



**CITY OF MADISON
AFFIRMATIVE ACTION PLAN**

Good Faith Recruitment Efforts

Acceptable Affirmative Action Good Faith (Recruitment) Efforts

This is a description to assist all potential City contractors, including Public Works contractors, construction companies, Vendors/Suppliers and Community-Based Organizations (CBOs).

The following efforts must be provided with any Affirmative Action (AA) Plan application whenever any applicant is not meeting City of Madison affirmative action utilization goals for racial/ethnic affirmative action group members and/or women. These goals are found in the Policies section of the AA Plan application, under Goals. Underutilized groups are referred to as “target group(s)”.

Your company is responsible for the research and resources necessary to demonstrate these efforts. Please remember that all employment-related communications, including emails, brochures, job postings and job position descriptions must include the verbatim language of “Affirmative Action/Equal Opportunity Employer”, written out completely, without abbreviation.

Applicants underutilizing racial/ethnic affirmative action group members and/or women are required to provide current documentation of at least three of the following types of recruitment efforts focused on the applicable underutilized/target group(s):

78a: Current documentation of two new targeted AA outreach correspondences (e.g., letters, emails, documentation of in-person meetings), specifically requesting referral of target group member applicants and directed to relevant diversity-specific recruitment outreach organizations, along with any organizations’ responses, if received.

Diversity-specific recruitment outreach organizations focusing on racial/ethnic affirmative action group members and/or women may include organizations such as Urban League; MATC’s Non-traditional Careers for Women; YMCA’s Construct-U; START; WRTP/Big Step; Societies of Black, Hispanic and/or Female Engineers; Latino Workforce Academy; workforce diversity councils; multicultural campus groups, etc., as applicable.

78b: Current documentation, from the host of the job fair, demonstrating your participation in or registration for a diversity-focused job fair with a plan for active outreach to underutilized AA group members.

78c: Current documentation showing your active participation in diversity-focused apprenticeship or internship programs for current employees within your company, with the specific intent of achieving and maintaining a balanced workforce.

78d: Description of increased inclusion of underutilized AA group members into your hiring process (e.g., resume reviewers, interview panelists etc.).

78e: Workforce Analysis and Goals Table documenting net increase(s) in the overall employment percentage of your underutilized AA group(s) and demonstrating AA hiring progress in each group from the prior 12-month period.

Please note that the City does not require hiring or any sort of “quotas” for any AA Plan to be approved. If your company has indeed increased utilization of target group members, that increase serves, however, as one acceptable Good Faith AA Effort.