

Golden Opportunities in **Recruiting** **Maintaining and** **Improving Diversity**

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Recognize any of this?

- <https://www.youtube.com/watch?v=-g0lssnmlc>

What are your goals?

Our goals

- We hope that, from today's session, you will :
 - discuss diversity in a broader frame of reference.
 - identify obstacles to progress and success in diversity recruitment.
 - think about and identify incremental goal(s) towards progress.
 - learn about some strategies/tips you could utilize at your home institutions.

Diversity is Broader Today

- More than EEO requirements

What is the WHY?

Why do we value diversity?

Why do we seek it?

What is the “why” behind your efforts?

“Everybody’s doing it”

But is anyone doing it well?

Recruitment +

What do we have going for us?

USA Today: Ag is sexy again.....

.....but not that sexy!!!

- **And what about 4-H and FCS?**

**What do we have to “sell” or
“package” in terms of Research
and Extension jobs?**

Availability

NCSU-CALS Gender

- **Undergrad Students**
 - 56% Female
 - 44% Male
- **Graduate Students**
 - 56% Female
 - 44% Male

NCSU CALS R/E

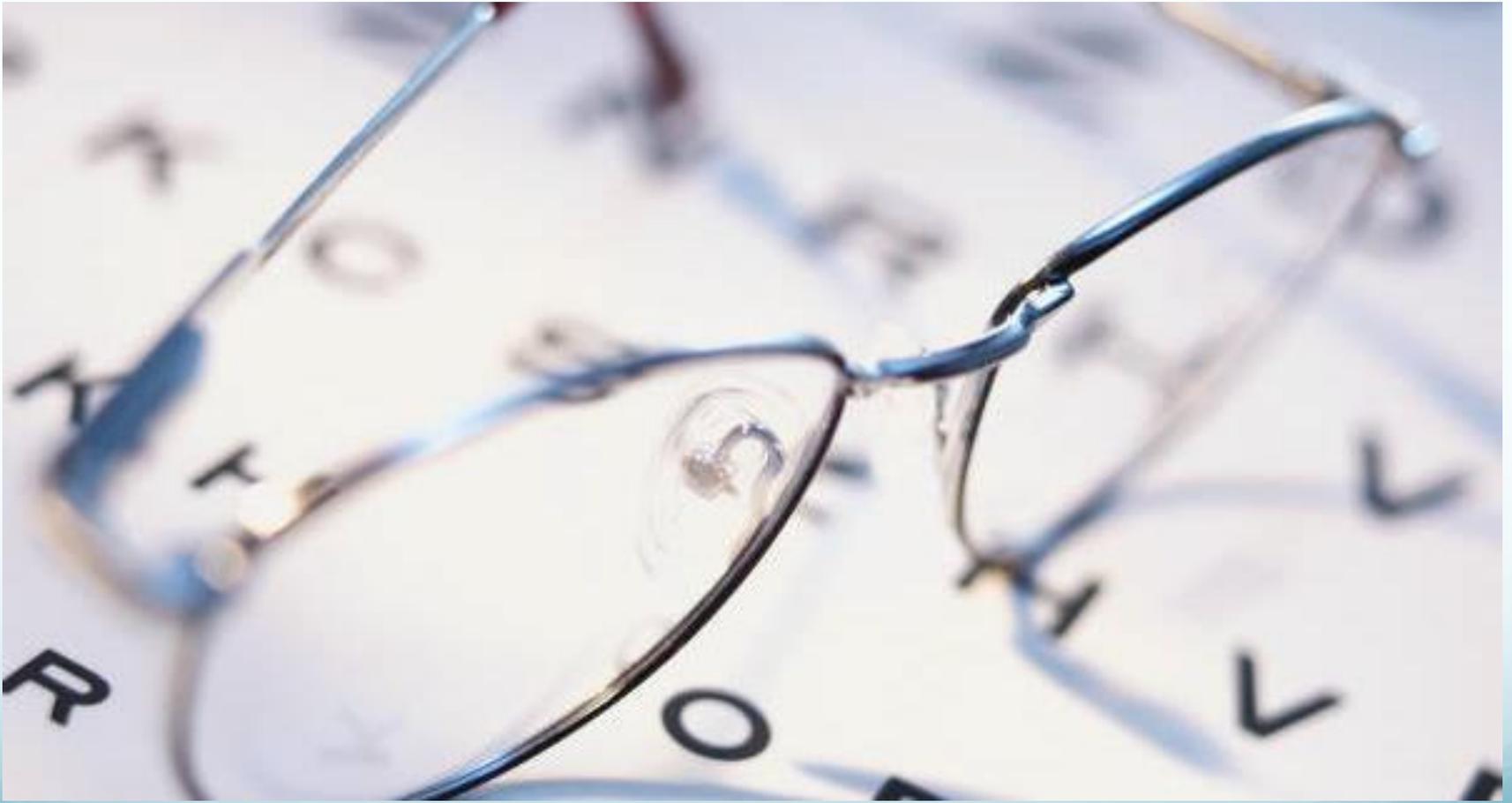
- **Undergrad (Graduating 2013)**
 - Hispanic – 20
 - Native AM – 2
 - Asian - 33
 - African Am/Black – 29
- **Grad students enrolled:**
 - 5% Black/African Am
 - 5% Asian
 - 2% Hispanic

Recruitment -

**What do we have working
against us?**

**What are the challenges, especially
as it relates to being successful in
diversity recruitment?**

Blind Spots



Hidden Bias

“Blind Spot: Hidden Biases of Good People”

by Dr. Mahzarin Banaji

- Hidden/implicit bias or preference: is a preference for or against a person, thing or group held at an unconscious level.
- Overt/explicit bias is an attitude or prejudice one endorses at a conscious level.

Blind Spots

- **Brains are hardwired to make quick decisions that draw on a variety of assumptions and experiences without us even knowing we are doing so - create an “us” and “them” based preference.**
- **in spite of best intentions, most people harbor deep-seated resistance to “Different” – whether it is something evident such as race, gender, age, etc., or more subtle such as background, personality type, or experience.**

You are OK.....I am OK, too

VERY IMPORTANT part of tackling hidden bias is to understand that it is virtually universal! Doesn't make us bad people.

Destigmatizing the topic, overcoming the fear of talking about it, and owning the responsibility to change are all actions we can undertake together.

FREE
diversity
awareness tool

<https://implicit.harvard.edu/implicit/>

Outsmarting our brains

Takes a concerted effort to outsmart our own brains through AWARENESS, ACKNOWLEDGEMENT, AND CONSCIOUS EFFORT.

Tips and Tools!

Guilt-free, but not carefree

***Deliberate actions drive
change.***

***We must think
differently, act differently,
and***

learn differently!

Thank you!