



## **Workforce Diversity Toolkit: Usage Guide**

### **Introduction**

Thank you for downloading the Value of Water Campaign's Workforce Diversity Toolkit! We designed this toolkit to be open source, free, and available to any water-focused organization that wants to increase diversity in hiring and produce more recruiting materials that appeal to historically under-represented demographics in the water sector, including younger workers, women, and people of color.

### **Messaging Guidance**

Prior to enlisting a graphic design team to help us with the creative content of this toolkit, we worked with a public opinion research team to test messages that appealed to diverse workers. We wanted to understand what would get someone interested in working in water, what concerns they might have, and how to communicate that the water sector is a great place to work and make a difference.

A document that includes the research methodology, findings, and messaging guidance is included in the toolkit. It gives specific direction on the kinds of information you should share in recruitment messages, including that your organization offers competitive pay and benefits; that working in water supports the community and has a great mission; positions in water receive on-the-job training; and water workers are joining the national network of practitioners and advocates.

There are some interesting nuances in the message research, especially around communicating with workers for positions that require different levels of education. We suggest you review the opinion research and messaging findings to learn more.

### **Creative**

In this toolkit, you'll find several pieces of creative content that can be used on different digital and print platforms. We have social media graphics and videos, brochures, flyers, bus shelter ads, and bill inserts.

We have included the fonts used for all the creative pieces as well. You can download the fonts if you'd like to make edits to the pieces. Feel free to add your logo and modify the text to fit your organization and the positions you're hiring for.

Many of the pieces are available in both English and Spanish. We want to stress that all the pieces of content in here are free to use by any organization in the water sector.

### **Removing Bias from Hiring**

The Value of Water Campaign also talked to some of our member utilities about how they have addressed bias in hiring. We heard some great advice from utilities and wanted to share it as part of the toolkit as well. Please download “Three Tips on Recognizing and Removing Bias from the Hiring Process” and share it with your leadership and HR teams, too.

### **Conclusion**

Thank you for your interest in our toolkit! We hope this is a useful set of materials to improve and diversify hiring in your organization. We also believe it will be a living toolkit—new pieces may be added or modified over time. If you have suggestions or feedback, please reach out to us at [info@uswateralliance.org](mailto:info@uswateralliance.org).