



Partnerships with Educational Institutions for Diverse Hiring

STRATEGY BRIEF
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Current State

Organizations are increasingly recognizing the need for a diverse workforce that reflects the demographics of their customer base and the broader society. Brandon Hall Group research consistently shows organizations focusing on diverse hiring and recruitment practices. Beyond traditional routes, companies are continuing to explore other avenues.

How Organizations Perform and Improve Diverse Hiring

Current Performance	We don't do this	We just started doing this	We're doing this, but need improvement	We are pretty good at this	We are excellent at this
We have specific goals for diversity hiring.	5%	25%	15%	15%	10%
Priority for Improvement		High	Medium	Low	N/A (no action planned/ no attention needed)
We have specific goals for diversity hiring.		27%	20%	27%	26%
We actively prepare recruiters and hiring managers to improve diverse hiring.	55%	5%	25%	5%	10%
We actively prepare recruiters and hiring managers to improve diverse hiring.		33%	13%	20%	33%

Brandon Hall Group™, Improving the Business Impact of DEI Study

To achieve this, many are turning to partnerships with educational institutions as a strategic approach to build a pipeline of qualified and diverse candidates. These partnerships can take various forms, from offering scholarships and internships to collaborating on curriculum development and mentorship programs. By engaging with educational institutions early on, organizations can access a wider pool of talent, build relationships with potential future employees, and strengthen their commitment to diversity, equity, and inclusion (DE&I) initiatives.

Complexities

While partnerships with educational institutions offer significant potential for diverse hiring, several complexities need to be addressed. Companies must be clear in their due diligence so that there is alignment between the educational institution's programs and the organization's specific talent needs.

Once that's established, developing mutually beneficial partnerships that provide value to both the organization and the educational institution is key. Many educational institutions are looking for corporate involvement to shape curriculum and prepare students for workforce success. Ensuring that there are opportunities for students is key.

Implications

The implications of successful partnerships with educational institutions for diverse hiring are far-reaching. For organizations, it can lead to a more diverse and inclusive workforce, better innovation, and improved business performance. Not to mention a powerful standing and reputation in the community for supporting student success in the workforce.

For educational institutions, it can enhance their reputation, strengthen industry connections, and improve the employability of their graduates. Moreover, it can contribute to a more equitable society by providing opportunities for individuals from underrepresented groups. The economic potential of these partnerships cannot be over stated.

Critical Questions

- 01** What types of partnerships are most effective in attracting and recruiting diverse talent?
- 02** How can organizations identify and engage with the right educational institutions for their specific needs?

- 03** What strategies can be implemented to ensure the long-term success and sustainability of these partnerships?
- 04** How can organizations measure the impact of these partnerships on their diversity hiring goals and overall business performance?

Brandon Hall Group™ Point of View:

01 Develop Diverse Partnership Models:

Organizations should explore a variety of partnership models with educational institutions to attract and recruit diverse talent. This can include offering scholarships and internships targeted at underrepresented groups, collaborating on curriculum development to align with specific skill needs, establishing mentorship programs to foster career development, and sponsoring events and career fairs to increase visibility and engagement. By diversifying their partnership approaches, organizations can tap into a wider pool of talent and build stronger relationships with educational institutions.

02 Select Strategic Institution:

Identifying and engaging with the right educational institutions requires a strategic approach. Organizations should consider factors such as the institution's demographics, program offerings, and commitment to diversity and inclusion. Building relationships with diverse institutions, including HBCUs, HSIs, and women's colleges, can provide access to a rich pool of qualified candidates from underrepresented groups. Additionally, collaborating with career services departments, faculty, and student organizations can facilitate targeted outreach and recruitment efforts.

03 Build Long-Term Engagement and Collaboration:

Building sustainable partnerships requires a long-term commitment and ongoing engagement from both the organization and the educational institution. Establishing clear goals, defining roles and responsibilities, and maintaining open communication channels are crucial for successful collaboration. Regular meetings, feedback sessions, and joint participation in events can help ensure alignment and address any challenges that may arise.

04 Leverage Data-Driven Measurement:

Measuring the impact of partnerships on diversity hiring goals requires a data-driven approach. Organizations should track key metrics, such as the number of diverse candidates sourced, hired, and retained through these partnerships. Additionally, they should assess the impact of these hires on key performance indicators, such as productivity, innovation, and employee engagement. By analyzing this data, organizations can gain insights into the effectiveness of their partnerships and make informed decisions about future investments in diversity hiring initiatives.

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