

Diversity Recruiting

John Williams is the Director of Employee Health and Safety at Buckeye of Florida and is considered an expert in Diversity Recruiting. According to John “Buckeye focuses on what the demographic data is telling them. If the demographics are telling you that the population within a particular community is comprised of 48% women and 20% African-American males then you need to use this as your guide in recruiting.”

The rule of thumb for Buckeye is to first find out what talent is available and then to take a close look to see where an opportunity exists to hire diversity candidates. Valid questions to consider are what retirements are imminent, what turnover is expected, is there expansion planned, etc.

Buckeye feels that there are several ways to recruit for these demographics. For starters, a company can always go to the universities. However, while the college campus might have solid numbers of Diversity candidates, these candidates might not be available to start work right away (some students might have as many as two years remaining in school). Bradley-Morris has been a long-time diversity recruiting resource for Buckeye.

John feels that, “The greatest advantage that Bradley-Morris can offer a company is high diversity numbers with immediate availability and having these candidates readily available to interview in person at Hiring Conferences.”

Truly the greatest challenge of any company is retention. “To control retention you must have a vision of what the company should look like,” says John. At Buckeye this vision is documented in a formal plan called The Employee Development System.

A critical component of this program is their Diversity Plan in which each Buckeye department has a key leader assigned to manage their portion.

John Williams serves as the overall manager of this program. This plan not only tracks where people are assigned, but also identifies who is scheduled for promotion and when. It also creates a real-time picture of those departments which require a Diversity focus. For example, if Buckeye is low on females in the maintenance department this program will identify it as an area to be emphasized.

The “Employee Development System” also serves another purpose. Every year, just like many other major companies, Buckeye submits an EEOC report. This compliance report not only keeps Buckeye on target with their legal hiring strategies, but ensures that EEOC requirements are met as well.