

A TOOLKIT TO MITIGATE BIAS IN RECRUITMENT AND HIRING

(updated March 15, 2018)

This toolkit is designed to help organizations and individuals mitigate gender, racial, and other hidden biases in your institutional recruiting and hiring processes. It provides tips on structural pieces you can implement to recruit, retain, and promote a broader range of talented people. This is an organic document that continues to grow as we become aware of new research and ideas, so please keep checking in for future (more improved) versions.

ne Big Picture
Identify the criteria for a successful search: Institute recruitment targets for hiring across identities. For example, after the National Football League mandated that any team with a head coaching vacancy must interview at least one person of color before making a hire, candidates of color were 19% to 21% more likely to fill a head coaching vacancy. ¹
Institute accountability: Create institutional processes that hold managers accountable for fair and inclusive hiring practices.
Recruit intentionally and often: Post the call for applications on a variety of job sites. Recruit outside your traditional network or even the sector (e.g., outdoor, conservation). Consider building a relationship with and recruiting from affinity groups, historically black colleges, and identity-specific professional associations.
Hire in clusters : Research shows that cluster hiring—hiring multiple employees into one or more departments who share interests and identities—increases both the diversity of the incoming talent pool as well as retention of female staff and staff of color. ²
nployee Marketing ³ Ensure a diversity of prospective candidates can see themselves reflected in your materials, such as your website and printed marketing materials? Aspirational advertising is not misrepresentational as long your materials authentically

³ Some of these tips are adaptive, and not technical, meaning that they require introspection and deep work of culture change. Merely diversifying your image will be ineffective without adaptive work. For assistance on how you can complement these technical fixes with adaptive work, contact us for a consultation.



¹ Maya A, Beasley, Diversity Derailed: Limited Demand, Effort, and Results in Environmental C-Suite Searches, (October 2016), available online at http://www.diversegreen.org/diversity-derailed/.

² Colleen Flaherty, Cluster Hiring and Diversity, Inside Hiring Ed (May 1, 2015), available online at http://bit.ly/IFC8bIZ

	represent who you reasonably aspire to be, and you are putting money where your mouth is to expand recruiting efforts and cultivate an inclusive culture.
	Ensure your materials reflect myriad identities that your candidates may
	have, including race, gender expression, age, sexual orientation, gender
П	expression, and disability.
	Ensure the activities portrayed in your materials speak to all audiences. Often conservation, environmental, and outdoor organizations' optics feature individuals engaging in activities such as hiking, backpacking, kayaking, and rock climbing that don't speak to every person's relationship with outdoor recreation. Try to include imagery of groups of people (not just individuals) engaging in a broad range of activities, including fishing, picnics, walking, etc.
	Make your commitment to diversity, inclusion, and equity clear to
	candidates. Make sure you have a diversity, equity, and inclusion statement that declares your organization's commitment and values, and that this statement not only is in every job posting but is featured prominently on your website or jobs landing page.
<u>Jol</u>	o Descriptions
	Include only the bare necessities: Job descriptions should be succinct. Potential
	applicants can be dissuaded from applying if they feel they do not meet all qualifications. For example, one study shows men apply for jobs when they can check of 6 out of 10 boxes on the list of qualifications; women only apply when they can check off all 10. ⁴ Take out anything that is not required of the candidate. In particular:
	Do not require English language skills (which can be illegal unless English speaking skills are necessary for safety).
	• Eliminate all preferred qualifications, including specific degrees, prior outdoor or nonprofit experience, or that the candidate be a prior participant in your program. You can ask about these skills in an interview.
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	that you need a separate "preferred" skills section, make it clear. Conflating required and desired skills can deter some people from even applying, especially women. Being clear about required and desired skills will also help you create a clearer rubric for selecting candidates for interviews.
	Include less of the teachable skills and more non-teachable skills.
	Organizations often overvalue skills and qualifications that are teachable (e.g., familiarity with a specific environmental law or experience backpacking) and undervalue skills that are less teachable (e.g., ability to work well on a team, ability to accept feedback graciously and integrate it, communication skills). In fact, those skills that are typically labeled "soft" are in fact some of the most technical skills a person will need to learn.
	Honor multiple types of education and knowledge sets: Many jobs in the
	conservation space require a particular type of education, such as a bachelor's degree in

⁴ Tara Sophia Mohr, Why Women Don't Apply for Jobs Unless They're 100% Qualified, (Harvard Business Review Aug. 25, 2014).



Natural Resources Management, or require someone to have a particular type of knowledge. Know that dominant culture values and elevates Eurocentric knowledge over non-White, Indigenous, and non-European knowledges. So as you think about job requirements, instead of listing degrees or fields, think about listing both the ability to think critically about the validity of certain knowledge sets as well as the ability to situate one's own knowledge in the field (i.e. the ability to speak to how knowledge is institutionalized and validated in their field.)⁵

□ Cast a wider net with fair and balanced wording: Job description language should be balanced language to make your organization attractive to everybody. Certain wording may signal to someone that they may not fit or belong in that job. For example, a study of 4,000 job descriptions found that that postings for jobs dominated by men had a high frequency of words such as *lead*, *head*, *direct*, *determined*, and *superior*, and postings for jobs dominated by women had a balance of these words and complementary words such as *collaborate*, *committed*, *responsive*, and *self-aware*. The chart below provides more examples of these words. Researchers also found women were more interested in jobs when the description had a balance of words (even when the job was male-dominated, like engineering).

⁵ Özlem Sensoy & Robin DiAngelo, "We Are All for Diversity, but . . .": How Faculty Hiring Committees Reproduce Whiteness and Practical Suggestions for How They Can Change (Harvard Educational Review Vol 87 No. 4 Winter 2017)

⁶ Danielle Gaucher, Justin Friesen, & Aaron Kay, Evidence that Gendered Wording in Job Advertisements Exists and Sustains Gender Inequality, Journal of Personality and Social Psychology, Vol. 101, No. 1, pp. 109-128 (2011).

MASCULINE WORDS	FEMININE WORDS
Lead	Join
Head	Dedicated
Determined	Committed
Driven	Motivated
Ambitious	Inspired
Superior participant experiences	Responsive,
Competitive	Sympathetic
Assertive	Sensitive to participants' needs
Decisive	Collaborative
Outspoken	Cooperative
Assertive	Honest
Independent	Understanding
Direct	Engaged
Assist	Loyal
Analyze	Support
Determine	Review
Individualized	Establish
Risk	Community
Gamble	Connected
Master	Interpersonal
Acquire knowledge	Experience
Aptitude	Understand
Self-confident	Learn
Intellect	Ability
Challenge	Self-aware
	Acumen
	Opportunity

Avoid coded language: Words like "diverse," "urban," inner city," and "underserved"
are often used as code for low income communities or people of color. Be specific and
inclusive in your language. So instead of "candidate must have experience working with
underprivileged youth," consider "candidates must have experience working with
communities outdoor education organizations have failed to previously engage." ⁷
The criteria should allow candidates to demonstrate important life
experiences that may not show up on traditional résumés: Job descriptions
should encourage applicants to describe any pertinent experience, including professional
and personal experience.
Describe skills desired, not characteristics: For example, "the ability to take
initiative and produce results is a skill as demonstrated by" but "action-oriented,
results-driven" describes character.
Don't require candidates to be available evenings and weekends unless
absolutely necessary: Adding this to your job description may needlessly eliminate
qualified candidates who are caregivers of others or may have other life priorities.

⁷ Sensoy & DiAngelo, "We Are All for Diversity, but . . .": How Faculty Hiring Committees Reproduce Whiteness and Practical Suggestions for How They Can Change (Harvard Educational Review Vol 87 No. 4 Winter 2017)



	Include criteria such as "ability to effectively work on diverse teams or
	with a diverse range of people" If this is a position that is directly linked to carrying
	out diversity, equity, and inclusion efforts, be specific about the qualifications they need to
	carry out the specific work.
	Include a demonstrated commitment to DEI: Require that candidates show
	some sort of commitment to DEI through past job experience, personal activism, or any
	other pertinent experience. While many can learn how to implement DEI efforts on the job,
	it is important the candidate can demonstrate that they understand the importance of DEI.
	Disclose salary range: Allow candidates to decide whether the salary range is fiscally
	feasible or desirable for them before they before they put the work into submitting an application.
	Add "salary negotiable:" This two-word phrase has been proven to decrease the pay
	gap and mitigate biases against women and those from more collectivistic cultures that may
	not value assertive self-advocacy. For example, researchers posted two versions of job
	announcements in stereotypically masculine businesses (NASCAR, football, and basketball),
	with one version including the words "salary negotiable." They found that women were less
	likely to negotiate their salaries without these words, and that ultimately this two-word
	phrase closed the negotiation gap and the pay gap between the male and female hires by
	45%. ⁸
	Don't ask for salary history: Unless you can articulate how salary history will help
	the hiring committee select a candidate, don't ask for salary history. A person's past salary
	has no bearing on their experience and expertise. In fact, asking salary history was made
	illegal in Massachusetts as of 2016.
	Be honest about your preference for an internal candidate: Often companies
	express the desire to cast a wide net, but have a clear preference for an internal candidate.
	Be clear to all candidates whether you prefer someone who has had experience within your
	organization or company. Additionally, be able to articulate why an internal candidate is a
	preference. Remember that someone without institutional knowledge can often add a new
_	lens to the work that you do.
	Be transparent about your process, including hiring timeline and start
	date: Tell your candidates about your timeline and then stick to it. Often candidates are
	applying for multiple jobs and are juggling schedules and deserve to know your timeline.
	Plus, putting a clear timeline in your job posting saves you the time of having to answer the
	same timeline questions over and over again.
	Don't ask applicants to perform time-consuming projects as part of their
	application, and if you do, compensate them for their time: It's ok to ask
	candidates who have advanced in the process to provide some materials, but it should not
	be excessive (i.e. take longer than 3 hours). If you would like candidates to provide
	something more robust, consider compensating them for their time.

⁸ Andreas Leibbrandt, John A. List, <u>Do Women Avoid Salary Negotiations? Evidence from a Large Scale Natural Field Experiment</u>, National Bureau of Economic Research Working Paper No. 18511 (Issued Nov. 2012).



Yo	<u>ur Team</u>
	Form a recruiting committee: Ensuring more than one person makes hiring
	decisions creates a system of checks and balances that mitigates each individual's biases and
	results in greater success in hiring the right candidates.
	Ensure your team is diverse: A diverse hiring team further mitigates individual team
	members' biases and counterbalances inherent institutional biases that disadvantage women
	people of color, and other underrepresented communities. Diversity includes hierarchy,
	location, gender, age, sexual orientation, race, and ethnicity, and perspectives.
	Don't use a person of color as "diversity cover." Often, people of color are
	enlisted to participate in hiring or recruiting committees in an act of contrived diversity,
	with the decisions ultimately being made by a fixed formula or being held by the committee
	chair (who usually isn't a person of color). In addition, these people are often tokenized and
	overutilized, leading to them taking on a greater burden than other staff.
	Ensure committee members are bought in to diversity, equity, and
	inclusion : Make sure each member is commitment to diversity through their actions and
	accomplishments as an employee.
	Value all members' input: Even with multi-person and diverse committees, decisions
	can be made in a way that replicates bias. For example, if the committee chair is directive ("
	will ultimately make the decision and don't really need your input") or consultative ("I will
	ultimately make the decision and want to hear what you have to say, but might disagree and
	go in another direction), then it does not matter that your committee is diverse. Instead,
	think about a system that values everyone's input (it does not have to be total consensus).
	Be clear about committee members' input: If you are running a directive decision
	making process, but asking for input, make sure committee members know.
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Screening résumés

- ☐ Screen résumés with names, address, and even school marked out—just look at experience: Fold the résumé over or take a sharpie to the name, address, and education section for the first round of review to mitigate bias.
 - In a study of identical résumés —one with a man's name and one with a woman's researchers found that 79% of male applicants vs. only 49% of female applicants name were deemed 'worthy of hire' and that the women deemed worthy of hire received \$4,000 less in compensation.9
 - In another study, résumés with white-sounding names received 50% more calls for interviews than identical résumés with black-sounding names, and researches concluded the white-sounding name was equivalent to about 8 more years of experience.¹⁰

¹⁰ Bertrand, M. & Mullainathan, S. (2004). Are Emily and Greg more employable than Lakisha and Jamal? A field experiment on labor market discrimination. The American Economic Review, 94(4), 991.



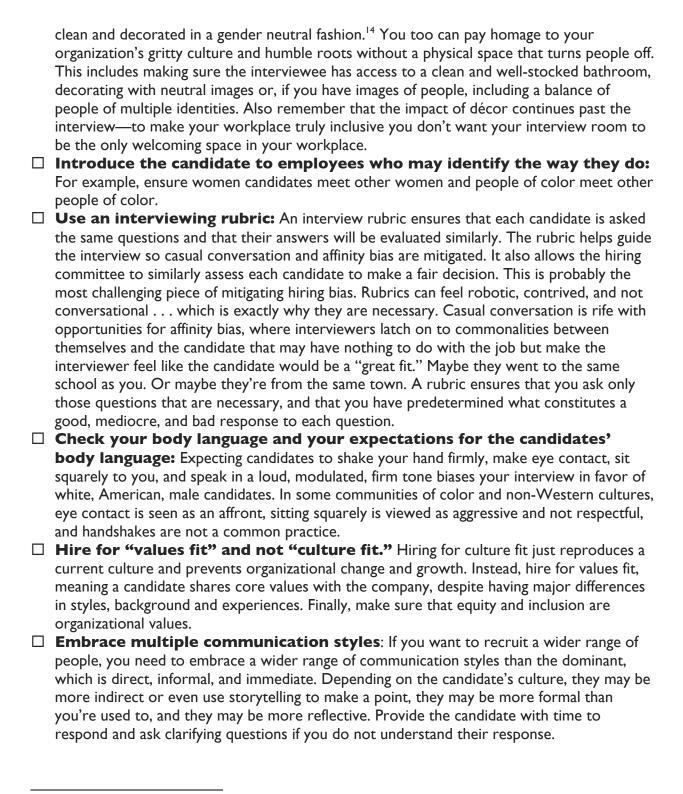
⁹ Corinne A. Moss-Racusin, et. al., <u>Science faculty's subtle gender biases favor male students</u>, Proceedings of the National Academy of Sciences of the U.S.A., Vol. 109, No. 41 (Oct. 9, 2012).

Ш	Be aware of assumptions about family obligations: It can be tempting to make
	assumptions about family obligations based on a candidate's age, gender, and experience.
	Avoid making these assumptions."11
	Check your parental bias and don't devalue resume gaps: Membership in a
	PTA or taking time off to be a stay-at-home parent or caregiver should not count against
	the candidate. In a study of identical résumés with one difference—"membership in the
	PTA"— researchers found that those listing this were 79% less likely to be hired, half as
	likely to be promoted, and offered an average of \$11,000 less in salary. 12
П	Check your style bias : If you want top talent, you need to recognize different résumés'
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	communication styles and the skill sets behind them. If you dismiss a candidate based on
	their résumé, be clear about what skills and experience the candidate lacks. For example, in
	an analysis of 1,100 résumés in the tech sector (which like the outdoor industry is
	traditionally dominated by men and masculine culture), researchers found that the womens'
	résumés were longer than the mens', but that they included less precise bullet-by-bullet job
	descriptions than the mens' and instead had more high-level job descriptions with narratives
	interweaving their experience. 13 The women told stories; the men let the facts speak for
	themselves. Though both qualities are valuable, the tech industry is far more equipped to
	appreciate precise execution, which results in a résumé reading bias that overwhelmingly
	eliminates qualified female candidates.
П	Consider input and not just output: Ask if you're only considering output and
ш	recognition (publications, awards, accomplishments) versus input (relationships held,
	cultural knowledge accessed, time spent engaging in advocacy and activism). The latter is
	often not rewarded but as valuable if not more in some positions.
Th	ne Interview
	Interview each person in the same space or via the same technology: Each
_	person being interviewed should be interviewed via the same medium. If a candidate is
	·
	unable interview in person and is interviewed over video, then all other candidates should be interviewed over video.
Ш	Ensure your physical space is clean, bright, and not decorated like a "man
	cave. " The power of subtle social signals is incredible. Even the way your physical space is
	designed can send signals of inclusion or exclusion. In a Stanford University study of
	undeclared majors, researchers found women were more likely to consider degrees in
	engineering and computer science when the room in which they were interviewed was
11 [Bias Interrupters Toolkit on Recruitment and Hiring, available at http://biasinterrupters.org/toolkits/orgtools/
12 ,	Correll, S.J., Benard, S., & Paik, I. (2007). <i>Getting a job: is there a motherhood penalty?</i> American Journal of
Soc	iology 112(5), 1297.
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¹³ Kieran Snyder, <u>The resume gap: Are different gender styles contributing to tech's dismal diversity?</u> (Fortune March 26,



2015).



¹⁴ Google Ventures, *Unconscious Bias* @ Work (Sep. 24, 2014).



Ш	Consider snaring interview questions prior to the interview: some
	candidates' strength is in their ability to deliberate and process complex issues. By asking
	complex questions in the interview, you may not be giving more reflective candidates a
	chance to demonstrate their ability to process complex information. If you're worried that
	a candidate will go research and seek answers to the question from other people or
	resources, don't be. That's a sign of a person who knows where to find information,
	synthesize it, and apply it to your organization. That's a great skill!
	Avoid the token "diversity" question; instead integrate it into every
	question: Instead of just asking candidates "how do you work across differences?",
	integrate concepts of diversity, equity, and inclusion into all your questions. For example,
	"how would you teach in a culturally responsive way?" (for an educator) or "how do you
	ensure that your advocacy represents the voices of all constituents, not just white
	constituents? How do you bolster marginalized voices in advocacy?" (for an advocacy
	organizations).
	Ask if there is anything you didn't ask that the candidate wants to
	contribute: Your application and interview process may have not given the candidate a
	space to talk about something they really want to share. Give them that opportunity at the
_	end of the interview.
	Offer to give feedback to all candidates about their interview: In your email
	or phone call, be sure to make it clear that you are happy to give feedback to them about
	their application process.
	ne Selection:
	Consider the long term: Often interview committees focus on what needs to happen
	in the short term, and think about how candidates can achieve those goals. That can shift a
	committee's preference toward an internal candidate. If the position has high turnover, then
	thinking about the short term is certainly important. However, is also important to think
	about how that candidate can contribute to new ideas for larger scale projects.
	Don't have "automatic eliminators:" Eliminating candidates because of a typo in
	their application or the wrong kind of education does not serve anyone.

Preferred Qualifications:

Original Job Description: Outdoor Program Job	Better Job Description: Outdoor Program Job
PROGRAM COORDINATOR	PROGRAM COORDINATOR
<u>Description</u>	Description
Responsible for creating a world-class outdoor experience for	Part of a collaborative team responsible for working together to
participants and is a professional role model in attitude and	meet program objectives, including setting instructors up to provide
appearance. Assists the Program Director in curriculum, briefing,	students with positive outcomes and a welcoming experience.
debriefing, and evaluation, and completes all assignments delegated	
by the Program Director.	General Responsibilities:
General Responsibilities:	 Supporting instructor teams to and they gel and work well together;
Direct instructor teams to achieve stated student outcomes;	Responsive and sympathetic to instructors' needs to set
 Provides superior support with individualized attention to 	them up for success;
each instructor;	Dedicated to learning about our curriculum, learning
 Acquire knowledge of curriculum, learning objectives, and 	objectives and student outcomes;
student outcomes;	 Support the Program Director with other tasks, including
 Complete additional assignments from Program Director, 	but not limited to:
including but not limited to:	a. Managing curriculum library (virtual and had copy)
a. Managing curriculum library (virtual and had copy)	b. Briefing and debriefing instructor teams
b. Briefing and debriefing instructor teams	
Damaina d Occalifications	Required Qualifications:
Required Qualifications:	Curriculum design experience; Constitution (basis of a debasis for a debasis
Curriculum design experience; For a gianger in facilitation, (hydroling, debricking).	Experience in facilitation (briefing, debriefing); Constitution Constit
Experience in facilitation (briefing, debriefing); Callege degrees:	Exceptional interpersonal skills; Ability to words and discuss a position of the state of
College degree;Excellent skills in developing lesson plans;	 Ability to work on diverse teams or with a diverse range of people;
 Results and task-oriented style; 	Alternative and the state of th
 Flexibility in personal time commitments to do what is 	 Ability to take initiative and produce results; Dedicated and committed to the mission of XYZ Outdoor
necessary based on the needs of the organization;	Program;
 Up-to-date computer skills with the aptitude to learn and 	 Up-to-date computer skills and an understanding of how to
utilize XYZ's database system and other programs;	learn and utilize XYZ's database system and other programs;
Experience working with underserved youth.	Understanding of the myriad relationships youth may have
Professed Qualifications	with the outdoors and outdoor program based on class,

race, and gender.

- Outdoor program experience;
- Graduate of XYZ Outdoor Program;
- College degree.

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Salary: \$30,000

Submit résumé and cover letter to programs@xyzoutdoors.org.

Salary: Base starts at \$30,000 but is negotiable

Submit résumé and cover letter to programs@xyzoutdoors.org, and make sure to address any
pertinent experience, including professional and personal
experience, that is relevant to this position.

Timeline: Deadline is May 2.; Screening will happen May 3-4, . Calls for interviews will occur by May 5,. Interviews will be scheduled for the week of May 9.. A final decision will be made by, May 16,.



Original Job Description: Conservation Job

Better Job Description: Conservation Job

CAMPAIGN MANAGER

CAMI AIGH MANAGE

Description

XYZ seeks a Fossil Fuel Campaign Manager to lead efforts in stopping the fossil fuel industry from building new infrastructure in our region. This is a high profile position and the candidate with spearhead. efforts between a consortium of organizations in campaigns such as Stop Dirty Fuels.

General Responsibilities:

- Lead the Stop Dirty Fuels campaign
- Analyze policy related to the threat of fossil fuel infrastructure in the region.
- Spearhead efforts to support disrupting technology that doesn't rely on fossil fuels.
- Engage with, and conduct outreach to underserved communities.
- Serve as a spokesperson with the media as needed
- Organize strategy sessions to advance the goals of the campaigns

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Required Qualifications:

- Demonstrated commitment racial justice.
- Proven leadership of a campaign
- Ability to work on diverse teams
- Ability to travel across the state as needed (driver's license required)
- Strong writing, verbal and analytical skills
- Superior organizational skills and attention to detail
- Independent and self-motivating in a fast-paced, dynamic environment

CAMPAIGN MANAGER

Description

XYZ seeks a Fossil Fuel Campaign Manager who will serve as the connective tissue between stakeholders, communities, and partners working to top the fossil fuel industry from building new infrastructure in our region. This position is public facing and requires someone who willing to serve as the face for campaigns such as Stop Dirty Fuels.

General Responsibilities:

- Guide the Stop Dirty Fuels campaign.;
- Understand and assess policies related to the threat of fossil fuel infrastructure in the region.
- Support campaigns to advance technologies that don't rely on fossil fuels.
- Build relationships with and meaningfully engage tribal nations, communities of color, low income communities, and particularly, rural low income communities in the region.
- Coordinate meetings to develop and monitor strategies and goals of the campaign.

Required Qualifications:

- Understanding of how conservation and environmentalism have historically and currently impacted black, indigenous, and other communities of color.
- Demonstrated commitment to racial justice.
- Ability to work on teams with diverse perspectives, values, and identities.
- Ability to travel across the state as needed (must have or be willing to obtain a driver's license)
- Strong writing, verbal and analytical skills
- Strong organizational skills and attention to detail



Preferred Qualifications:

- Budgeting experience
- Experience serving as a media spokesperson
- Familiarity with legal framework surrounding fracking and fossil fuels in the region.
- Familiar with disrupting technology.

Submit résumé and cover letter to campaigns@xyzoutdoors.org.

• Ability to work independently with minimal supervision in a fast-paced, dynamic environment

Salary: Base starts at \$55,000 but is negotiable

Submit résumé and cover letter to campaigns@xyzoutdoors.org, and make sure to address any
pertinent experience, including professional and personal
experience, that is relevant to this position.

Timeline: Deadline is May 2. Screening will happen May 3-4, . Calls for interviews will occur by May 5. Interviews will be scheduled for the week of May 9. A final decision will be made by May 16.

