



CITY OF MADISON AFFIRMATIVE ACTION PLAN

Good Faith Efforts

Acceptable Affirmative Action Good Faith (Recruitment) Efforts

This is a description to assist all potential City contractors, including public works companies, vendors/suppliers and community based organizations (CBO). The following outlined efforts are required to be provided with any Affirmative Action (AA) Model Plan submission whenever any contractor is not meeting City AA goal(s).

Contractors underutilizing racial/ethnic minorities and/or women, are required to provide current documentation of at least three (3) of the following types of recruitment efforts:

Your company is responsible for research and resources necessary to demonstrate these efforts. Please be reminded that all employment-related communications must include the verbatim language of "Affirmative Action/Equal Opportunity Employer."

1. Copies of TWO (2) new targeted AA outreach correspondences (e.g., letters, emails, feature advertisements, documentation of in-person meetings), specifically requesting referral of minority and/or female applicants who are underutilized in your workforce, and directed to related diversity organizations. Also, include any organizations' responses, if received.

Diversity organizations may include trade unions; Urban League; Non-traditional Careers for Women at MATC; YMCA's Construct-U; START; Big Step; Societies of Black, Hispanic or Female Engineers; Latino Workforce Academy; workforce diversity councils; multicultural campus groups, etc., as applicable.

2. Copies of documentation demonstrating your participation in, or registration for, a diversity-focused job fair with a plan for active outreach to under-utilized AA group members.
3. Copies of documentation showing your active participation in diversity-focused apprenticeship or internship programs. (This includes training, advanced skills and apprentice education programs with the intent of increasing racial or gender equity utilization in your workforce.)
4. Copies of documentation or description of increased inclusion of under-utilized AA group members into your hiring process (e.g., resume reviewers, interview panelists, employment or labor management group members, etc.); AND/OR
5. Workforce Analysis and Goals table documenting net increase(s) in the overall employment percentage of your under-utilized AA group(s), demonstrating AA hiring progress from the prior year or your last submission.

(Please note that the City does not require hiring of minorities or females or any sort of "quotas" for any Plan to be approved. If your company has indeed increased utilization of targeting AA employees, that increase serves, however, as one (1) acceptable good faith AA effort.)