

Talent Acquisition Sourcing, Diversity, and Outreach

**University of California, Davis
Human Resources**

2018 End-of-Year Report



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CONTENTS

Page 2: Executive Summary

Page 3: Introduction

Page 4: Sourcing and Job Broadcasting

Page 5: Diversity, Equity, and Inclusion

Page 6: Outreach

Page 8: Collaboration and Strategic Partnerships

Page 9: Closing

Executive Summary

This report provides an overview of the accomplishments and future goals of UC Davis Talent Acquisition in the areas of sourcing, diversity, and outreach.

2018 highlights include:

- New programmatic initiatives
- Cultivation of strategic partnerships with stakeholders
- Implementation of tools to embed data driven-decision making into sourcing, diversity, and outreach efforts

Looking ahead:

- Diversity and inclusion websites for staff and supervisors
- New professional development opportunities for staff
- Talent Acquisition branding initiatives

We look forward to providing annual updates on our sourcing, diversity, and outreach initiatives in order to promote transparency, accountability, and collaboration with all of our UC Davis partners.



Introduction

Talent Acquisition is committed to making a best faith effort to ensure we generate a diverse and talented applicant pool for all of our recruitments. This commitment is guided by an understanding that a diverse workforce is necessary to promote innovation, creativity, and inclusive excellence. Additionally, our workforce should reflect the students, patients, and communities we serve. In order to accomplish these goals, as well as comply with our obligations as a federal contractor, we conduct a variety of sourcing, diversity, and outreach efforts designed to strategically engage prospective employees.



In order to reach our diversity, equity, and inclusion goals within Talent Acquisition, we facilitate a broad variety of programs, initiatives, partnerships, and assessments to ensure we are fulfilling our commitment to UC Davis. As a unit, we endeavor to operationalize our mission and vision through transparency, accountability, and frequent reflection on our policies and practices.

This end-of-year report outlines our efforts to actualize our strategic vision and commitment to our diversity and inclusion goals in 2018. The report is broken down into four sections.

- 1) **Sourcing and Job Distribution**
- 2) **Diversity, Equity, and Inclusion**
- 3) **Outreach**
- 4) **Collaboration and Strategic Partnerships**

Each section will highlight key accomplishments within Talent Acquisition, as well as a roadmap for where we are headed in 2019.

Sourcing and Job Broadcasting

Talent Acquisition utilizes a number of different sourcing and job broadcasting methods in ensure our job postings reach a broad and diverse audience. **Our top priority is to generate diverse and highly skilled applicant pools in order to bring the best candidates in for interviews.** This year, we conducted an internal review of our sourcing and job broadcasting resources in an effort to maximize our reach. Below are highlights from these efforts:

- Added new Indeed.com and LinkedIn.com recruiter seats to our sourcing toolkit
- Expanded our partnership with HigherEdJobs.com to extend usage to the Health campus
- Brought SmartPost, a job distribution database, to the UC Davis campus
- Worked with Shared Services to create a new tracking system to capture data on how UC Davis applicants are hearing about our positions. Data is being utilized to maximize our financial investment in sourcing and job broadcasting
- Leveraging LinkedIn.com and other resources to engage with diverse prospective applicants and provide them with guidance and support during the application process
- Strengthened efforts to collaborate with sourcing and job broadcasting vendors to collect and leverage data to inform strategic sourcing efforts

Looking Ahead

In 2019, Talent Acquisition will be embarking on a comprehensive effort to review and refine our branding and marketing to prospective employees. Efforts include working with Public Affairs to modernize our messaging on important job outlets such as LinkedIn.com, HigherEdJobs.com, and Indeed.com, as well as messaging our commitment to diversifying our workforce through outreach, collaboration, and accountability. **Additionally, we will continue our efforts to embed data-driven decision making and analytics into our sourcing and job broadcasting.** The implementation of the Talent Acquisition Manager (TAM) system will also provide innovative ways to leverage data to strategically target diverse talent.

Diversity, Equity, and Inclusion

2018 was a banner year for Talent Acquisition in relation to accomplishing our diversity, equity, and inclusion goals. In addition to successfully facilitating a number of new programmatic initiatives, **we have embraced a reflexive approach to reviewing how diversity, equity, and inclusion impact our employment pipeline (from job posting to hire.)** Below are our highlights from these efforts:

- Completed our analysis and implementation of the updated University of California [Personnel Policies for Staff Members 20](#), which guides our efforts on recruitment and promotion. Focus areas included embedding best practices related to Affirmative Action/Equal Opportunity Employment; the Waiver of Recruitment, and more into our current efforts
- Conducted review of applicant screening process through an equity lens and provided recommendations
- The successful launch of the new [Veteran Self-Identification campaign](#), with over 160 Veterans participating
- Ongoing utilization of applicant, routing, and hire data to statistically represent the diversity in our employment pipeline in order to identify areas for review
- The successful launch of the Staff Diversity Ambassador program, which pairs UC Davis employees in diverse leadership roles with Talent Acquisition Partners to conduct targeted outreach efforts. Additionally, we are developing a website to share highlights associated with this new initiative



Looking Ahead

Talent Acquisition is on the precipice of launching a comprehensive series of websites that provide guidance for supervisors on attracting, selecting, and hiring diverse candidates at UC Davis. We will also be developing new content related to understanding and utilizing Affirmative Action goals in outreach, as well as providing local contacts and resources to help diversify our applicant pools. In conjunction with this, we are developing an employee diversity website as well. **Additionally, we are in the preliminary stages of developing a new strategic training initiative for staff that provides best-practice related to embedding diversity, equity, and inclusion in our recruitment efforts.**

Outreach

Our team is committed to not only recruiting top talent online but also meeting prospective employees face-to-face. Our most meaningful interactions often come from attending community events, job fairs, and other outreach opportunities. Over the course of 2018, we spoke with over 2000 individuals interested in pursuing a career at UC Davis. **We made a strategic decision to invest more funds into outreach this year in order to expand our recruitment footprint in the community. This decision is reflected in the many community-specific events we attended.**



In addition to focusing on filling open positions through outreach, we have developed an internal infrastructure to track the impact of our outreach. This includes several new data collection tools, an internal database of outreach opportunities for recruiters, and a shared calendar designed to promote collaboration across both UC Davis & UC Davis Health. **These new additions to our outreach efforts have helped us build a foundation of data-gathering and strategic planning that will drive our success in the future.**

Below you will find a list of the outreach events we have attended this year:

- January 18: Recruit Military Veteran Job Fair
- March 9: Rio Cazadero High School Career Fair
- March 25: Association of periOperative Registered Nurses Conference
- April 4: National Student Nurses' Association Conference 2018
- April 5: Workforce Development Board Northern California Career Fair
- April 24: Sacramento City College Career Fair
- April 24: Sacramento State Nursing Career Fair
- April 27: Travis Air Force Base Career and Education Fair
- June 2: California Nursing Student's Association Membership North



- July 10: National Association for Health Care Recruitment
- *July 26: Veterans Career Pathways Program Professional Luncheon
- July 31: Chamberlain University Nursing Student presentation
- August 23: Tri-County Job Fair
- *August 25: Advancing African Americans in Nursing and Wellness Conference
- *September 12: AUSA Veteran Career and Resource Fair
- *September 25: CareerMD Virtual Job Fair
- October 18: Yolo County Job Fair
- *October 20: Improving OUTcomes in the LGBTQ+ Community
- *November 8: University of San Francisco Black Nursing Association
- December 7: Sacramento State Nursing Career Fair



* Indicates Staff Diversity Ambassador Event

Looking Ahead

In 2019, Talent Acquisition will continue to attend job fairs, community events, and other activities that will equip us with the capacity to generate a robust pool of applicants. Additionally, we are excited to leverage the data we are collecting about our applicant pools and hiring trends to conduct more targeted outreach. By analyzing the make-up of our applicant pools, we will be able to better support our clients in developing outreach strategies. **Lastly, we will be launching a public outreach calendar in 2019 in order to inform prospective employees about opportunities to meet with our Talent Acquisition Partners.**



Collaboration and Strategic Partnerships

Talent Acquisition is dedicated to building collaborative partnerships with campus stakeholders in order to advance our shared mission of promoting diversity within our workforce. **To that end, we have spent 2018 cultivating new relationships with campus and community members, while also strengthening current partnerships.** Our philosophy on collaboration is guided by a belief that Talent Acquisition plays a crucial role in the success of our institution and that we have an obligation to incorporate others perspective into the way we operate. Additionally, we understand UC Davis's position as an employer of choice and economic engine in California.

Below is a list of campus and community stakeholders that Talent Acquisition is currently partnering with on topics related to diversifying our workforce.

Campus Partnerships

- Compliance and Policy
- UC Affirmative Action workgroup
- Status of Women at Davis Advisory Committee
- Women in IT
- Staff Diversity Administrative Advisory Committee
- Staff Advisory Committee on Equity, Diversity, and Inclusion
- Staff Assembly
- Abilities Employee Resource Group
- African American Staff and Faculty Association
- School of Medicine
- Office of Campus Community Relations
- Office of Equity, Diversity, and Inclusion
- Talent Development and Management
- Shared Services

Community Partnerships

- Yolo County Health Services
- Los Rios Community College System
- California Army National Guard-Veteran Employment Services

- Sacramento Black Chamber of Commerce
- Veteran Success Center, CSU Sacramento
- Bay Area Black Nursing Association
- Greater Sacramento Urban League
- State of California, Human Resources
- State of California, Employment Development Department
- UCSF Black Nursing Association
- Sierra College

Looking Ahead

In 2018, Talent Acquisition has built connections with many community groups, campus partners, institutions of education, and staff advocacy groups in an effort to diversify our workforce. **We are committed to creating employment pipelines that are embedded in our outreach practice and will continue to seek out new ways to connect with our stakeholders in 2019.** Additionally, we are eager to continue to work with staff advocacy groups in order to partner and report on our efforts to cultivate a culture of transparency and accountability in our efforts. To that end, we are collaborating with

Closing

Finding the right candidate for a position is a rewarding task. Talent Acquisition is here to help hiring managers find the best-qualified candidate to fill their open positions. Our diversity, equity, and inclusion efforts are embedded in every step of this process. We are excited to find new and innovative ways to remain on the cutting-edge of recruitment, and we are looking forward to 2019.