



Event: NACE 2012 – Employer Workshop

Date: March 13, 2012

Title: **Diversity Recruiting: How Do We Get It Right?**

Summary:

Examine the why and how of improving diversity recruiting. Explore the application of specific strategies, tools, and mediums (including social media) to create a robust, effective, and sustainable diversity recruiting program. Participants will be asked to bring their current diversity initiative components and share—as they are able—the results of their current efforts.

In this presentation, you will learn...

- To examine the business case for recruiting and employing a diverse workforce
- Identify why many diversity initiatives fail
- Analyze and discuss the common misconceptions within diversity recruiting
- The strategies to recruit and retain a diverse work force