

UNLV

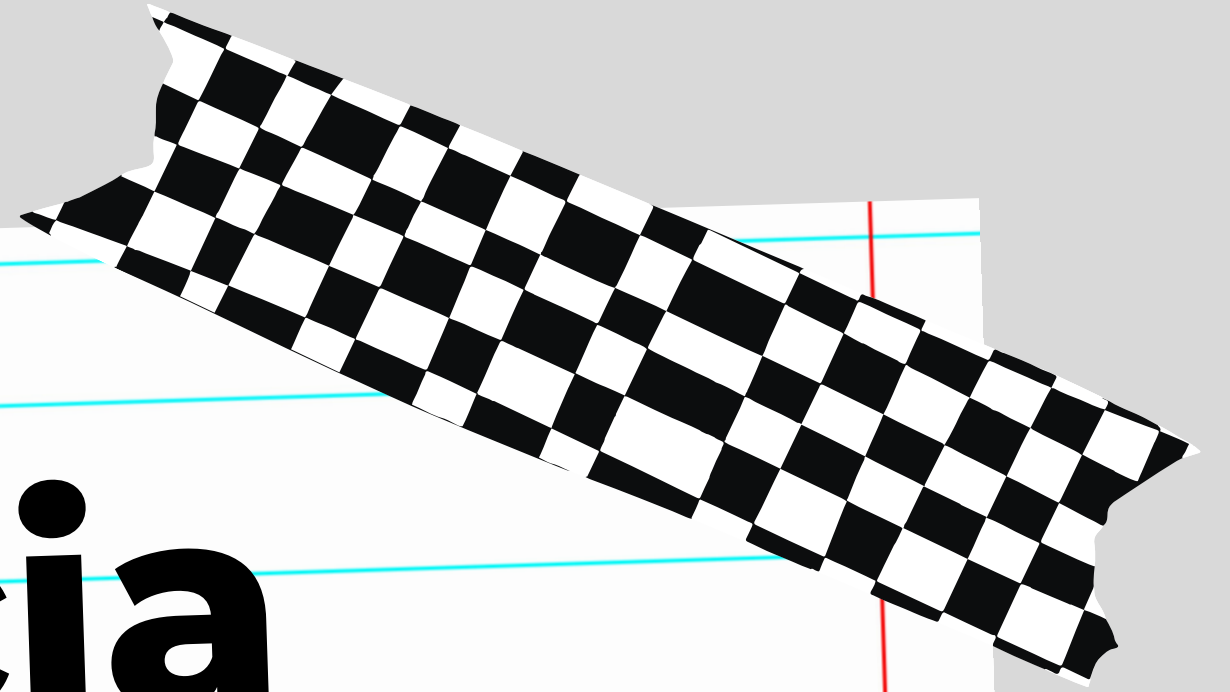


Final Interview

Presented by Patricia Gatlin

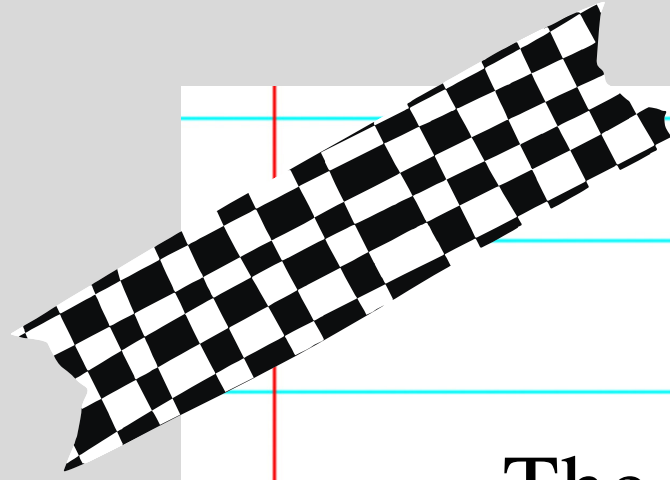


Hello there! I'm Patricia



- 2 and half years in talent Acquisitions at Johns Hopkins University for their K-12 non profit
- Certified Diversity and Inclusion Specialist, Edtechie, and Register Scrum Master
- UNLV Rebel, graduated in 2011 - BA History, MA
- I have worked at UNLV for a total of 6 year (3.5 It, 2.5 UNLV Medicine)



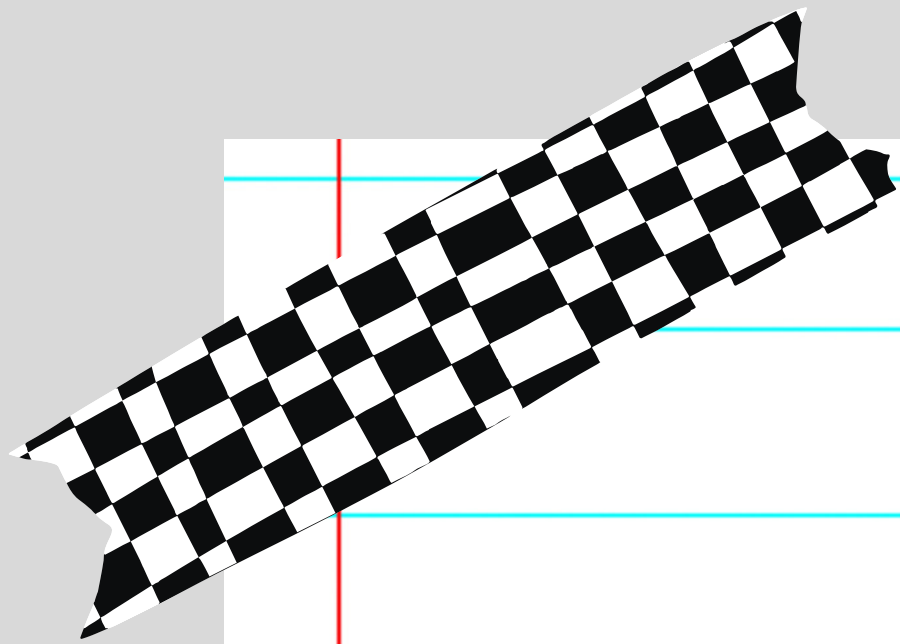


Scenario-based topic



The Office of Economic Development has posted a *Business Development Advisor* position for the Small Business Development Center. **The job has been posted for 4 months, but their applicant pool is still very small due to the special field of the position and the tight labor market we are experiencing.**





THE MARKETING STRATEGY

collaboration

TALENT PROFILE

- Characteristics
- Personality
- Personal goals
- Achievements
- Learning Styles
- Management style

JOB DESCRIPTION

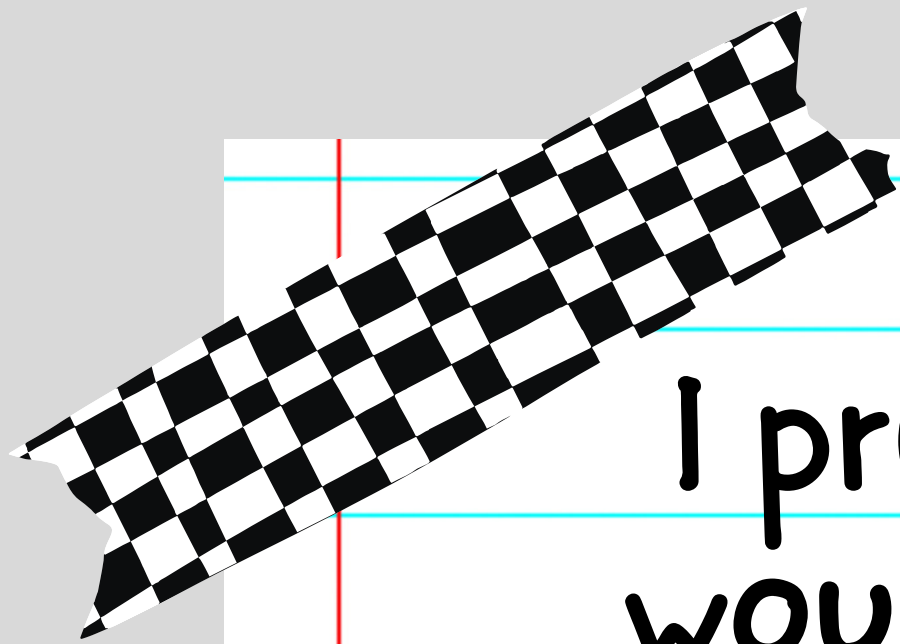
- Duties
- Skills
- Education
- Experience

ORG CULTURE

- Mission
(Students/DEI)
- Stability of dept
- Benefits



Passive vs Active
Pools vs Pipeline



I present the top three strategies I would use to increase the candidate pool.

THE FIRST STRATEGY

- Recruiting databases:
Passive Candidates
(Talent Network)
- **Sourcing your own organization (directory)**
- Employee referrals:
cost-effective sourcing
method.

THE SECOND STRATEGY

- Job boards
- **Social media recruitment marketing**
- Digital advertising
- Hiring events (in-person and virtual)

THE THIRD STRATEGY

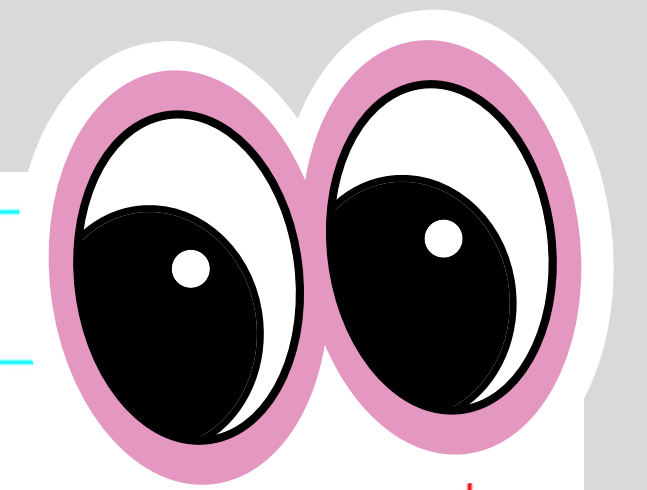
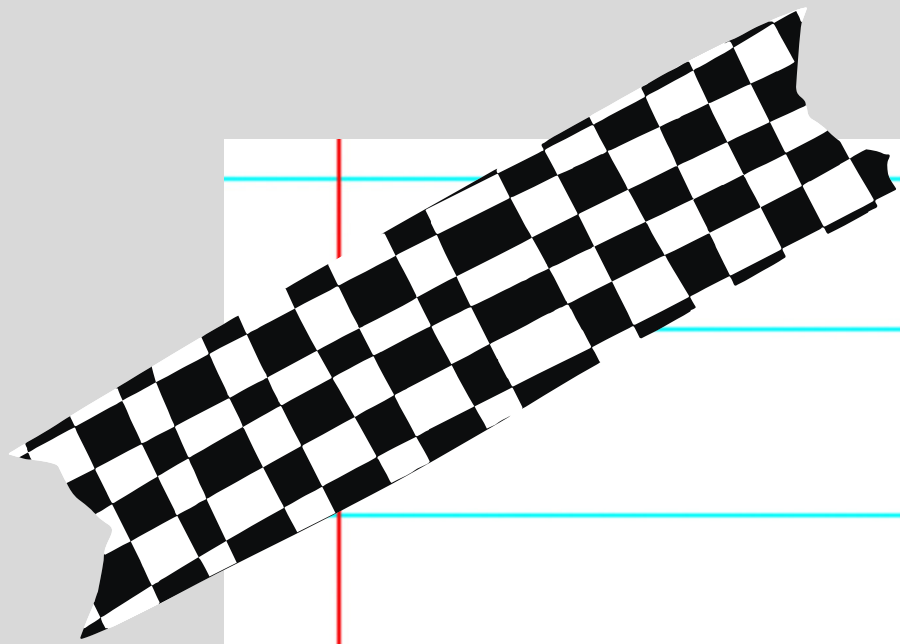
- **Community outreach and partnership**
- Community events



THE FIRST STRATEGY

- **Sourcing your own organization (directory)**
 - Faculty who have owned their own business in Las Vegas
 - Faculty that teach accounting, economics, entrepreneurship, hospitality, marketing
- **Employee referrals:** cost-effective sourcing method.
 - Incentivize: assigning a monetary value to certain positions (a higher dollar amount for harder-to-fill positions), offering additional paid time off, or even incorporating an office-wide competition for most referrals.
- **Alumni, Business owners in the Vegas area and have a Masters Degree. They most likely have partners.**





THE SECOND STRATEGY

Social Media

NON TRADITIONAL

- Business Accelerators/Bootcamps
- **Start Up Pitch competitions**
- Directories: Yelp, Meetup, Eventbrite, Twitter Spaces, Clubhouse
- Facebook groups

HASHTAGS

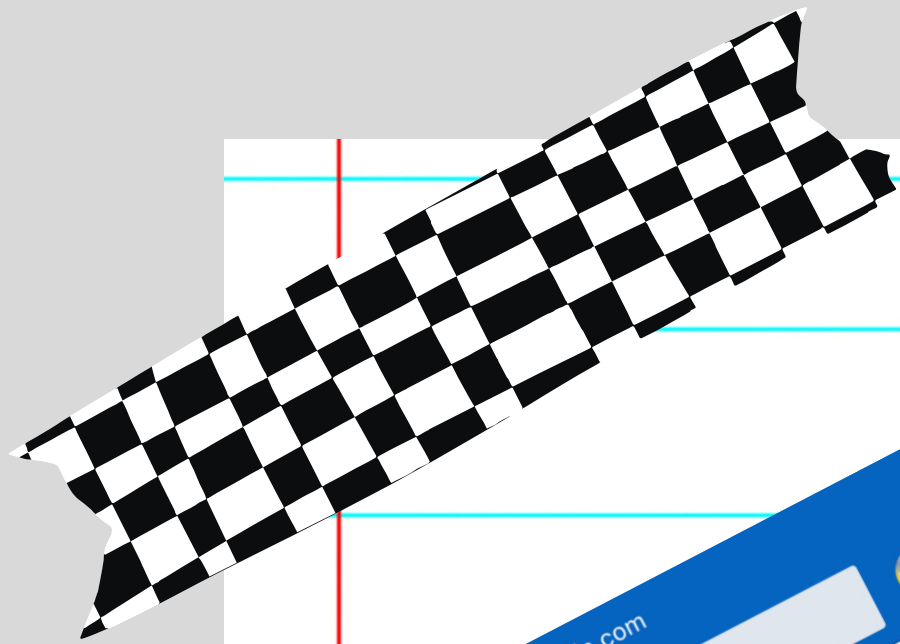
lvbusiness
vegasbusiness
lasvegasbusiness
lvtaxattorney
lvIPlawyers
lvchamberofcommerce

Social Media

THE SECOND STRATEGY

Social Media

- Executive Leadership coach
- Toast Masters
- Non Profit Boards



linkedin.com

Search

Brad Sugars · 2nd
Providing services: Executive Coaching, Leadership Development
Las Vegas, NV
77 shared connections
Summary: Professionally, nobody has created a bigger impact on Brad Sugars' life than Jim...

Alexia Vernon · 2nd
Providing services: Public Speaking, Executive Coaching, Leadership...
Las Vegas, NV
19 shared connections
Summary: Dubbed a "Moxie Maven" by President Obama's White House Office of Publ...

Rich Hazeltine · 2nd
Providing services: Leadership Development, Executive Coaching, Corporate Training...
Las Vegas, NV
7 shared connections
Summary: Helping organizations measure and optimize the talent, behaviors and motivators o...

Duana Malone Aka The Tech Queen · 2nd
Providing services: Corporate Training, Career Development Coaching, Executive...
Las Vegas, NV
28 shared connections
Summary: Duana Malone aka "The Tech Queen" former I-Reporter for CNN. Duana is...

Top Accounts Audio Tags Places

#

#lasvegasbusiness 88.7k posts

#lasvegasbusinessowner 14.8k posts

#lasvegasbusinesses 4.1k posts

#lasvegasbusinessowners 2.4k posts

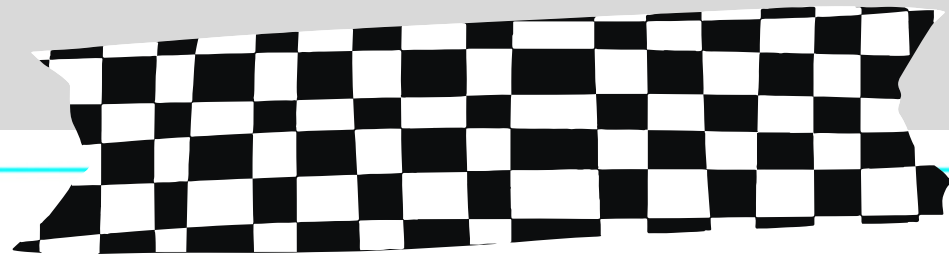
#lasvegasbusinesswomen 562 posts

#lasvegasbusinesswoman 733 posts

#lasvegasbusinesspress 103 posts

#lasvegasbusinesscoach 133 posts

#lasvegasbusinessacademy 128 posts



partnerships

NEVADA SBDC *

Nevada SBDC guides and assists Nevadans looking to start and grow businesses, with objectives to increase business starts, create and retain jobs, and increase access to capital. **One-on-one advising services are free and confidential.**

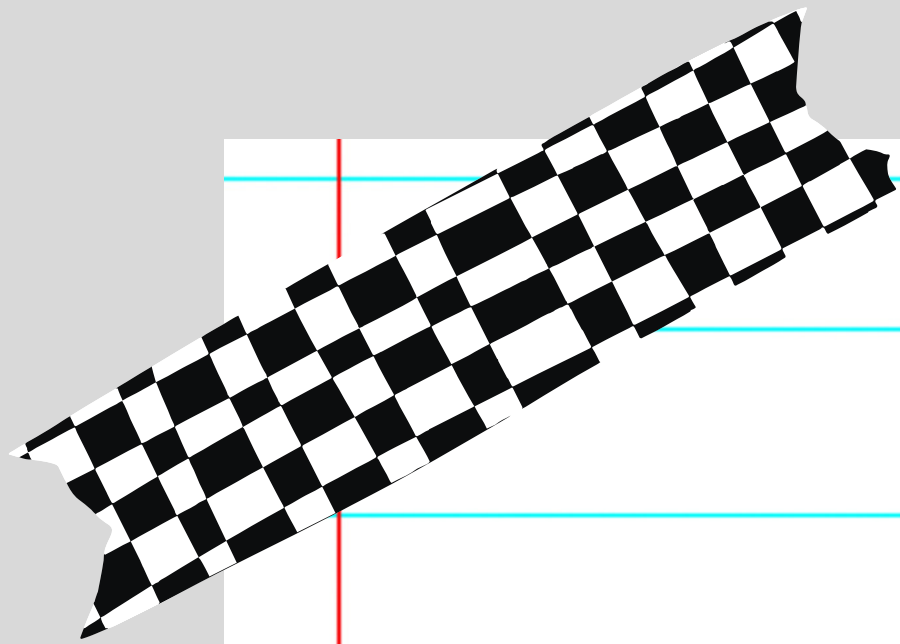
UNITED WAY OF SOUTHERN NEVADA

United Way of Southern Nevada and our community partners are dedicated to ensuring that every person in Southern Nevada has the opportunity to succeed.

Third
Stragety

CHAMBERS OF COMMERCE*

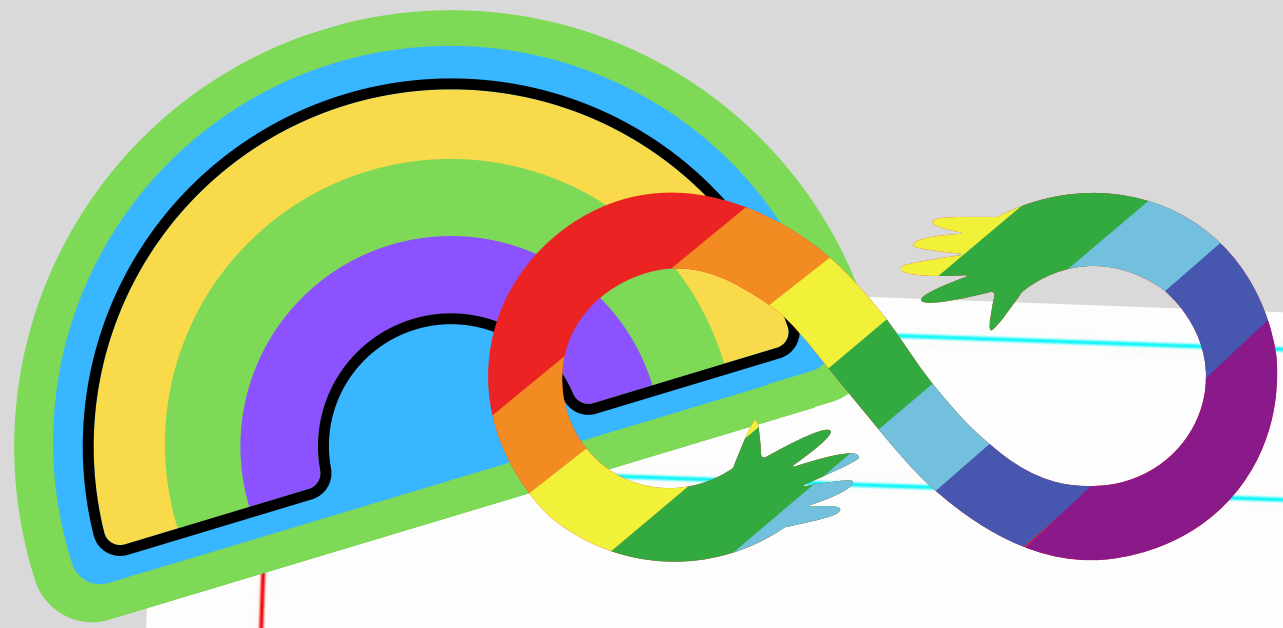
As the largest business support organization in Nevada, the Vegas Chamber is focused on helping Nevada businesses succeed and create jobs. We are the voice of business – your voice – **helping to amplify the needs, challenges, and opportunities for our employers and entrepreneurs.**



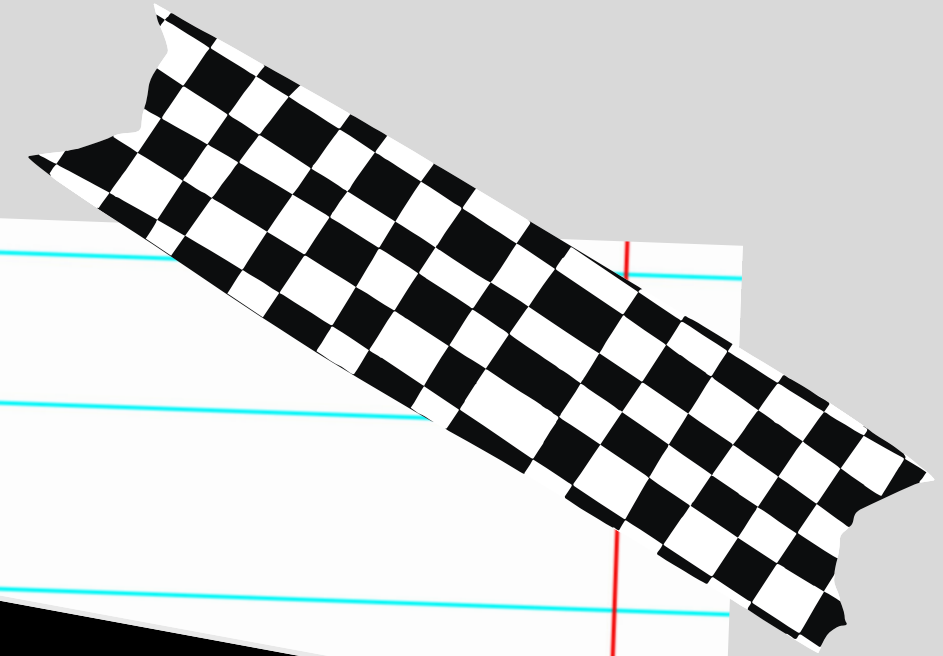
WRAP UP STRATEGY

Marketing

- Email campaigns
 - Communication Templates
 - URLs to landing pages
 - In House Interviews - Info Session, Workshops, Lecture Series
-
- Give Examples: from leading my team at JHU



DIVERSITY



Minorities	
Native American or Alaskan Native	66.9%
Asian	0.2%
Black or African American	15.5%
Hispanic	8.6%
Native Hawaiian or Pacific Islander	30.9%
Two or More Races	0.8%
	10.9%

3600+ faculty & staff ???

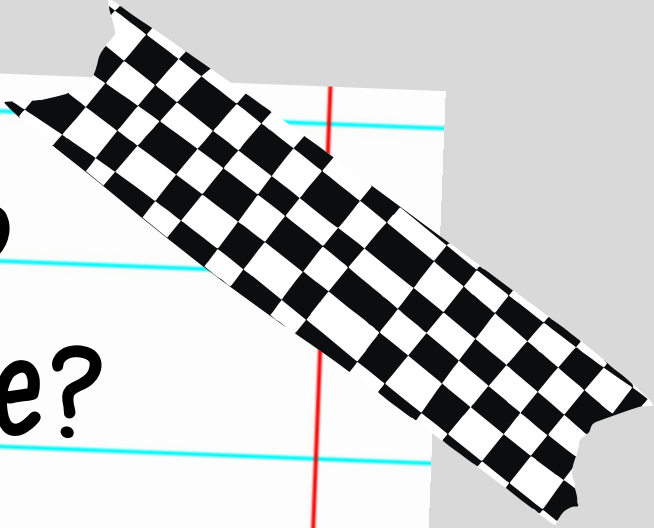
How do you define Diversity, Equity, and Inclusion (DEI)? What it means to you.

Diversity - focused on hiring diverse talent, requires gaining buy-in from hiring managers and leadership, building diverse pipelines, positive employer brand, and de-biasing hiring processes.

Equity - focused on providing individual employees (and candidates) with the power, agency, and resources they need to have equal access to successful outcomes (promotions, work satisfaction, networking, learning and development, opportunities).

Inclusion - focused on creating an internal environment that recognizes differences and makes space for them to be meaningfully involved in decision making processes. Involves assessing current systems, benefits, structures, and members join the team.





How would you incorporate DEI into faculty and staff recruitment practice?

- reach out to underrepresented candidates that may have been neglected and survey their experience
- train recruiters and hiring managers on giving candidate feedback or sourcing without bias
- re-arrange your interview panels to include people of color, lgbtq, women, or fall in the DEI spectrum
- utilized program data that promotes underrepresented talent already working at UNLV
- Understanding laws and/or road blocks regarding DEI



**HIRE.
ME.
PLEASE.**

What are your strategies to increase the pool with more diversified candidates?

- Encourage diverse professionals to use glassdoor and fishbowl to review company
- Decide if a job can actually be done remotely by someone with a disability
- See if there are ways to upskills candidates by partnering with other community programs for free training
- Being visible as POC in Higher Education at hiring events or conferences/summits
- Partnering with local job centers and associations to discussing hiring practices at UNLV or roadmaps
- Host more open houses or have partnered cultural events



**HIRE.
ME.
PLEASE.**



UNLV

THANK YOU!

