

ABSTRACT

RECRUITMENT OF DIVERSE INDIVIDUALS IN ORGANIZATIONS

The purpose of this study is to determine whether or not organizations' recruitment efforts would be enhanced by their support of volunteer activities. Further, this study sought to determine if selected sociodemographic characteristics were related to an increased willingness to work for an organization given the organization's support and involvement in volunteer functions. This thesis reviews laws, acts, amendments, and recruiting techniques that were passed and/or implemented to remove barriers and assist in creating an equal playing field for diverse individuals within the workforce. In addition, this study presents a history of strategic management, focusing on diversity recruiting. In addition, this thesis provides organizations with a diversity-recruiting resource guide for facilitating networking efforts through community services activities. Given that research has indicated that diverse workforces are essential for furthering organizational growth and increasing responsiveness to the communities that organizations serve, a strategic management process for diversity recruiting is a necessity.

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August 2005