Agriculture / Weights and Measures statistical data for female under-representation within our workforce is 15%. We can only hire people licensed to do work in the majority of the positions in our department. All of our Biologists, Inspectors, and supervisors require specific state licensing.
- Objective:** Increase the applicant flow of female candidates who meet the minimum qualifications by encouraging them to apply for the vacant positions within the Agriculture / Weights and Measures Department.
- Message:** The Department of Agriculture / Weights and Measures will target outreach efforts to websites and organizations that serve females. We will electronically send these organizations open vacancies within the department during the fiscal year. This proactive measure will help to create a more diverse applicant pool of qualified candidates to apply for departmental vacancies.
- Tools:** Local job fairs and career days  
Websites geared towards helping women find employment.

## Message Distribution

STRATEGY	ELEMENT	TASKS
Attend job and career fairs geared towards helping females find employment.	Personal Contact	Attend job and career fairs to distribute information about the department and the requirements needed for vacant positions.
Research employment websites and register to join the online community.	Internet/Computer	Register with websites such as <a href="http://womenforhire.com">womenforhire.com</a> ; <a href="http://raphaelhouse.org">raphaelhouse.org</a> ; <a href="http://shelterinc.org">shelterinc.org</a> and <a href="http://www.standffov.org">www.standffov.org</a> .
Outreach to licensed individuals for classifications such as Biologists, Inspectors and supervisors.	Electronic	Job announcements sent to every qualified, licensed individual within the State of California. The State of California provides the contact information to the department.

**Contact:** Ralph Fonseca, Agricultural Biologist/Weights and Measures Inspector III  
[ralph.fonseca@ag.cccounty.us](mailto:ralph.fonseca@ag.cccounty.us)



**CONTRA COSTA COUNTY  
DEPARTMENT OF ANIMAL SERVICES  
OUTREACH AND RECRUITMENT PLAN  
FY 2016-2017**

- Issue:** As of December 31, 2015, the Animal Services Department's statistical data presented an under-representation for males at 11% and Asians at 10%.
- Objective:** Increase outreach to the local minority workforce population, specifically males and individuals with Asian descent. 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.
- 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
Attend job and community events for underserved populations.	Outreach	<p>Partner with local CBOs and agencies, to participate in local community events that target underserved populations.</p> <p><u>Community Based Organizations:</u></p> <ul style="list-style-type: none"> <li>• Workforce Development Board: East Bay Works</li> <li>• Opportunity Junction, Antioch CA</li> </ul> <p><u>Job Fairs:</u></p> <ul style="list-style-type: none"> <li>• Contra Costa County Workforce Development Board Job Fairs</li> <li>• Police Academies</li> </ul> <p><u>Community Events:</u></p> <ul style="list-style-type: none"> <li>• Bark in the Park, Brentwood CA</li> <li>• Local Farmers' Markets, County Wide</li> <li>• Safety Fairs, County Wide</li> <li>• Road Runner Run Club, Pleasant Hill CA</li> </ul>
Distribute brochures for outreach and recruitment to minorities.	Publication	Distribute brochures at local job and community events.
Register and post Animal Services Department vacancies online, to reach a broad section of minorities	Electronic	<p>Register and post vacancies on websites that cater to minorities such as:</p> <ul style="list-style-type: none"> <li>• Asian-jobs.com</li> <li>• Diversity.com</li> </ul>

**Contact:** Arturo Castillo. Administrative Services Officer  
[arturo.castillo@asd.cccounty.us](mailto:arturo.castillo@asd.cccounty.us)





**CONTRA COSTA COUNTY  
OFFICE OF THE ASSESSOR  
OUTREACH AND RECRUITMENT PLAN  
FY 2016-2017**

- Issue:** The Board of Supervisors remains committed to maintain a diverse and inclusive workforce which is reflective of the communities that we serve. As of December 31, 2015, the Assessor's Office underrepresentation statistical data for Hispanic is 15%.
- Objective:** Expand outreach and recruitment efforts to increase the job opportunity visibility within the Hispanic 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.
- 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 when available
Connect with El Observador which is a Hispanic newspaper organization based in the Bay Area.	Periodical/Newspaper	Post job announcements
Connect with Community Based Organizations target for specific community group	Partner with HR Central for targeted outreach:  La Clinica De La Raza Contra Costa College - La Raza Studies Department	Connect with: Hispanic Chamber of Commerce of Contra Costa County <a href="mailto:president@h5c.org">president@h5c.org</a>  Monument Impact <a href="mailto:nati@monumentimpact.org">nati@monumentimpact.org</a>  East Bay Economic Development Alliance <a href="mailto:anne@eastbayeda.org">anne@eastbayeda.org</a>  Opportunity Junction <a href="mailto:eric@opportunityjunction.org">eric@opportunityjunction.org</a>  Labor Council for Latin American Advancement <a href="http://www.lclaa.org">www.lclaa.org</a>
Connect with Labor Council for Latin American Advancement Frank Martin Del Campo SF Chapter President 415-407-7117		
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 – Administrative Services Assistant III  
[Michelle.Cabrera@assr.cccounty.us](mailto:Michelle.Cabrera@assr.cccounty.us)



## CONTRA COSTA COUNTY DEPARTMENT OF CHILD SUPPORT SERVICES OUTREACH AND RECRUITMENT PLAN

**Issue:** As of December 31, 2015, the Department of Child Support Services underrepresentation for males is 32%. Marginal under representation was also seen in the areas of Whites at 1%, Hispanics at 6% and Asians at 1%.

**Objective:** Increase the visibility of males within the workforce. Target Whites, Hispanics and Asians in an attempt to mitigate current trends of under representation. 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 YouTube video of incumbent employees in the underrepresented groups, 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, targeting groups specific to Hispanic and Asian populations	Electronic Media	Build community partnerships and provide electronic job postings for distribution during open recruitment periods. Will target Shelter, Inc and local Salvation Army chapter for male outreach, Asian Business League of San Francisco for Asian outreach and Hispanic Chamber of Commerce of Contra Costa County for Hispanic outreach.
Coordinate digital billboard advertising with open recruitments	Advertising	Post job opportunities via digital billboard adjacent to Highway 680 South entering Contra Costa County; utilize marketing materials that specifically target males of current under-represented groups.

**Contact:** Adrienne Todd, Administrative Services Officer at 925-313-4454  
[adrienne.todd@dcss.cccounty.us](mailto:adrienne.todd@dcss.cccounty.us)



## **CONTRA COSTA COUNTY CLERK-RECORDER ELECTIONS OUTREACH AND RECRUITMENT PLAN FY 2016-2017**

- Issue:** The County Clerk-Recorder-Elections Department (the Department) remains committed to maintain a diverse and inclusive workforce which is reflective of the communities that we serve. As of December 31, 2015, the Department's statistical data for male under-representation within our workforce is 22%.
- Objective:** Increase the applicant flow of male candidates who meet the minimum qualifications, by encouraging them to apply for the vacant positions within the Department.
- Message:** Human Resources conducts all recruitments for the Clerk-Recorder-Elections Department. The Department will continue to work with Human Resources to conduct strategic and targeted outreach efforts to community and faith based organizations and online websites that serve males. This proactive measure will help work toward a more balanced applicant pool of qualified candidates to apply for departmental vacancies.
- Tools:** Community/ faith based organizations  
Local job fairs and career days  
Websites geared towards helping men find employment.  
Create and distribute informational brochures

### **Message Distribution**

STRATEGY	ELEMENT	TASKS
Provide information concerning Department positions so HR can distribute at fairs geared towards helping males find employment.	Personal Contact	Recommend that HR attend job and career fairs during the fiscal year to distribute information on the department's classifications to reach potential applicants.
Partner with community/faith based organizations to reach out to males.	Personal Contact	Recommend that HR distribute information to agencies such as the YMCA and the Salvation Army, etc. when positions are available.
Post vacant positions on applicable job websites, such as CountyNews.com and the Clerk-Recorder-Elections Associations listserves.	Internet/Computer	Register recruitments with websites such as CountyNews.com, ElecNet, and RecNet.

**Contact:** [debi.cooper@cr.cccounty.us](mailto:debi.cooper@cr.cccounty.us)  
Deputy County Clerk-Recorder



## **CONTRA COSTA COUNTY COUNTY ADMINISTRATOR'S OFFICE OUTREACH AND RECRUITMENT PLAN FY 2016-2017**

- Issue:** The Board of Supervisors remains committed to maintain a diverse and inclusive workforce which is reflective of the communities that we serve. As of the December 31, 2015 Contra Costa County Under-representation Data, the County Administrator's Office's (CAO) statistical data for male and Hispanic under-representation within our workforce is 12% for each category. This workforce under-representation data includes data for the following departments within the County Administrator's agency: Clerk of the Board; CCTV; Department of Information Technology, including the Telecommunications division; Law and Justice Systems; and the administrative office of the County Administrator, including the Labor Relations unit.
- Objective:** Increase the applicant flow of male and Hispanic candidates who meet the minimum qualifications by encouraging them to apply for the vacant positions within the County Administrator's Office and other departments within the CAO agency.
- Message:** In partnership with the Human Resources Department, the County Administrator's Office will continue to conduct strategic and targeted outreach efforts to organizations and online websites that serve diverse populations, including males and Hispanics. We will continue to electronically send these organizations all open vacancies within the department and continue national outreach efforts as appropriate. These proactive measures have supported our hiring efforts in the administrative office. Each of the two recently selected candidates for the administrative office identify with one of the under-representation data categories. Therefore, we expect next year's data to demonstrate improvement in our under-representation data.

**Tools:** Websites geared towards helping men and Hispanics find employment  
 Conduct nationwide outreach, as appropriate  
 Partner with the Human Resources Department

### Message Distribution

STRATEGY	ELEMENT	TASKS
Conduct outreach with community based organizations to seek potential male and Hispanic candidates.	Personal/Computer Contact	<ul style="list-style-type: none"> <li>- Reach out to community based organizations that serve diverse populations, including males and Hispanics such as the Latina Center, <a href="http://www.hirelatinos.org">www.hirelatinos.org</a>, <a href="http://www.o.lulac.org">www.o.lulac.org</a>, Men and Women of Purpose, and Lao Family Community Development.</li> <li>- Post job announcements with these partner agencies when positions are being recruited for.</li> </ul>
Conduct nationwide outreach, as appropriate	Contractor/Internet/Computer	<ul style="list-style-type: none"> <li>- Utilize a contractor that can facilitate nationwide recruitment efforts to males and Hispanic, as well as, support the department's selection efforts. The County received these types of services from Teri Black and Company, Bob Murray &amp; Associates, and Alliance, and would likely utilize such services as needed to broaden outreach efforts.</li> </ul>



Partner with Human Resources Department to strengthen recruitments with Alumni Associations and associations geared towards helping males and Hispanics find employment.	Personal/Computer Contact	- Inform the Human Resources Department of our recruiting strategies and request their support to heavily recruit with Alumni Associations and the associations identified above to support our efforts to recruit males and Hispanics.
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**Contact:** Antoine J. Wilson. Equal Employment Opportunity Officer  
antoine.wilson@riskm.cccounty.us



**CONTRA COSTA COUNTY  
OFFICE OF THE COUNTY COUNSEL  
OUTREACH AND RECRUITMENT PLAN  
FY 2016-2017**

- Issue:** The County Counsel's office remains diligent in its outreach for attorney and non-clerical recruitments. As of December 31, 2015, the Office of The County Counsel's statistical data indicated under-representation of 20% for both males and Hispanics. For the purpose of this plan, this office addresses the attorney and non-clerical recruitments. Clerical outreach and recruitments are countywide and not conducted by this office.
- Objective:** The department will continue to 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 of the County Counsel will continue to 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. We will send over 70 organizations all open recruitments within the department during the examination period. These measures will help to create a more diverse applicant pool of qualified candidates that apply for departmental vacancies.
- Tools:** Enhance the communication methods of job vacancies with our under-represented groups expanding the postings of job vacancies via mailings, internet, and coordination with the EEO's staff through community based organizations, local job fairs, websites, and law school career centers.

## Message Distribution

STRATEGY	ELEMENT	TASKS
Coordinate distribution of County Counsel brochure via job recruitment announcements with EEO's staff during their participation in job fairs	Personal Contact	Partner with organizations who serve the under-represented populations
Utilize County Counsel's 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
Research additional employment websites and register to post open job vacancies with the online community	Internet	Register and post job vacancies on various websites such as <u>Careers in Government</u>
Announce vacancies via links on County Counsel webpage that will provide notices about current announcements and instructions for future notification of job related alerts	Internet	Maintain the "Job Description" and "FAQ" links on the County Counsel website with current information
Link the Equal Employment Opportunity homepage to the County Counsel's homepage	Internet	Increase the County Counsel's exposure to the community to promote the goals of diversity, inclusion and equality in the workplace
Announce job vacancies via mailings, email and internal office postings	Electronic/Print Media	Mail or email announcement to the targeted under-represented group's recruitment centers and law school career centers

**Contact:** Wanda R. McAdoo, Administrative Services Officer  
wanda.mcadoo@cc.cccounty.us

Office of the County Counsel  
Recruitment and Outreach Contact List

American Indian Lawyer  
Asian Law Caucus  
Black Law Student Association – Golden Gate University  
Black Law Students Association- Boalt Hall  
California Indian Legal Services  
California Mexican-American Chamber of Commerce  
California Western School of Law  
Centro Legal De La Raza  
Charles Houston Bar Association  
Contra Costa Legal Services Foundation  
County Counsel Association of California  
County Counsel's Association of California  
Fairfield City Attorney's Office  
Hastings School of Law  
Humboldt County Bar Association  
Imperial County Bar Association  
Institute for Legislative Practice  
Japanese American Bar Association of Los Angeles  
John F. Kennedy University  
Kern County Counsel's Office  
La Casa Legal De San Jose  
La Raza Law Student Organization – Boalt Hall  
La Raza Law Students Association

Latina Law Students Associations  
Legal Services of Northern California  
MANA – A National Latina Organization  
Meyers, Nave et al  
Miller, Starr & Regalia  
Morrison & Forester  
Napa County Counsel's Office  
Office of Counsel, U.S. Department of Housing  
PG&E Law Department  
Sacramento La Raza Lawyers Association  
San Diego La Raza Lawyers Association  
San Francisco La Raza Lawyers Association  
San Francisco School of Law  
Society of St Vincent De Paul of Contra Costa County  
Sonoma County Counsel's Office  
Spanish Speaking Unity Council  
Stanford University Law School  
U.S. Department of Housing and Urban Development  
UC Davis School of Law  
UC Hastings La Raza Students Association  
UCLA School of Law  
University of the Pacific School of Law  
USF School of Law  
Women Lawyers of Sacramento  
Women's Lawyers Association of Los Angeles  
Workforce Development Board of Contra Costa County



**CONTRA COSTA COUNTY  
OFFICE OF THE DISTRICT ATTORNEY  
OUTREACH AND RECRUITMENT PLAN  
FY 2016-2017**

- Issue:** The Board of Supervisors remains committed to maintain a diverse and inclusive workforce which is reflective of the communities that we serve. As of December 31, 2015, the Office of the District Attorney's statistical data for Hispanic under-representation within our workforce is 14%.
- Objective:** Increase the applicant flow of Hispanic candidates who meet the minimum qualifications by encouraging them to apply for the vacant positions within the Office of EEO.
- Message:** The Office of EEO will conduct strategic and targeted outreach efforts to community/faith based organizations and online websites that serve females. We will electronically send these organizations all open vacancies within the department during the fiscal year. This proactive measure will help to create a more diverse applicant pool of qualified candidates to apply for departmental vacancies.
- Tools:** Community/ faith based organizations  
Local job fairs and career days  
Websites geared towards helping women find employment.  
Create and distribute informational brochures

**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	<p>Recruiting committee will actively seek opportunities to speak to law school clubs and organizations whose members consist of individuals from diverse backgrounds to discuss a career path. Examples of groups the committee has reached out to include:</p> <ul style="list-style-type: none"> <li>• Armenian Law Student Association</li> <li>• Vietnamese American Law Society</li> <li>• Pilipino American Law Society</li> <li>• La Raza Law Students Association</li> <li>• Korean American Law Student Association</li> <li>• Black Law Students Associations</li> <li>• Asian Pacific American Law Student Association</li> </ul>
Post job vacancies on websites and in publications geared toward Hispanics.	Publication/Print Media	<p>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. We have contacted SF La Raza Lawyers, East Bay La Raza Lawyers Association, and La Raza Lawyers of Santa Clara County to ask them to send out to their members job postings.</p>
Pay law clerks competitively in an effort to attract individuals from a variety of socioeconomic backgrounds.	Economic	<p>Increase compensation for summer law clerks from a fixed stipend of \$2000 to a competitive hourly rate. We will advertise this with all the student associations on school campuses (including minority/criminal school groups) as well as minority bar associations.</p>
Outreach to Minority Bar Associations	Personal Contact	<p>Notify Minority Bar Associations of employment opportunities; participate in Panel Discussions on Criminal Law issues. We will outreach to the three local bay area minority bar associations that serve Hispanic attorneys are: SF La Raza Lawyers, East Bay La Raza Lawyers</p>

		<p>Association, and La Raza Lawyers of Santa Clara County. Then there is the Minority Bar Coalition (MBC) which is a coalition of bar organizations that are committed to serving all attorneys from minority groups. We also outreach to the following:</p> <ul style="list-style-type: none"> <li>• Asian Pacific Bar Association – Silicon Valley</li> <li>• Asian American Bar Association</li> <li>• Charles Houston Bar Association</li> <li>• Bay Area Black Prosecutors Association</li> <li>• San Francisco La Raza Lawyers</li> <li>• Asian American Prosecutors Association</li> <li>• Filipino Bar Association of Northern California</li> <li>• Black Women Lawyers Association of Northern California</li> <li>• East Bay La Raza Lawyers Association</li> <li>• Korean American Bar Association of Northern California</li> <li>• La Raza Lawyers of Santa Clara County</li> <li>• South Asian Bar Association of Northern California</li> <li>• Vietnamese American Bar Association of Northern California</li> </ul>
Outreach to Career Development Office (CDO) at Law Schools	Personal Contact	<p>Alumni from the Recruiting Team reach out CDO's expressing our interest in attracting a more diverse applicant pool. La Raza Law Students Association serves Hispanic students. We will be attempting to reach out to all the La Raza organizations on local school campuses.</p>
Post job vacancies on websites and publications focused on serving diverse populations	Publication/Print Media	<p>Notify Opening Doors, International Rescue Committee, Narika, RYSE Youth Center, Family Justice Centers( West and Central)</p>
Post job vacancies on websites and publications focused on women in law enforcement.	Publication/Print Media	<p>Determine which organizations might assist us in recruiting sworn female law enforcement personnel, and express the Office's desire to increase the number of female Senior Inspectors.</p>



Post job vacancies on websites and publications focused on law enforcement professionals with an emphasis on bilingual personnel.	Publication/Print Media	Determine which organizations might assist us in recruiting sworn law enforcement personnel, and express the Office's desire to increase the number of bilingual Senior Inspectors.
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**Contact:** Cherie Mathisen. Equal Employment Opportunity Officer  
[cmathisen@contracostada.org](mailto:cmathisen@contracostada.org)



## **CONTRA COSTA COUNTY FIRE PROTECTION DISTRICT OUTREACH AND RECRUITMENT PLAN FY 2016-2017**

- Issue:** The Fire Protection District remains committed to maintaining a diverse and inclusive workforce which is reflective of the communities that we serve. As of December 31, 2015, the Fire Protection District's workforce statistical data for females and Hispanics underrepresentation is 33% and 10 % respectively.
- Objective:** Increase the applicant flow of female and Hispanic candidates who meet the minimum qualifications by encouraging them to apply for the vacant positions within the Fire Protection District.
- Message:** The Fire Protection District will conduct strategic and targeted outreach efforts to community based organizations and online websites that serve females and Hispanics. We will electronically send these organizations all open vacancies within the department during the fiscal year. This proactive measure will help to create a more diverse applicant pool of qualified candidates to apply for District vacancies.
- Tools:**
- Community/ faith based organizations
  - Local job fairs and career days
  - Websites geared towards helping women and minorities find employment.
  - Create and distribute informational brochures
  - Create and advertise recruitment website at state-wide job fairs

## Message Distribution

STRATEGY	ELEMENT	TASKS
Attend job and career fairs geared towards helping Latino, African-American and females find employment.	Personal Contact	Attend job and career fairs partnering with CA Joint Apprenticeship Committee during the fiscal year to distribute information on the Districts' recruitment schedule and vacancies.
Partner with community/faith based organizations to reach out to Latino, African-American and females.	Personal Contact	Create professional relationships and partner with National Association of Hispanic Firefighters, and International Assoc. of Women in Fire and Emergency Services.
Research employment websites and register to join the online community.	Internet/Computer	Register with websites such as <a href="http://womenforhire.com">womenforhire.com</a> and <a href="http://careerwomen.com">careerwomen.com</a>

**Contact:** Denise Cannon, HR Administrator, CCC Fire Protection District  
[dcann@cccfpd.org](mailto:dcann@cccfpd.org)



**CONTRA COSTA COUNTY  
DEPARTMENT OF HEALTH SERVICES  
OUTREACH AND RECRUITMENT PLAN  
FY 2016-2017**

**Issue:**

Contra Costa Health Services has obtained statistical data that reveals males are under-represented by 30%, specifically Caucasian males. The Health Services Department has 8 Divisions that provide services related to health care and emergency response. Professionals in the majority of our divisions hold positions that are generally dominated by women. This is not a Contra Costa County phenomenon, it is prevalent Nationwide. The jobs are called pink-collar jobs. According to the United States Department of Labor there is a disproportionate representation of women in certain jobs. Some of the professions represented were: Registered Nurse, Social Worker, Medical and Health Services Manager, Counselor, and Human Resources Manager. Most of the services provided by CCHS are executed by employees in pink-collar jobs. However, studies have shown that more men are seeking pink-collar jobs and some believe that the recent recession is the reason for this shift.

**Objective:**

Increase the applicant flow of male candidates who meet the minimum qualifications by encouraging them to apply for the vacant positions within the Office of EEO.

**Message:**

The Department will continue to develop innovative ways to attract those who are under-represented within our workforce.

**Tools:**

The Department will continue its recruitment efforts by using popular websites such as Indeed, Monster, and Craig's List. The Department will work with its advertising agency to focus more on recruiting in the following areas:

- Colleges and Universities
- Churches (i.e. Catholic, Protestant, Mormon) and Synagogues
- Athletic Clubs

### Message Distribution

STRATEGY	ELEMENT	TASKS
Attend job and career fairs.	Personal Contact	Attend at least 2 job and career fairs during the fiscal year to distribute information on the department's vacancies.
Outreach to various websites that reaches our underrepresented demographics.	Electronic	Outreach to <a href="http://indeed.com">indeed.com</a> , <a href="http://monster.com">monster.com</a> , <a href="http://glassdoor.com">glassdoor.com</a> and <a href="http://craigslist.com">craigslist.com</a>
Research employment websites	Internet/Computer	Work with advertising agency Spin Recruitment to identify non-traditional recruitment websites.

**Contact:** Dorette McCollum  
[Dorette.McCollum@hsd.cccounty.us](mailto:Dorette.McCollum@hsd.cccounty.us)



## **CONTRA COSTA COUNTY DEPARTMENT OF HUMAN RESOURCES OUTREACH AND RECRUITMENT PLAN FY 2016-2017**

**Issue:** The Board of Supervisors remains committed to maintaining a diverse and inclusive workforce which is reflective of the communities that we serve. As of December 31, 2015, the Human Resources Department statistical data for male under-representation is 27% and Caucasian underrepresentation is 13% within our workforce.

**Objective:** Increase outreach to male and Caucasian candidates for positions in the Human Resources Department.

**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 males and Caucasians.

**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 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 include are Kiwanis, Elks Clubs and Chambers of Commerce.

Contact: Nancy Zandonella, Human Resources Department, 335-1751

## Message Distribution

STRATEGY	ELEMENT	TASKS
Attend job and career fairs geared towards helping males find employment.	Personal Contact	Attend at least 3 job and career fairs during the fiscal year to distribute information on the department's vacancies.
Partner with community/faith based organizations to outreach to males	Personal Contact	Create professional relationships and partner with 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.
Research employment websites and register to join the online community.	Internet/Computer	Advertise employment opportunities on websites such as National Coalition for Men, <a href="http://ncfm.org">ncfm.org</a> ; Hispanic and Latino Professionals Association, <a href="http://hlpaa.com">hlpaa.com</a> ; the National Association of Asian American Professionals, <a href="http://naaapsf.org">naaapsf.org</a> .

Outreach Activities for FY 15-16 resulted in decreasing our under-representation for males from 34% to 27%.

Contact: Nancy Zandonella, Human Resources Department, 335-1751



## CONTRA COSTA COUNTY LIBRARY OUTREACH AND RECRUITMENT PLAN FY 2016-2017

- Issue:** The Board of Supervisors remains committed to maintain a diverse and inclusive workforce which is reflective of the communities that we serve. According to the December 31, 2015 Contra Costa County Under-Representation Data report, males are underrepresented in the Library Department at 35%.
- 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.
- Message:** 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.
- Measurement:** The Library will conduct an annual review of applicants as well as employees hired and promoted.
- Tools:** Local job fairs and career days  
Local community based events  
Websites geared towards helping men find employment.  
Informational bookmarks



## Message Distribution

STRATEGY	ELEMENT	TASKS
Attend job and career fairs, attend community events, and staff employer recruiter booth.	Personal Contact	Participate in 2017 Diablo Valley Career Fair, 2017 San Jose State Public Service Career Fair, and 2016 California Library Association conference.  Attend 2017 John Muir Days community event.
Update promotional bookmark explaining outreach objective for each external recruitment.	Personal Contact	Distribute and promote recruitments at all 26 Library locations.
Update and expand existing list of websites where job vacancies are posted to include websites that are geared towards males.	Internet/Computer	Review and update attached outreach list. Continue searching for untapped websites that cater to males.

**Contact:** Beth A. Kilian, Administrative Services Officer  
bkilian@ccclib.org

**Contra Costa County Library  
Recruitment and Outreach List**

American Library Association Jobmart
Asian Pacific American Librarians Association (APALA)
Baynet mailing list
Black Caucus of the American Library Association, Inc. (BCALA)
California City News
California Library Association JobMart
California Information Exchange (CALIX) listserve
CALIBACA for Carl
California State Association of Counties (CSAC)
Contra Costa County HR
Diablo Valley College <ul style="list-style-type: none"> <li>• Los Medanos College</li> <li>• Contra Costa College</li> </ul>
Library Website (internal)
Pacific Northwest Library Association
Reforma - The National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking
SpartaJobs: San Jose State Career Center
Cal State Long Beach
University of California, Los Angeles
University of North Texas, Denton Library and Information Science
University of Southern Mississippi - Library and Information Science, College of Education and Psych
University of Texas at Austin: School of Information Technology: Job Web
Urban Libraries Council



## CONTRA COSTA COUNTY OFFICE OF THE PUBLIC DEFENDER OUTREACH AND RECRUITMENT PLAN FY 2016-2017

- Issue:** As of December 31, 2015, the Office of the Public Defender showed a 20% under-representation of males in its workforce. The Department met or came close to the target goals in all other demographics.
- Objective:** Increase the number of males in the department's workforce and maintain a diverse workforce within our office.
- Message:** The Department will conduct strategic and targeted outreach efforts to males, as well as to traditionally under-represented racial minorities, in order to create a more diverse applicant pool of qualified candidates to apply for vacant positions
- Tools:** We have attempted to increase the pool of eligible applicants for positions in the department by (1) targeting outreach to local colleges, universities and law schools with our diversity goals in mind; (2) expanding internship opportunities at the high-school, college and law school levels. The internship opportunities are a useful tool to expand our applicant pool for permanent positions when they become available. All of our programs can be found on our department website.

**Accomplishments:** Our Department is primarily financed through the general fund; therefore, we are limited in the number of positions that we are able to fill through attrition vacancies. However, we have recently been successful in securing outside grant funding for some positions. We strive to hire into these positions from a broad applicant pool with a focus on our under-represented category (male).

Recent hiring patterns have shown an improvement in reducing the under-representation of males in the department. Of the 14.5 permanent hires since January 1, 2015, 8 (55%) were male. Of the 10 temporary hires (Special Assignment Attorneys) hired since January 1, 2015, 7 (70%) were male, of

whom 3 (30%) were minority male. Because the employees in the Special Assignment attorney category provide the applicant pool for permanent attorney hires, these recent trends will ensure progress toward increasing the number of males in the attorney workforce.

Finally, in order to maintain the diversity of our workforce, the Department Head has formed a diversity committee to actively recruit minority attorney and graduate law clerk applicants from a diverse array of law schools. The Department strives to promote diversity and achieve gender-balance in the graduate law clerk pool, as this group is a significant source of applicants for the entry-level attorney positions.

Although the workforce of this Department represents only a small portion of the County's overall workforce, because of the significant diversity in our client population, we are uniquely focused and committed to achieving the County's EEO and Recruitment targets

### Message Distribution

STRATEGY	ELEMENT	TASKS
Network with Universities such as and local Community Colleges to increase the applicant pool and explain the Office of the Public Defender's outreach and recruitment mission and goals	Publication Print Media	Reach out to Academic Career Advisors and Alumni Relations at Cal State East Bay, UCLA, USC, UC Davis, SF State, USF; and Golden Gate University
Attend local job and diversity fairs to explain department goals to attain diversity and gender-balance in the workforce	Personal Contact	Attend and provide flyers that can be distributed at job and diversity fairs at UC Hastings; Cal State East Bay, UC Davis, SF State, USF; Golden Gate University.
Email job vacancies to local colleges, universities and law schools to reach a greater applicant pool	Electronic	Send job announcements of vacancies via email including the department goals of attracting a workforce that is diverse and gender-balanced.

**Contact:** Donna Broussard, [donna.broussard@pd.cccounty.us](mailto:donna.broussard@pd.cccounty.us) (925) 335-8065



**CONTRA COSTA COUNTY  
DEPARTMENT OF PUBLIC WORKS  
OUTREACH AND RECRUITMENT PLAN  
FY 2016-2017**

- Issue:** The Board of Supervisors remains committed to maintain a diverse and inclusive workforce which is reflective of the communities that we serve. As of December 31, 2015, the Public Works Department statistical data for underrepresentation of women is 20%.
- 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) as well as Road Maintenance, and Fleet positions. The department has historically struggled in recruiting women for these positions. As a result, there is significant under-representation of women in these jobs.
- 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 3<sup>rd</sup> 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 Rubicon, St. Vincent de Paul of Alameda and Contra Costa Counties, Job Train, and Green Job Corps, 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	Participate in job fairs hosted by colleges, universities, community based organizations and professional organizations that serve women. Attempt to attend at least three (3) job fairs this year.
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 and womenforhire.com.
Develop relationships with organizations that have apprentice and training programs for trades occupations.	Personal contact	Partner with local CBOs, apprenticeship and training programs for trades occupations (i.e. Green Job Corps, Treasure Island Job Corps, and Job Train), to assist us in identifying women candidates that may be interested in applying for positions in fields that are traditionally male dominated (i.e. facilities, fleet and maintenance positions).
Develop relationships with colleges, trade schools and universities to participate in job fairs and advertise job	Personal contact	Partner with community colleges, trade schools and local universities to attend their sponsored job fairs and post on their job boards (i.e.

opportunities		Contra Costa Community Colleges, DeVry, Universal Technical Institute, IBT Tech)
Ensure that oral board and interview panels reflect the diversity of the applicant pool	Personal contact	When contacting potential oral board raters and identifying interview panels, ensure there is appropriate diversity on the panels.
Utilize and promote student worker program with a goal of hiring women and people of color. Work with Labor Relations and Teamsters to develop student worker program/internship for Fleet Division	Electronic and Personal Contact	<p>Continue to advertise summer student worker program and identify female students who are interested in engineering occupations, or are currently engineering students.</p> <p>Execute contract with Contra Costa County Office of Education for Summer Student Worker program to hire youth between the ages of 18 – 24 who have barriers to obtaining employment.</p> <p>Meet and confer with Teamsters to implement Student Worker program for Fleet. The purpose of the program will be to build a future pool of qualified candidates for Equipment Mechanic and Service Worker positions. Target women for these internship opportunities.</p>
Partner with the Workforce Development Board to assist us in identifying women candidates for Trades positions.	Personal Contact and Electronic	Develop a relationship with the Workforce Development Board and the Board's Career Counselors to post positions and identify potential candidates.
Continue to participate in the Delta Diablo Corridor project and identify outgoing seniors who are interested in working at Public Works as summer student workers.	Personal Contact	Continue to participate on this committee and work with the other organizations and educators on the committee in identifying female students that are interested in the

		summer student worker program, particularly students that will be studying Engineering in college.
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**Contact:** Kelli Zenn  
[Kelli.Zenn@pw.cccounty.us](mailto:Kelli.Zenn@pw.cccounty.us)





**CONTRA COSTA COUNTY  
OFFICE OF THE SHERIFF  
OUTREACH AND RECRUITMENT PLAN  
FY 2016-2017**

**Issue:** The Board of Supervisors remains committed to maintain a diverse and inclusive workforce which is reflective of the communities that we serve. As of December 31, 2015, the Office of the Sheriff statistical data for female under-representation within our workforce is 15%.

**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.

**Tools:** Create and distribute brochures, flyers and posters that represent a diverse workforce, to include females wearing Office of the Sheriff uniforms.  
Erect recruiting billboards throughout Northern California which includes uniformed female Deputy Sheriffs.  
Attend and participate in job fairs and career days at schools, colleges and military bases throughout California.  
Advertise on employment websites geared toward the female population and law enforcement.

## Message Distribution

STRATEGY	ELEMENT	TASKS
Create brochures, flyers, posters and billboards that demonstrate the diverse workforce of the Office of the Sheriff.	Publication Print Media Websites	Distribute brochures throughout local and statewide colleges, universities, military bases and East Bay Works. Place advertisements on the SO Law Enforcement Training Center Website, Facebook, Twitter, Claycord.com, and Deputy Sheriff Association Websites. Place recruitment billboards throughout Northern California.
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 high school, colleges, and universities.
Increase exposure in the local communities served by participating in local and community events.	Personal Contact	Set up recruiting stations at events such as Art and Wine Festivals, Music in the Park, Farmer's Markets, etc. Also canvass shopping centers, strip malls, local down-town shopping areas, fitness centers, etc.

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



**CONTRA COSTA COUNTY  
OFFICE OF THE TREASURER – TAX COLLECTOR  
OUTREACH AND RECRUITMENT PLAN  
FY 2016-2017**

- Issue:** The Board of Supervisors remains committed to maintain a diverse and inclusive workforce which is reflective of the communities that we serve. As of December 31, 2015, the Office of Treasurer – Tax Collector statistical data for male under-representation within our workforce is 23% and the Caucasian under-representation is 21%.
- Objective:** Increase the visibility of males and Caucasians within the workforce. The department will create 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 male and Caucasians in order to create a more diverse applicant pool of qualified candidates to apply for vacant positions.
- 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 career fairs geared towards helping males find employment.	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 <a href="http://sfbay.craigslist.org">sfbay.craigslist.org</a> , <a href="http://bayareacareer.com">bayareacareer.com</a> , <a href="http://simplyhired.com">simplyhired.com</a> , <a href="http://bayarea.jobs-to-careers.com">bayarea.jobs-to-careers.com</a> , <a href="http://monster.com/Bay_Area">monster.com/Bay Area</a> , and <a href="http://bayareajobfinder.com">bayareajobfinder.com</a> .

**Contact:** Danielle Goodbar  
[danielle.goodbar@tax.cccounty.us](mailto:danielle.goodbar@tax.cccounty.us)



## **CONTRA COSTA COUNTY VETERANS SERVICE OFFICE OUTREACH AND RECRUITMENT PLAN FY 2016-2017**

**Issue:** As of February 8, 2016, the Veterans Service Department's statistical data for Asians under-representation is 16%.

**Objective:** Increase the visibility of Asians 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 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.  Brochures will also be distributed at job and diversity fairs; events that we will attend.
Mail employment recruitments for current Veterans Service Department vacancies to CBOs	Personal Contact	Partner with The Shiva Murugan Temple, API Cultural Center & ASNC Young Professionals Group in order to encourage their applications for employment opportunities.
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 <a href="http://www.asian-jobs.com/">http://www.asian-jobs.com/</a> or <a href="http://jobs.asiamedia.com/">http://jobs.asiamedia.com/</a>

Contact: Susan Ferguson, Executive Secretary  
[Susan.ferguson@vs.cccounty.us](mailto:Susan.ferguson@vs.cccounty.us)