

Diversifying Recruitment

IABC international, regional and chapter leaders need to frame their recruitment efforts with a DEI lens. Diversifying recruitment is an important part of the IABC becoming more diverse, inclusive and equitable.

Types of Recruitment

IABC leaders should keep DEI at the forefront of all of their recruiting efforts, including recruiting for:

- Leaders and volunteers
- Speakers
- Members
- Vendors

“Diversity is being asked to the party. Inclusion is being asked to dance.”

Vernā Myers, VP, Inclusion Strategy, Netflix

Mitigating Bias in Recruitment

Recognition: Everybody has biases. The first step in mitigating bias in recruitment is to be aware of this.. To mitigate bias, include some guidance about unconscious bias in the your leadership onboarding process. Multiple resources are online to learn more, such as [11 Types of Unconscious Bias and How to Interrupt Them](#).

Examples of Bias

- **In-Group Bias:** The tendency to give preferential treatment to those whom people perceive to be members of their own groups. *Example:* “This person attended my university, so I know they are smart.”
- **Stereotyping:** Associating group membership with differing traits and abilities. *Example:* “This person has young kids, so they won’t have time to volunteer.”
- **Cultural Bias:** Interpreting behaviors according to the standards of one’s own culture. *Example:* “This person seems unapproachable because they won’t make much eye contact with me.” (In many Asian and some Caribbean cultures, meeting another’s eyes is seen as rude and aggressive, while prolonged eye contact is common and expected by people in North America and Europe).

Ways to Diversify Recruitment Efforts

Expand Your Recruitment Net

Existing approaches might fail to reach diverse talent pools. Here are a few way you can expand your recruitment:

- Don’t solely rely on asking your immediate network and the same people year-to-year to fill roles.
- To expand reach, post volunteer roles on volunteer and job websites.

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- When promoting volunteer roles to IABC members, emphasize that IABC wants to be diverse and represent the communities it serves.
- To recruit volunteers and members, partner with other communications, PR and civic organizations who have underrepresented groups within their networks. *Example:* UK Black Comms Network.
- Reach out to local colleges and universities to attract younger people. Consider recruiting not just at your alma mater, but those colleges and universities known for diverse students such as historically black colleges and universities. You could arrange for local members to attend career fairs or offer speakers for student events.
- Recruit through special interest groups at corporate member organizations.
- When choosing speakers for events, seek out underrepresented speakers. *Example:* Here is a [list of underrepresented speakers](#) from A Leader Like Me.

Job Descriptions for Board Roles

- Highlight skills needed, not degree or years of experience
- Watch for terms that tend to reflect one gender over another
- Clearly feature skills that can be attained in role

Blind Candidate Assessment

Discuss candidates based on merits and not who they are.

Feature Diverse Members in Materials

Feature diverse members and speakers in eblasts, websites, marketing materials, etc.

Best Recruitment Tool

JUST ASK. Often someone just needs to be asked to step up and volunteer – whether for a committee role, board role or as a speaker. So as you're asking, make sure you are asking a diverse array of people.