JFKU University
Protocol for Diversity Hiring in 2014
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Included in John F. Kennedy University’s Strategic Plan – JFKU 2015 is an initiative to increase faculty and staff diversity. This is in line with JFKU University’s commitment “to maintaining a high quality, diverse workforce representative of the population we serve.”

While no organization will ever be “done” with diversity, the University has the opportunity to make progress demographically and institutionally in 2014. Accordingly, the University proposes two methods to meet the strategic goals and advance the University’s commitment. The primary method is to circulate and promote employment opportunities to networks and areas with diverse applicant pools. The secondary method is to establish and maintain hiring practices which embody a commitment to diversity. This protocol addresses the promotion aspect of diversity hiring.

Current Realities
Kevin Chang from the Office of Educational and Institutional Effectiveness prepared a report for the Office of Diversity that displays JFK University’s staff and core faculty demographics from 2008-2013.¹

On core faculty diversity:
(1) Core faculty gender composition has been consistently predominately female from 2008-2013. Percentages have consistently been between 73-75% during the last five (5) years.
(2) 4% of our core faculty is Asian (2 people).
(3) 8% of our core faculty are black (4 people), down from 11% in 2012.
(4) 7% of our core faculty is Hispanic (3 women). There is not currently no Hispanic male core faculty, nor has there been one in the last five years.

From the data, it is clear JFKU has had a pattern of attracting limited numbers of staff and core faculty of color. One step in rectifying this is through intentional efforts in attracting a more diverse applicant pool.

Current protocol when employment opportunities become available.

When employment opportunities arise, JFK University’s Human Resources (HR) department posts job opportunities to Craigslist, Inside Higher Education and the JFK University’s internal web portal Intranet, with Craigslist significantly attracting much of the web interest. In addition, individual directors or deans responsible for hiring may request a specific employment opportunity to be posted at websites for specific communities. His is only able to honor these requests as funding allows since many of these websites charge fees for job postings.

Procedures for implementation in 2014
To establish hiring practices that embody a commitment to diversity, the Human Resources department, along with other department managers and directors, must be proactive and strategic about ways to attract a more diverse workforce to JFK University. This includes creating a hiring culture that clearly values diversity and increasingly demonstrates diversity competency in the hiring process and workforce development. The following will help the University in this process:

1. **HR will include invitational language on statements, postings and notices related to JFK University employment.**

The current statement in the JFK University website on employment at JFK University features the following Equal Opportunity Clause. It reads accordingly.

*John F. Kennedy is committed to maintaining a high-quality, diverse workforce representative of the population we serve. It is our policy to provide equal employment opportunities for all applicants and employees. John F. Kennedy University does not unlawfully discriminate on the basis of race, color, religion, sex (including pregnancy, childbirth or related medical conditions), national origin, ancestry, age, physical disability, mental disability, medical condition, family care status, veteran status, marital status, sexual orientation or any other basis protected by state and federal laws.*

While the Equal Opportunity Clause outlines that we abide by the law and do not discriminate, it does not specifically invite or encourage diverse applicants to apply. An additional statement should be added to reflect JFK University’s proactive desire to attract diverse applicants. The following statement is recommended:

*Because of JFK University’s commitment to diversity, we encourage people from historically underrepresented groups in higher education to seek employment at JFK University. This includes women, people of color, LGBT persons, people with disabilities, and veterans. We believe diversity at our campus is a crucial factor in achieving academic excellence and profoundly enriching the John F. Kennedy University experience. Thus, we strive to represent this in the composition of our faculty, staff and student body. For applicants with disabilities, reasonable efforts will be made to accommodate specific needs you may have in the application and employment process.*

This statement should also be included in all job postings that are posted and circulated. In the event of character limitations for job postings, the statement will be shortened accordingly:

*JKF University encourages women, people of color, LGBT persons, persons with disabilities and veterans to apply for employment.*

2. **HR will have specific funding for fees and costs associated with posting targeted job announcements to diversity recruiting resources.**

   To be successful in attracting diverse applicants for positions at all levels of the University, the HR department must be empowered to expand its outreach to diverse groups. Funding must therefore, be allocated to support this outreach both through local networks and fee-for-use resources. For the first year, a separate SPO (Strategic Planning Objective) will be developed to support the piloting of this program. The requested amount is $5,000 in recurring funding to cover the cost of posting jobs to diversity focused job boards, improving diversity recruiting and expanding capabilities to network with diverse communities. There are no direct revenues anticipated from this project.

3. **HR will collaborate with the Diversity Officer and/or Diversity Council to promote employment opportunities.**

   The members of the Diversity Council belong to numerous networks that are ideal places for diversity hiring. In particular, high level positions and faculty positions should be promoted with the assistance of members of the Diversity Council. For 2014, the following procedure is recommended to facilitate this collaboration: HR Director Pamela Foster sends out a bi-weekly (as jobs are available) list of job opportunities to the Diversity Council. Council members will then take note of these postings and circulate them in their networks accordingly, assistant HR through expanded publicity and word-of-mouth promotion.

4. **HR Director actively participates in the Diversity Council.**

   The Diversity Council is particularly invested in helping JFK University acquire and develop a more diverse workforce. Their knowledge, networks and commitment to diversity are invaluable resources. HR must make a commitment to having good communication with the Diversity Council (and vice versa), and this can be achieved through the representation of the HR Director on the Council.