



HODES DIVERSITY FOR HR

Sourcing, Staffing and Recruitment

Diversity Right Start

Diversity Right Start is a solid, cost effective alternative recruiting solution to hiring contract recruiters, high priced headhunters or even adding staff to your department. It gives any recruiting initiative the “right start” through a targeted diversity talent acquisition strategy enabling clients to use their valuable time working to find qualified and interested candidates in the specialized area of diversity recruiting.

Diversity Recruiting Rx

Diversity Recruiting Rx is an innovative new solution that places an experienced recruiter(s) in your staffing department to help handle any or all of its diversity-related needs.

SmartPost – Diversity Package

SmartPost is the first job distribution system to combine posting volume with a metrics component that allows you to repeat your sourcing successes. Track your posting success for diversity candidates and reach them through our extensive network of targeted niche sites.

Diversity Recruitment Advertising

An integrated approach applied against a comprehensive media plan. We utilize research as well as our expertise in this niche area to develop creative solutions that will help source talented diverse candidates.

Diversity Conference & Events Management

Relationship marketing is a key success factor in diversity recruitment and in building a talent pipeline. We offer expert diversity conference and college recruitment event management and consultation. Our management and coordination, as well as, creative collateral, booth design and ability to train your booth staff, will enhance your return on investment while building relationships with diverse organizations and associations.

Diversity ERP

When you’re looking for top talent, sometimes you need look no further than your own employees. Employee Referral Programs are a vital component of every recruiter’s repertoire for a very good reason: they are one of the most cost efficient and effective ways to recruit talent. In this online and/or print version specifically targeted to a diverse audience, we place an emphasis on the diverse candidate through careful messaging and engaging creative.

Diversity Interactive

A Diversity Web site bundled with a Relationship Marketing Database to help ‘push’ diverse candidates into your recruiting system. With this application, visitors to the diversity site can subscribe to an e-mail mailing list through an online form and recruiters can then use this information to send targeted messages to these potential candidates

Research

Hodes QTrac – Diversity

A ground-breaking survey and benchmarking tool that measures the key factors that impact your employer brand. Our diversity model adds additional measures to help you better understand how diversity lives in your organization. Utilizing an innovative survey system, QTrac queries employees’ impressions of everything from the recruiting process and brand awareness to source of hire and job fit. Detailed reports then give you a birds-eye view of your brand and process, suggesting areas to improve your diversity performance and ROI.

Diversity Mystery Shop

The Hodes Diversity Mystery Shop is a special team of “undercover applicants” who use a variety of methods including resumes, telephone contacts, website analysis and on-site visits to help you evaluate potential issues in how diverse candidates move through your recruitment process. Their reports deliver extensive editorial and statistical analysis on the candidate experience and recommendations on how it can be improved.

Diversity Research

Online, Telephone or Face-to-Face Interviews and Focus Groups

Understanding the environment and challenges faced by diverse employees is essential to developing effective recruitment, retention and communications strategies. Insight and understanding of obstacles, perceptions, affiliations, habits and aspirations of your diverse employees leads to solutions.

Primary research can take on many forms based on specific client needs. This can include online surveys, telephone or face-to-face interviews with targeted diverse candidates, employees, recruiters and/or managers. It can also mean focus groups with representative samples of targeted diverse employee populations across many dimensions—gender, race, ethnicity, management level, business unit or function.