



RECRUITMENT PLAN

PATH TO DIVERSIFYING THE CITY WORKFORCE

Presenter:

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City of Saint Paul

Office of Human Resources

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OUR VISION

Saint Paul will achieve its full potential when we realize the strength of our dynamic diversity. ***We will be a city where race DOES NOT predetermine opportunities in education, employment, housing, health and safety.*** Saint Paul residents will realize their potential and fully contribute to city and neighborhood life. Our government will have a workforce that reflects the diversity of our city.



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OUR OBJECTIVE

Increase successful recruitment to mirror the population of Saint Paul



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THE MAYOR'S STARTING POINT

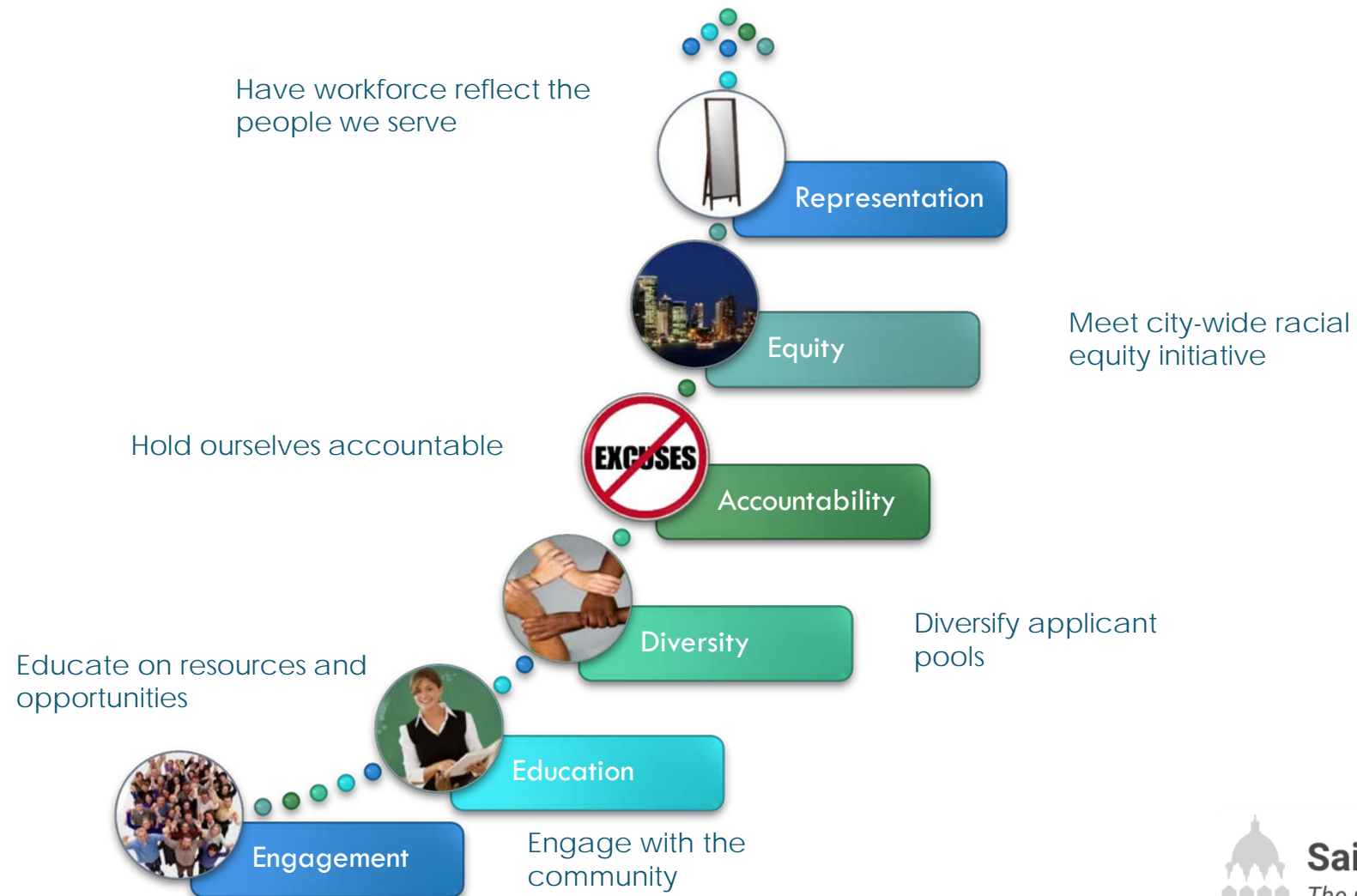
"By the end of 2017, I commit to ensuring 23 percent of people working in city government will be people of color. To increase 3.5 percent over the next 21 months, we are building on departmental pipelines..."



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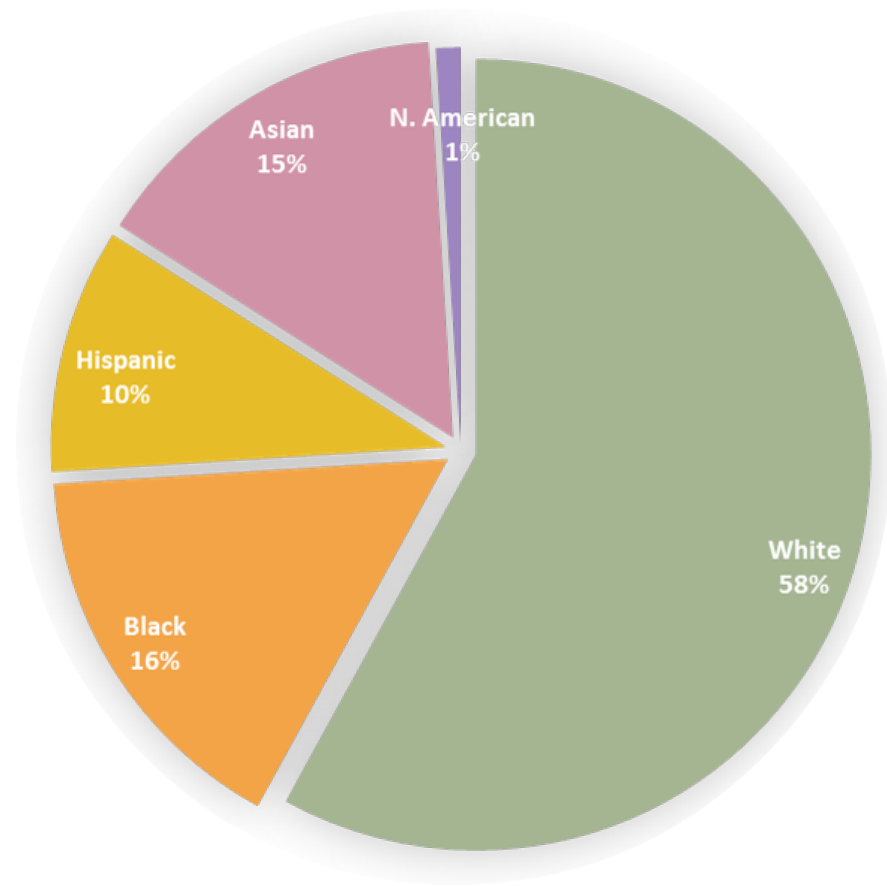
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OUR PLAN

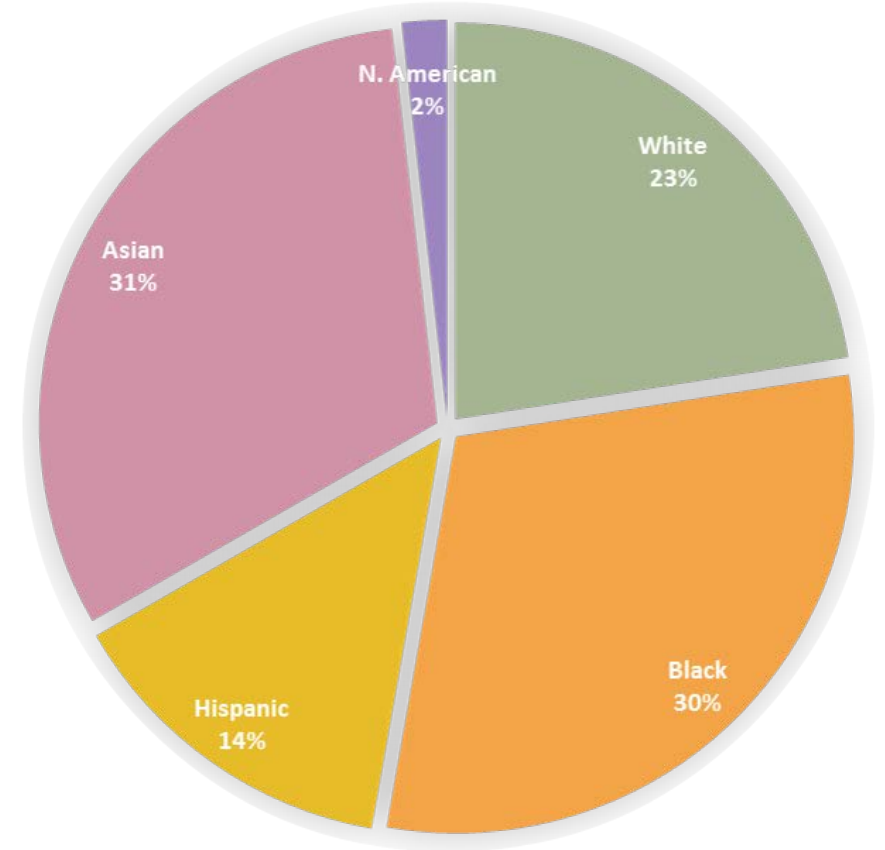




Saint Paul Residents



Saint Paul Public School Students



Sources: Census 2010 & Saint Paul Public School Demographic Graph, 2015



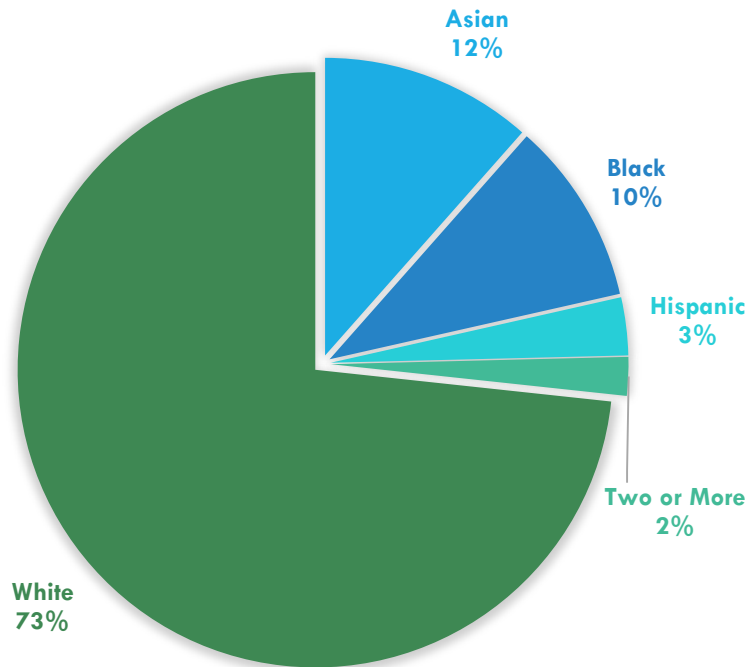
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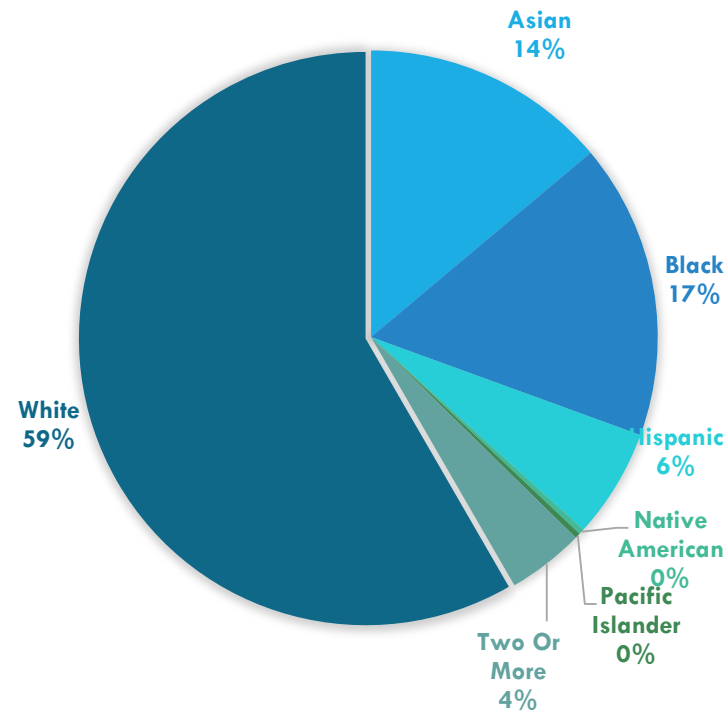
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NEW HIRES: 2014, 2015, & 2016

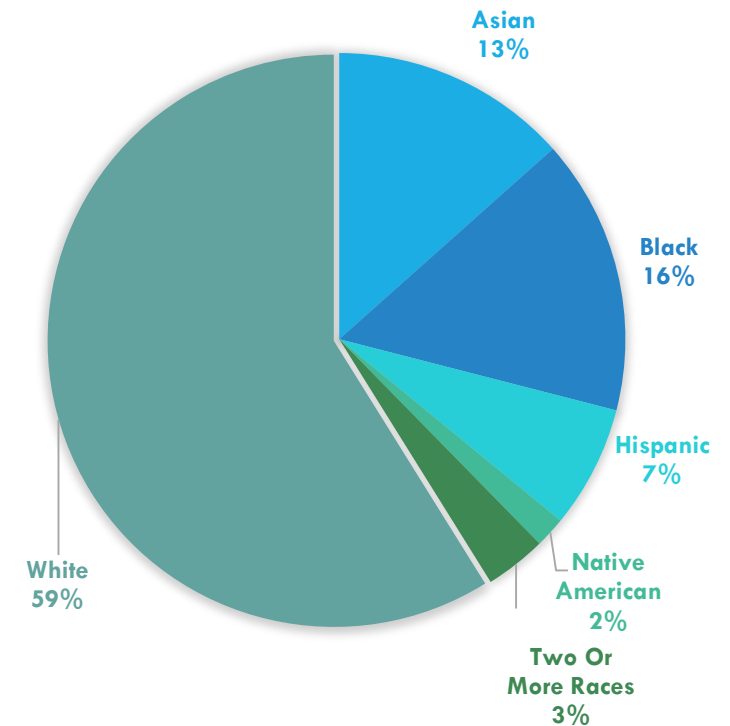
2014



2015



2016



Racial Diversity Stats: Re-survey and Four Year Comparison*

*Shows full-time
employees (30+hours
/week) plus part-time in
Libraries and Parks

Department	% Persons of Color July 2012	% Persons of Color July 2016	% Persons of Color October 2016	Change
Citywide	16.7	19.7	22.2	2.5
City Attorney	11.1	17.2	19.1	1.9
City Council	16.0	20.0	20.0	0.0
Finance	11.4	17.8	20.9	3.1
Fire	17.9	20.2	21.0	0.8
Human Resources	18.5	22.9	25.7	2.8
HREEO	48.1	52.0	52.2	0.2
Libraries FT	9.2	26.6	26.4	-0.2
Libraries PT	36.4	52.4	57.3	4.9
Parks FT	11.7	18.8	20.3	1.5
Parks PT	38.1	56.6	62.3	5.7
PED	8.5	12.5	15.2	2.7
Police	19.3	21.4	26.1	4.7
Public Health	34.5	20.7	20.7	0.0
Public Works	14.3	14.8	18.2	3.4
Safety & Inspections	13.3	12.9	16.3	3.4
Technology	23.3	24.2	26.5	2.3
Water	17.0	20.5	21.5	1.0

23% PATH – OUR RECRUITMENT PLAN



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ANALYZE WORKFORCE AND CREATE TARGETED RECRUITMENT PLANS

1. Analyze current workforce demographics to predict expected turnover within next 3-5 years
2. Analyze our current workforce versus external workforce availability
3. Based on the analysis, choose 20-30 positions to be filled over the next 18 months for an intense, targeted recruitment plan



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INCREASE STRENGTH OF RECRUITMENT AND RELATIONSHIP EFFORTS

1. Hire recruiter and ambassadors
2. Strengthen and establish relationships and networks
3. Join diversity and recruitment collaborative
4. Establish citywide Recruitment Team
5. Utilize relationships with Unions



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INCREASE AWARENESS AND UNDERSTANDING

1. Develop marketing strategies to attract under-represented applicants
2. Use social media to attract diverse job applicants
3. Participate in job fairs
4. Participate in employment and community events
5. Create Team of Community Recruitment Ambassadors



REMOVE BARRIERS TO CITY EMPLOYMENT PROCESS

1. Update job requirements
2. Review job descriptions
3. Connect department expectations with community needs
4. Implicit bias in hiring training



DEVELOP PIPELINE PROGRAMS

1. Right Track Program: YJ01, YJ02, and YJPro Workers
2. Trainee titles such as DSI trainee
3. Pipeline program such as EMS Academy
4. Internships



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2016 ACCOMPLISHMENTS

(UP TO DATE)

- 24 job fairs and community events attended
- 1,470 people reached from the events
- 162,620 impressions on social media (LinkedIn, Facebook, and Twitter)
- 43 weekly newsletters sent



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2016 ACCOMPLISHMENTS

(UP TO DATE CONT.)

- Key Partnerships: Saint Paul College, CommonBond Communities, & Saint Paul Housing Agency
- Citywide Recruitment Team
- Upcoming community meetings: November 9, 2016
- Job fair: The Gathering! Women of Color Expo
- MSPWin Grant

MOVING FORWARD



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