Diversity recruiting plan template

Online recruiting and establishing a social media presence

Many applicants, especially young applicants, search for jobs online. For employers, placing job postings online is an effective and efficient way to reach a broad audience of candidates. Establishing an active social media presence is a great way to attract candidates and clients to your firm. A well-managed social media presence attracts highly qualified candidates with less expense and further reach.

Sample tactics	Action items	Individual responsible	Deadline
Post open positions on these websites: alpfa.org — Association of Latino Professionals for America nabainc.org — National Association of Black Accountants ascendleadership.org — Pan-Asian organization for business professionals			
Create any combination of LinkedIn, Facebook, Instagram, and Twitter accounts for your firm.			
Post jobs and video job descriptions on each of the platforms to attract candidates.			
Join/follow key groups such as professional minority and women accounting organizations.			

AICPA

Private Companies
Practice Section

Diversity recruiting plan template

Campus recruiting and job fairs

Establishing a relationship with local universities positions your firm as a resource to the university and as a potential employer for the students.

Sample tactics	Action items	Individual responsible	Deadline
Evaluate the list of historically black universities and colleges and hispanic-serving institutions in your area. See listing of HBCUs and HSIs in this toolkit.			
Identify a firm ambassador to begin building a relationship with the universities you've identified.			
Schedule experienced employees to speak on "hot topics" in the accounting profession at area HBCUs and HSIs at least once a semester.			
Send experienced employees and hiring managers to campus career fairs at HBCUs and HSIs.			

Internships

Internships allow both the firm and the intern an opportunity to explore the employee/employer relationship and future opportunities. Internships are equally important to your employer brand. An intern's experience at your firm will surely be shared with their peers.

Sample tactics	Action items	Individual responsible	Deadline
Establish an internship program at your firm. For help getting started, check out the PCPS Quick Start Internship Guide.			
Identify work in your office that could be fulfilled by an intern.			
Develop a plan that provides the intern with weekly direction.			
Develop an intern on-boarding/communication plan.			
Identify a senior employee to serve as a mentor to provide the intern with coaching and feedback.			

AICPA
Private Companies
Practice Section

Diversity recruiting plan template

Employees as recruiters

If current employees are happy in their jobs, then they are a great resource for your recruitment efforts.

Sample tactics	Action items	Individual responsible	Deadline
Ensure your employees are members of professional organizations for women and minorities such as NABA, ALPFA, and Ascend. (Note: All of these organizations are open to all races, genders, and other demographics.)			
Issue periodic reminders to staff that vacancies exist, and their referrals are appreciated.			
Offer recruitment bonuses to employees that refer applicants who are eventually hired and successfully complete a probationary period.			
Send experienced employees and hiring managers to campus career fairs.			

Host group interactions/sessions

Hosting group interactions or informational sessions allows both the hiring manager and prospective candidates an opportunity to interact in an informal setting. These sessions also help prospective candidates become familiar with the culture and visualize how they might contribute — especially if the leaders in your firm don't resemble them in any way.

Sample tactics	Action items	Individual responsible	Deadline
Provide tours and open houses to local students both during the summer and when school is in session.			
Host a seminar on resume writing/interviewing, or new developments in the accounting profession that students and experienced professionals would be interested in.			

AICPA

Private Companies
Practice Section