



**Building a  
Future  
That Works**

# **Use Transparent and Accessible Practices to Diversify Recruitment**

**Presented By  
JFF's National Innovation Hub for Diversity, Equity, Inclusion, and Accessibility in Registered Apprenticeship  
With Special Guest Walbec Group**



Introductions



DEIA in RA Center of Excellence



Using Transparent and Accessible Practices to Diversify Recruitment



Fireside Chat with Joshua Johnson and Daniel Webster



Closing

# Goals and Objectives

## Goals

- Increase understanding of the importance of equitable recruitment in apprenticeship programs and to provide actionable strategies for transparent and accessible recruitment practices.
- Empower participants to implement diverse outreach tactics to engage with a wider range of jobseekers and equip participants with tools to ensure apprenticeship opportunities are accessible and resonant with diverse communities.

## Objective

- **Educate Participants on Equitable Recruitment Practices:** Encourage participants to develop personalized action plans for implementing equitable recruitment practices within their apprenticeship programs.

## Objective

- **Highlight Best Practices and Strategies:** Share best practices and strategies for equitable recruitment practices, covering a range of areas including the role of transparent communication in recruitment processes and its impact on building trust with potential and explore various outreach methods to engage with underrepresented communities, including targeted advertising, community partnerships, and inclusive language.

## Organizational Conditions to Support Success

Employer Structure



Leadership and staff diversity



Employer Readiness



Recruitment



Accessible and  
representative instruction



Quality Mentorship



Retention Services



Livable wages & advancement  
opportunities



Participant voice &  
culture of belonging



Equitable data practices



External Organizations



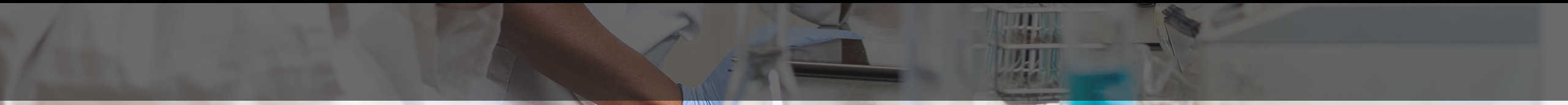
Partnerships





## Use Transparent and Accessible Practices to Diversify Recruitment

The first interaction apprentices will have with an apprenticeship program will occur during outreach and recruitment. To ensure that programs are equitable, inclusive, and accessible, outreach practices and materials should be shared with a range of communities and in ways that allow for different forms of engagement and interaction



# Use Transparent and Accessible Practices to Diversify Recruitment

---

The following tactics can help programs engage with and recruit a wide range of jobseekers from various backgrounds and experiences:

- Find candidates from different backgrounds by reaching out to and engaging with a range of community, workforce, and education partners.
- Ensure that recruitment materials are accessible and include images and language that can speak to a wide audience.
- Ensure that staff members who are responsible for recruitment reflect the diversity of the community.
- Remove questions about conviction records as part of the application process, except in cases where it is required by specific job eligibility criteria (ban the box).
- Clearly convey entry and success requirements. Offer support to help participants meet any prerequisites, and ensure that the referral, intake, and orientation processes are accessible.



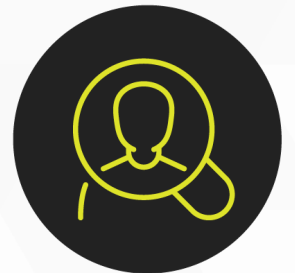
# Use Transparent and Accessible Practices to Diversify Recruitment

---

The following tactics can help programs engage with and recruit a wide range of jobseekers from various backgrounds and experiences:

- Ensure all learners can access assessments or pre-work required for program entry by providing accessible materials, offering different ways for participants to demonstrate knowledge, and providing testing accommodations (accessibility).
- Provide on-ramps to apprenticeship, including pre-apprenticeship and other training opportunities, to increase access to training for more workers.
- Solicit feedback from participants on the entry experience, and incorporate their perspectives and feedback to improve practices.

**Partnership consideration:** Strategic partnerships can drive diversity in recruitment. Consider building relationships with local or regional community-based organizations, faith-based organizations, local workforce boards, Minority Serving Institutions, historically Black colleges and universities, vocational rehabilitation services, K-12 schools, and reentry organizations.



Daniel Webster

Walbec Group

Workforce and Community Development







*This workforce product was funded by a grant awarded by the U.S. Department of Labor (DOL)'s Employment and Training Administration (ETA). The product was created by the recipient and does not necessarily reflect the official position of DOL/ETA. DOL/ETA makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it.*