



city of
longbeach
CA

IMPROVING DIVERSITY IN THE WORKPLACE & RETAINING TALENT

CITY COUNCIL REPORT
NOVEMBER 1, 2005

RECRUITMENT

- Establish Cultural Diversity Program
- Send Ethnically Diverse Staff to Job Fairs
- Identify Publications to Advertise Open Positions, Particularly Ethnic Publications
- Target Ethnic Celebrations
- Encourage Outreach Opportunities
 - Schools
 - Faith-Based Community

RECRUITMENT

- **Build Recruitment Pools**
 - Search & Rescue Team
 - Police Athletic League (PAL)
 - Police Department Explorer Program
 - Fire Department Mentor Program for At-Risk Youth
 - Ride-a-longs
 - Internship Program
 - Partner with LBUSD
- Increase Use of Global Emails to Advertise Job Openings
- Form Think Tank

RECRUITMENT

- Explore the Use of Finder's Fees
- Offer Career Day or Open House at City Hall
- Make City's Management Team More Accountable for Expanding Efforts
- Utilize Existing Organizations to Enhance Outreach
 - Black Managers' Association
 - Latino Managers and Professionals Organization

SELECTION

- Streamline Processes for Hiring
- Provide More Competitive Salaries
- Remind Departments of EEO Plan Objectives
- Enhance Candidate Interview Process
 - Interview More Candidates
 - Prepare Interview Panels/Assessment Centers
 - Provide Feedback to Candidates

RETENTION & DEVELOPMENT

- Formalize a Leadership Development & Training Program, Which Includes:
 - Components for Staff, Supervisors, Management & Specialized Career Tracks
 - Initiated Supervisors Leadership Development Program in October 2005 with 100 Supervisors
 - Employee Survey to Evaluate Needs
- Enhance the Existing Mentoring Program to Increase Participation & Effective Outcomes from Participation
 - Market Opportunities for Training & Career Development

RETENTION & DEVELOPMENT

- Create a Structured Career Development Program, which includes:
 - Create Career Development Plans for Employees
 - Brown Bag Lunch Presentations
 - Offer Training Opportunities for Advancement in Specific Career Paths
 - Expansion of Transfer for Training Program
 - Incentives for Career Development
 - Review of Best Practices in other Agencies/Private Sector
 - Employee Survey to Evaluate Needs

RETENTION & DEVELOPMENT

- Reinstitute the Employee Orientation Program for New Employees
 - Overview of the City
 - Major Policies & Initiatives
 - Career Opportunities



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**CIVIL SERVICE
DEPARTMENT
RECRUITMENT OUTREACH EFFORTS**

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RECRUITMENT SERVICES DIVISION

- IDENTIFICATION OF QUALITY CANDIDATES THAT REFLECT OUR DIVERSE COMMUNITY
- MARKETING CITY OF LONG BEACH AS “AN EMPLOYER OF CHOICE”
- TARGETED RECRUITMENT PLANS FOR EACH VACANCY
 - Police Recruit: 8 week recruitment drive, 4-5 Police Recruiters, multi-media marketing plan, bumper stickers, banners and posters

RECRUITMENT SOURCES

- CITY EMPLOYEES
- RECRUITMENT MAILING LIST
- COMMUNITY OUTREACH EVENTS
 - Job Fairs, Community Events, School Visits
- WEBSITES – Intranet / Internet (CAREERBUILDER)
- JOURNALS / PUBLICATIONS/ NEWSPAPERS
- RADIO STATIONS
- TELEVISION STATIONS
- BILLBOARDS
- MOVIE THEATRES

RECRUITMENT MAILING LIST

- 1673 ORGANIZATIONS

- Sent via U.S Mail and Email

- 94 Employment Agencies
- 259 Educational Institutions
- 247 Diversity Organizations
- 186 Health Agencies
- 131 Law Enforcement / Security Agencies

RECRUITMENT MAILING LIST

- 114 Libraries
- 111 Professional Associations
- 86 Social Welfare/Community Services
- 86 Special Interest Groups
- 149 Specialty Skill Sources
- 168 Other Sources

TARGETED RECRUITMENT PLAN

- Special Mailing for Police Recruit included:
 - Mail out of 400 recruitment posters throughout the U.S.
 - Black Law Enforcement Agencies
 - Black Historical Colleges & Universities
 - Police Academies
 - 100 Black Men
 - *E-Blast
 - Community Organizations
 - Long Beach Police Chief's Advisory Groups
 - National Organization of Black Law Enforcement Officers

SUMMARY

- TARGETED RECRUITMENT PLANS ARE CREATED.
- LIMITED TO BUDGET AVAILABLE IN HIRING DEPARTMENT.
- CIVIL SERVICE DEPARTMENT PROVIDES ACCESS TO CAREERBUILDER FOR ALL DEPARTMENTS.
- DIVERSE CANDIDATE POOLS CONTINUE TO BE OUR FOCUS AND ARE MADE AVAILABLE FOR SELECTION.