

MONTEREY COUNTY
2019 CSAC Challenge Award Entry
Issue Area: Government Finance, Administration and Technology
Population: Suburban County Category

Monterey County – Diverse Talent Acquisition Application

OVERVIEW

The Civil Rights Office, with the Information Technology Department (ITD), developed an application that automates the recruitment process for underrepresented talent – women and people of color.

CHALLENGE

Monterey County, like most jurisdictions, has the continued challenge of recruiting talent from diverse communities and associations in a consistent manner across all departments and job groups. To further complicate the issue, each department has its own competency needs within continually changing workforce demographics. The Civil Rights Office was charged by the Board of Supervisors with providing a solution to satisfy the County's workforce recruitment goals, as stated in the Board of Supervisors approved Equal Opportunity Plan. We discovered that several departments maintained their own spreadsheet of local groups and associations that job flyers were mailed to in order to attract a diverse talent pool of applicants. We also discovered the spreadsheets were inconsistent, outdated, and hardly updated. In the diverse talent acquisition industry, private sector companies charge a membership fee to access and utilize their database of diverse talent groups, associations, and organizations to recruit from. This fee is very costly for local governments.

SOLUTION

As a result, the Civil Rights Office developed an application that would crowdsource the community contacts across County departments and Human Resources (HR) representatives to target outreach efforts to underrepresented applicants.

INNOVATION

The database is editable by all HR personnel – after receiving a short training to maintain the integrity of the information, provided by the Civil Rights Office – and they can continue to update

contact information as the workforce recruitment goals change. In addition to granting HR personnel permissions to update the database, interested community groups may visit the Civil Rights Office's website and fill out an interest card with their information. We will work with our elected officials, who are in constant contact with our community, to share the information in person and in their social media accounts, further leveraging existing resources.

RESULTS

Since publishing the application to County HR professionals, the response has been overwhelmingly positive. Recruiters can now target outreach for their specific hiring goals, while significantly reducing the time involved in outreach plans. The application is also mobile friendly, so staff can recruit using a phone, tablet, or sitting at their desktop. To use, a recruiter simply logs on to the application, identifies the job group for the recruitment, checks all applicable demographic information of the targeted applicants, and clicks "Submit." Within a second, an Outlook message self-populates with hundreds of community contacts on the BCC line, waiting for the recruiter to simply hit "Send."

REPLICABILITY

To leverage existing resources, the Civil Rights Office collaborated with ITD to write the program and structure the database using Microsoft Sharepoint within the Office 365 Suite, software that most jurisdictions employ, and all Monterey County employees can access. The Civil Rights Office also worked closely with HR representatives to learn their needs to make a responsible application that would be seamlessly adopted by HR. By using in-house IT services, we significantly reduced the cost of the project. We believe the application can be replicated easily across local governments because it simply uses an Office 365 application, a software suite that most, if not all, jurisdictions already use.

CONTACT

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OPTIONAL SUBMISSION:

Attached: TAD Rollout Presentation

Talent Acquisition Database (TAD)

Overview



Talent Acquisition Database (TAD)



Search

- Search by Job Groups
- Filter by Demographic Information
- Email, Social Media, Print Results



Recruitment Reports

- By Exam Number
- By Date
- By User
- By Job Group
- By Demographic Information



Add/Edit

- Institutions, Organizations, Associations
- Individual Contacts
- Demographic Information



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Purpose

- T.A.D. is one solution for connecting organizations, institutions, and associations - whose memberships are made up of underutilized groups - with Monterey County recruitment efforts.
- T.A.D. is for recruitment personnel to own, grow, and maintain with the changing needs of the County.

Homepage

Search



Talent Acquisition Database

Outlook OneDrive SharePoint Teams ...



Search

Edit Institutions/Organizations/Associations

Recruitment Reports

Edit Contacts

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Step 1 - Search Type

Talent Acquisition Database

BROWSE

Home

Recruitment Reports

Edit Institutions/Orgs/Associations

Edit Contacts

Outlook OneDrive SharePoint Teams ...

1 Search Type

2 Job Groups

3 Demographics

4 Report Options

5 Results

Search Type: Informational [x] Recruitment

Exam Number

###A###BC

Next

Step 2 - Job Groups

The screenshot shows a web application interface with a top navigation bar containing 'Talent Acquisition Database', 'BROWSE', 'Home', 'Recruitment Reports', 'Edit Institutions/Orgs/Associations', 'Outlook', 'OneDrive', 'SharePoint', and 'Teams'. Below this is a secondary navigation bar with five numbered steps: 1. Search Type, 2. Job Groups, 3. Demographics, 4. Report Options, and 5. Results. The 'Job Groups' step is highlighted with a red box. The main content area displays a list of job groups under the heading 'Job Groups:'. The list includes: 911 Telecommunications (70), Accounting and Finance (69), Administration (68), Agriculture (66), Animal Control (66), Attorney (67), Audit (68), Building & Safety (66), Building Maintenance (66), Clerical & Data Entry (66), Code Enforcement (67), and Corrections (70). The items 'Administration (68)', 'Code Enforcement (67)', and 'Corrections (70)' are circled in red. A large red text overlay reads 'Check All That Apply'.

Job Groups:

- 911 Telecommunications (70)
- Accounting and Finance (69)
- Administration (68)
- Agriculture (66)
- Animal Control (66)
- Attorney (67)
- Audit (68)
- Building & Safety (66)
- Building Maintenance (66)
- Clerical & Data Entry (66)
- Code Enforcement (67)
- Corrections (70)



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Step 3 – Demographic Filters

The screenshot displays the BRUNSE Talent Acquisition Database interface. The top navigation bar includes links for Outlook, OneDrive, SharePoint, and Teams. Below this is a secondary navigation bar with Home, Recruitment Reports, Edit Institutions/Orgs/Associations, and Edit Contacts. The main content area features a breadcrumb trail: 1 Search Type, 2 Job Groups, 3 Demographics, 4 Report Options, and 5 Results. The 'Demographics' step is highlighted with a red box. Under 'Demographics', there are two sections: 'Demographics:' and 'Gender:'. The 'Demographics:' section includes a red circle around the 'ALL' option and a list of other categories: African American/Black, American Indian/Native Alaskan, Asian/Pacific Islander, Hispanic/Latinx, Caucasian/White, LGBTQ+, Veterans, and Disability. The 'Gender:' section includes a red circle around the 'All' radio button and options for Male and Female. Below the 'Gender:' section, there is a 'Pricing:' section with a red circle around the 'Both' radio button and options for Free and Paid. A large red text overlay reads 'Check All That Apply'. At the bottom right, there is a 'Next' button, also circled in red.

Talent Acquisition Database
BRUNSE

Outlook OneDrive SharePoint Teams

Home Recruitment Reports Edit Institutions/Orgs/Associations Edit Contacts

1 Search Type 2 Job Groups 3 Demographics 4 Report Options 5 Results

Demographics:

- ALL
- African American/Black
- American Indian/Native Alaskan
- Asian/Pacific Islander
- Hispanic/Latinx
- Caucasian/White
- LGBTQ+
- Veterans
- Disability

Gender:

- All
- Male
- Female

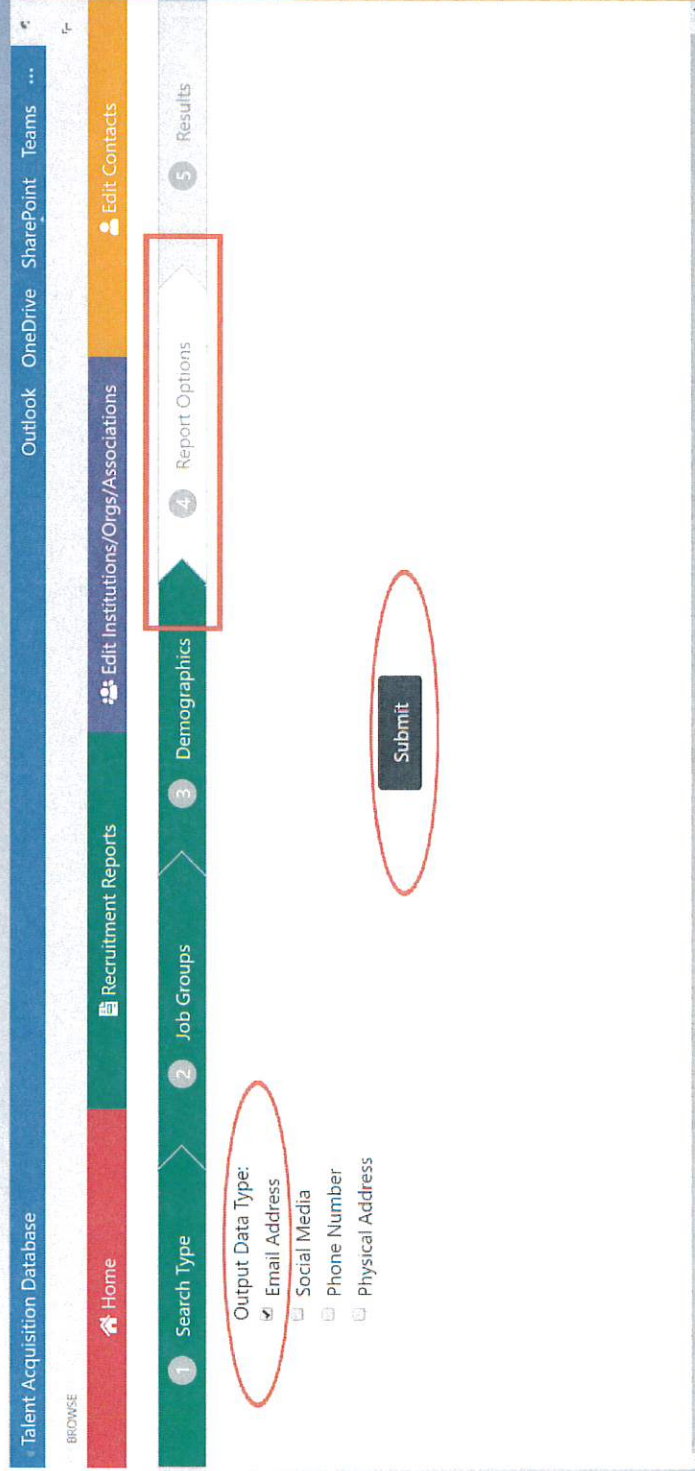
Pricing:

- Both
- Free
- Paid

Check All That Apply

Next

Step 4 - Report Options



Step 5 – Results Email

Talent Acquisition Database
BROWSE

Home | **Recruitment Reports**

1 Search Type | **2** Job Groups

Exam Number: 18/14N05/10JA
Job Group: 911 Telecommunications, Attorney, Corrections, Emerge
Gender: All
Demographics: African American/Black, American Indian/Native Al
Additional Filters: None
Pricing: Paid & Free

Send Email To All | **Send Email**

Gender: All Demog
Jr
(760) 440-5
Comments: Fee Bas

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All are welcome here. | Todas son bienvenidas.

CalGovHR (NCCIPMA-HR)
@calgovhr
Gender: All **Demographics:** All
Job Groups: All Groups
909 Marina Village Pkwy #191
Alameda, CA 94501
info@CalGovHR.org <https://nccipmahr.wildapricot.org/>
Comments: Fee Based Annual membership fee = \$60.00

