

# HIRING AND RETAINING A DIVERSE WORKFORCE

Whether you are preparing to hire for an OJT position or working towards a goal to diversify your general workforce, developing a good recruitment strategy is essential. Please take the time to read the following suggestions. Many of them came from construction firms and other organizations who have successfully grown a diverse labor force.

## PREPARATION

- ✓ Educate yourself:
  - The Equal Employment Opportunity Commission (EEOC) has great resources on their website (<https://www.eeoc.gov/employers/index.cfm>) with information about the laws related to equal employment opportunity.
  - Safety & Health Empowerment for Women in Trades (SHEWT) partnered with other trades organizations in Washington to do a study to better understand the health and safety risks affecting tradeswomen at work. You can find a summary of their findings here: [http://wrtwc.org/wp-content/uploads/2017/09/SHEWT-fact-sheet\\_3.pdf](http://wrtwc.org/wp-content/uploads/2017/09/SHEWT-fact-sheet_3.pdf)
  - Learn about your own biases (we all have them!) so they will not get in the way of your hiring decisions. A great way to start is to take an Implicit Association test found on Harvard University's website (<https://implicit.harvard.edu/implicit/takeatest.html>). There you will find many research-based tests where you can check your own biases related to gender, race, age and more.
  
- ✓ Create an inclusive work environment:
  - Develop strong policies and reporting systems related to workplace behavior expectations and ensure employees know about them and follow them. See EEOC's checklist for anti-harassment policies and reporting systems here: [https://www.eeoc.gov/eeoc/task\\_force/harassment/report.cfm - Toc453686319](https://www.eeoc.gov/eeoc/task_force/harassment/report.cfm - Toc453686319)
  - Train supervisors on how to respond when discrimination or harassment occurs on the project site.
  - Train all workers on how to support each other and "call out" harassment when it happens. One example of this strategy is the "Green Dot" bystander intervention program. Researchers in Oregon are looking at how they can adapt it to the construction trades. See the report authored by Maura Kelly, PhD for more information: <http://wrtwc.org/wp-content/uploads/2017/09/Evaluation-of-Green-Dot-for-the-Trades-1.pdf>
  - When working with subcontractors, make sure their workforce knows what behavior is expected on the project.
  - Survey your employees on a regular basis to assess the extent to which harassment is experienced on the projects and in the office. You may find the survey questionnaire used to evaluate the Green Dot program in Oregon helpful. See pages 10-12 of this evaluation report: <https://www.pdx.edu/sociology/sites/www.pdx.edu.sociology/files/Respectful%20workplaces%20preliminary%20report%20Nov%202017%20.pdf>
  - Consider starting a peer mentorship program for new employees.
  - Make sure your EEO Officer has access to training and that employees know who to go to with EEO concerns.

- ✓ Marketing – Review your website and other promotional materials to see if they reflect a diverse workforce. Do you include photos of women and minority workers? Do you include a statement that you are an equal employment opportunity employer and you encourage women and minorities to apply? Or a statement that you are committed to hiring a diverse workforce? It is likely that people who are thinking about applying for positions will look at your website. Including these statements and photos may reassure women and minorities that they are welcome at your company.
- ✓ Reputation – If you build a reputation of for valuing differences and providing an inclusive work environment, you will attract quality job applicants. This will lead to greater commitment and higher productivity.

## **RECRUITMENT STRATEGIES**

- Encourage current employees to refer their friends and family members to apply for positions by starting an incentive program. Contractors have found success by including a notice with employee paychecks describing the program, the specific opportunity, and offering a cash incentive for any applicants they refer who successfully pass their probationary period.
- Build relationships with organizations and educational institutions who are likely to know qualified, diverse people who would be good candidates for your openings. Consider making a presentation to their participants/students about your company and the highway construction industry. The more you interact with partners, the more they will think about you when they come across someone who might be perfect for your company. Consider reaching out to colleges and technical schools that offer construction courses, social service organizations who serve women and/or minorities, churches/faith organizations, and other local community organizations. See pages 5-8 for Vermont referral sources.
- Contact local employers who hire seasonal workers during the winter months (i.e. ski industry, fuel delivery and snow removal companies) to see if there is an opportunity to speak with their workforce about your hiring needs for the summer months. This may be a win-win-win situation for both the employers and the workers.
- Participate in an established job fair or hold your own hiring event. The Vermont DOL Career Resource Centers sponsor job fairs all over the state and will work with you to hold your own hiring event in their regional offices. See page 6 for the Career Resource Center contact information. Many of the area colleges hold job fairs in the springtime, including Vermont Tech (<https://www.vtc.edu/>) who has an academic program in construction.
- If you need drivers, reach out to the VTrans OJT Program Manager at (802) 828-2715. We've had hundreds of women and minorities receive funding from our office to help them earn their CDL. You can also contact the six licensed CDL schools directly. See page 7 for CDL school contact information.

## **ADVERTISING TIPS**

Consider the following when preparing to advertise:

- Include EEO language (i.e. “An Equal Opportunity Employer,” “Women and Minorities Encouraged to Apply”) and consider including a statement about how your company values diversity.

- If you are including photos in the advertisement, make sure to include women and/or minority workers in the photos.
- Include testimonials from current women and minority workers about how they enjoy working for your company.
- Try to put yourself in the candidate's position - what language/images would peak their interest?
- Get feedback on your advertisements from current employees.
- Location, location, location! Contractors located on busy state highways have had success investing in a nice sign advertising open positions to increase walk-in applications.
- Test your job ads. Find a digital copy of the last job ad you wrote. Highlight the text, right-click and copy it in its entirety. Now, go to this website: <http://gender-decoder.katmatfield.com/> and paste your job ad into the text box provided. The "Gender Decoder" will then tell you whether your job ad is feminine-coded (i.e. if your job ad is written with more of a leaning towards a female candidate), masculine-coded (i.e. if your job ad is written with more of a leaning towards a male candidate) or neutral (i.e. if your job has no leaning towards male or female candidates), based on the language you used to construct it.
- Make sure to save copies of your advertisements and when and where you placed them. You may be asked to provide them in a compliance review.

## **PRINT & RADIO ADS**

Be strategic when advertising your positions. Find publications and other media that reach your target audience:

- Newspapers or newsletters (electronic or hardcopy) circulated in specific communities or neighborhoods. See pages 9-10 for a list of print and online newspapers and newsletters by county.
- Local radio stations (one contractor told us that they reached qualified female candidates by advertising on a country radio station)
- Local television programming
- Church/Faith Organization publications
- School/College newspapers and other media
- Social service organization publications
- Some contractors have found success advertising in hunting or car selling magazines like Auto Trader.

**ONLINE ADVERTISING** - (also see pages 9-10 for a list of Vermont online newspapers and newsletters)

### **Vermont Department of Labor's (VDOL) Job Link**

Employers can advertise open positions for free on the VDOL Job Link website. Visit <https://www.vermontjoblink.com> or contact the regional Career Resource Center (see page 6) near you for more information.

### **Vermont Works for Women Job Board**

Vermont Works for Women is a non-profit organization helping women and girls recognize their potential and explore, pursue, and excel in work that leads to economic independence. They have a job bank that is geared to jobs and opportunities in non-traditional careers for women. Employers can

post positions for free. Visit their website at <http://www.vtworksforwomen.org/about/employment/vt-job-bank> for more information.

### **Craigslist.org**

Craigslist remains one of the largest and most successful job boards in the world. It's hyper-local functionality and affordability make it a great option for online recruitment. Ads typically cost \$15 per job listing to post for 30 days on Craigslist in Vermont. See Craigslist's Job Ads Guide for more information: <https://www.craigslist.org/about/help/job-how>

### **Facebook & Instagram**

If your company already has a Facebook account, using it to recruit new employees is an excellent and affordable advertising option. Facebook allows you to select the specific demographics and geographic range of your advertising and you choose the budget that you wish to spend, so you won't be surprised by any unexpected costs. Because Facebook also owns Instagram, this process will allow you to put ads on Instagram. Visit the Facebook Ads Guide for more information: <https://www.facebook.com/business/ads-guide>

### **LinkedIn**

LinkedIn offers the ability to create online job postings to advertise open positions at your company. These can be searched by job seekers throughout the LinkedIn network. Go to LinkedIn's website for more information on posting a job: <https://www.linkedin.com/post-a-job>

### **Online Job Post Sites**

You may also consider setting up an account with a recruitment / job posting site, such as [Indeed.com](https://www.indeed.com) or [Monster.com](https://www.monster.com). Pricing for these services vary.

### **NEED MORE HELP?**

Feel free to contact the VTrans Office of Civil Rights & Labor Compliance at (802) 828-2715. We are happy to brainstorm and problem solve with you.

## RECRUITMENT RESOURCES

Organizations Serving Women and Minorities	
Abenaki Nation – Maquam Bay of Missisquoi 100 Grand Avenue Swanton, VT 05488	Phone: 802.868.2559 Email: <a href="mailto:louise.larivee@abenakination.com">louise.larivee@abenakination.com</a>
Association of Africans Living in Vermont 20 Allen Street, 3 <sup>rd</sup> floor Burlington, VT 05402 <a href="https://www.aalv-vt.org/">https://www.aalv-vt.org/</a>	Phone: 802.881.0521 Email: <a href="mailto:info@aalv-vt.org">info@aalv-vt.org</a>
Northland Job Corps Center 100 A MacDonough Drive Vergennes, VT 05491 <a href="https://northlands.jobcorps.gov/">https://northlands.jobcorps.gov/</a>	Phone: 802.733.5627
ReSOURCE YouthBuild <a href="https://resourcevt.org/training-programs/youthbuild/">https://resourcevt.org/training-programs/youthbuild/</a>	<u>Burlington:</u> Phone: 802.276.5089  <u>Barre:</u> Phone: 802.355.2790
Vermont Refugee Resettlement Program 462 Hegeman Avenue, Suite 101 Colchester, VT 05446 <a href="http://refugees.org/field-office/vermont/">http://refugees.org/field-office/vermont/</a>	Phone: 802.655.1963 Email: <a href="mailto:crp@uscrvt.org">crp@uscrvt.org</a>
Vermont Partnership for Fairness and Diversity 18 Town Crier Drive Brattleboro, VT 05301 <a href="https://vermontpartnership.org/">https://vermontpartnership.org/</a>	Phone: 802.254.2972 Email: <a href="mailto:info@vermontpartnership.org">info@vermontpartnership.org</a>
Vermont Works for Women 32A Malletts Bay Avenue Winooski, VT 05404 <a href="http://www.vtworksforwomen.org/">http://www.vtworksforwomen.org/</a>	Phone: 802.655.8900
Vermont Commission on Women 126 State Street, #6801 Montpelier, VT 05633 <a href="http://women.vermont.gov/">http://women.vermont.gov/</a>	Phone: 802.828.2851 Email: <a href="mailto:VCW.info@vermont.gov">VCW.info@vermont.gov</a>

Department of Labor Career Resource Centers	
<p>Barre Resource Center McFarland State Office Building 5 Perry Street, Suite 200 Barre, VT 05641 Phone: 802.476.2600</p>	<p>Randolph Resource Center 50 Randolph Avenue Randolph, VT 05060 Phone: 802.476.2600 <i>(By Appointment Only)</i></p>
<p>Bennington Resource Center 200 Veterans Memorial Drive, Suite 2 Bennington, VT 05201 Phone: 802.442.6376</p>	<p>Rutland Resource Center 200 Asa Bloomer Building Rutland, VT 05701 Phone: 802.786.5837</p>
<p>Brattleboro Resource Center State Office Building 232 Main Street Brattleboro, VT 05302 Phone: 802.254.4555</p>	<p>St. Albans Resource Center 27 Federal Street, Suite 100 St. Albans, VT 05478 Phone: 802.524.6585</p>
<p>Burlington Resource Center 63 Pearl Street Burlington, VT 05401 Phone: 802.863.7676</p>	<p>St. Johnsbury Resource Center 1197 Main Street, Suite 1 St. Johnsbury, VT 05819 Phone: 802.748.3177</p>
<p>Middlebury Resource Center 1590 Route 7 South, Suite 5 Middlebury, VT 05753 Phone: 802.388.4921 Fax: 802.388.4630</p>	<p>Springfield Resource Center 56 Main Street., Suite 101 Springfield, VT 05156 Phone: 802.885.2167</p>
<p>Morrisville Resource Center 197 Harrel Street Morrisville, VT 05661 Phone: 802.888.4545</p>	<p>White River Junction Resource Center 118 Prospect Street, Suite 302 Hartford, VT 05001 Phone: 802.295.8805</p>
<p>Newport Resource Center Emory E. Hebard State Office Building 100 Main Street, Suite 120 Newport, VT 05855 Phone: 802.334.6545</p>	<p>Vermont DOL Job Link <a href="http://www.vermontjoblink.com">www.vermontjoblink.com</a></p>

<b>Creative Workforce Solutions - Job placement initiative for VocRehab Vermont - cwsvt.com</b>	
<b>Barre Office</b> 5 Perry Street, Suite 100 Barre, VT 05641 Phone: 802.371.8081	<b>Newport Office</b> 100 Main Street, Ste. 120 Newport, VT 05855 Phone: 802.343.4770
<b>Bennington Office</b> 200 Veterans Memorial Drive Bennington, VT 05201 Phone: 802.343.4726	<b>Rutland Office</b> 300 Asa Bloomer Building Rutland, VT 05701 Phone: 802.353.0717
<b>Brattleboro Office</b> 28 Vernon Street, Ste. 400 Brattleboro, VT 05301 Phone: 802.430.4380	<b>St. Albans Office</b> 27 Federal Street St. Albans, VT 05478 Phone: 802.370.5023
<b>Burlington Office</b> 110 Cherry Street, Suite 2-1 Burlington, VT 05401 Phone: 802.343.4777 or 802.343.9892	<b>St. Johnsbury Office</b> 67 Eastern Avenue, Ste. 1 St. Johnsbury, VT 05819 Phone: 802.424.6910
<b>Middlebury Office</b> 156 South Village Green Middlebury, VT 05753 Phone: 802.343.4698	<b>Springfield Office</b> 100 Mineral Street, Suite 308 Springfield, VT 05156 Phone: 802.343.4729
<b>Morrisville Office</b> 63 Professional Drive Morrisville, VT 05661 Phone: 802.793.8309	<b>White River Junction Office</b> 118 Prospect Street White River Jct., VT 05001 Phone: 802.343.4772

<b>CDL Schools</b>	
<b>Giroux General Transport</b> 4 Cambria Street Barre, VT 05641 802.476.4679 / cdschoolinvt.com	<b>Stafford Driver Training School</b> 8 Stratton Road Rutland, VT 05701 802.770.1178 / staffordonline.org/adult-education
<b>Northeast Driver Training</b> 10 Transport Park Rockingham, VT 05101 802.463.9194 / northeastdrivertraining.com	<b>Pro Driver Training</b> 999 Sampsonville Road Enosburg Falls, VT 05450 802.582.6103
<b>Precision Driver Training School</b> 900 Route 58 West #1 Irasburg, VT 05845 802.754.2842 / vtdrivered.com	60B Gonyeau Road Milton, VT 05468 802.893.4955 prodrivercdl.com

<b>Vermont Regional Career and Technical Centers</b>	
<b>Burlington Technical Center (A,W)</b> 52 Institute Road Burlington, VT 05408 802.864.8426 / burlingtontech.info	<b>Patricia A. Hannaford Career Center (C,O,W)</b> 51 Charles Avenue Middlebury, VT 05753 802.382.1012 / hannafordcareercenter.org
<b>Central Vermont Career Center</b> 155 Ayers Street Barre, VT 05641 802.476.4811 / barretechnicalcenter.org	<b>Randolph Area Vocational Center (C,O)</b> 17 Forest Street Randolph, VT 05060 802.728.9595 / orangesouthwest.org/rtcc
<b>Center for Technology (M,W)</b> 3 Educational Drive Essex Junction, VT 05452 802.879.5558 / cte.ccsuvt.org	<b>River Bend Career &amp; Technical Center (W)</b> 36 Oxbow Drive, PO Box 618 Bradford, VT 05033-0618 802.222.5212 / rbctc.org
<b>Cold Hollow Career Center</b> 184 Missisquoi Street, PO Box 530 Enosburg Falls, VT 05450 802.933.4003 / chccvt.net	<b>River Valley Technical Center (M)</b> 307 South Street Springfield, VT 05156 802.885.8300 / rvtc.org
<b>Green Mountain Technology &amp; Career Ctr. (C,W)</b> 738 Route 15 West, PO Box 600 Hyde Park, VT 05655-0600 802.888.4447 / gmtcc.info	<b>St. Johnsbury Academy (C,O)</b> 1000 Main Street, PO Box 906 St. Johnsbury, VT 05819 802.748.8171 / stjacademy.org
<b>Hartford Area Career &amp; Technology Center (W)</b> 1 Gifford Road White River Junction, VT 05001 802.295.8630 / hactc.com	<b>Stafford Technical Center (A,C,M,W)</b> 8 Stratton Road Rutland, VT 05701 802.770.1033 / staffordonline.org
<b>Lyndon Institute</b> 168 Institute Circle, PO Box 127 Lyndon Center, VT 05850 802.626.0190 / lyndoninstitute.org	<b>SW Vermont Career Development Ctr. (A,M,W)</b> 321 Park Street Bennington, VT 05201 802.447.0220 / svcdc.org
<b>North Country Career Center (A,C,W)</b> 209 Veterans Avenue, PO Box 725 Newport, VT 05855 802.334.5469 / ncsuvt.org	<b>Windham Regional Career Center (W)</b> 80 Atwood Street Brattleboro, VT 05301 802.257.7335 / wrccvt.com
<b>Northwest Technical Center (O,M,W)</b> 71 South Main Street St. Albans, VT 05478 802.527.6517 / nwtconline.org	<b>Adult Education Course Key (subject to change)</b> A = Auto Technology/Mechanics C = Commercial Drivers License M = Manufacturing/Design O = OSHA Safety Training W = Welding



## Newspapers / Newsletters by County

### Addison County

- Addison County Independent (Middlebury): <http://www.addisonindependent.com/>

### Bennington County

- Bennington Banner: <http://www.benningtonbanner.com/>

### Caledonia County

- Caledonian Record: <http://www.caledonianrecord.com/>

### Chittenden County

- Burlington Free Press: <https://www.burlingtonfreepress.com/>
- Colchester Sun: <http://www.colchestersun.com/>
- The Essex Reporter: <http://www.essexreporter.com/>
- Milton Independent: <http://www.miltonindependent.com/>
- Shelburne News: <http://www.shelburnenews.com/>

### Franklin / Grand Isle Counties

- St. Albans Messenger: <http://www.samessenger.com/>
- The Islander Newspaper: <https://www.theislandernewspaper.com/>

### Lamoille County

- News & Citizen (Morrisville): [http://www.stowetoday.com/news\\_and\\_citizen/](http://www.stowetoday.com/news_and_citizen/)

### Orange County

- The Herald: <https://www.ourherald.com/>
- Journal Opinion (Bradford): <http://www.jonews.com/>

### Orleans County

- The Barton Chronicle: <https://bartonchronicle.com/>
- The Newport Daily Express: <http://www.newportvermontdailyexpress.com/>

### Rutland County

- Mountain Times (Killington): <http://mountaintimes.info/>
- Rutland Herald: <http://www.rutlandherald.com/>

## Newspapers / Newsletters by County (cont.)

### Washington County

- The Barre-Montpelier Times Argus: <https://www.timesargus.com/>
- Stowe Reporter: [http://www.stowetoday.com/stowe\\_reporter/](http://www.stowetoday.com/stowe_reporter/)
- Valley Reporter (Waitsfield): <http://www.valleyreporter.com/>
- Waterbury Record: [http://www.stowetoday.com/waterbury\\_record/](http://www.stowetoday.com/waterbury_record/)
- The World: <http://www.vt-world.com/>

### Windham County

- Brattleboro Reformer: <http://www.reformer.com/>
- The Commons: <http://www.commonnews.org/>
- Deerfield Valley News: <http://www.dvalnews.com/>
- Northcountry News (Upper Connecticut River Valley): <http://www.northcountrynewsnh.com/>

### Windsor County

- The Chester Telegraph: <http://www.chestertelegraph.org/>
- The Message for the Week (Chester & Ludlow): <http://www.themessage.news/>
- Valley News (White River Jct.): <http://www.vnews.com/>

### Statewide

- Front Porch Forum (can target individual towns): <https://frontporchforum.com/advertise-on-fpf>
- Seven Days: <https://www.sevendaysvt.com/>