



FOR IMMEDIATE RELEASE

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City, NAACP Launch Diversity Recruitment Initiative
Community agencies invited to participate

BLOOMINGTON, IL— The City of Bloomington Human Resources department and the Bloomington-Normal Branch of the NAACP have partnered to establish a Diversity Enhancement Group (DEG) to boost the City's diversity recruitment. A partnering agreement was signed on April 9 to begin the initiative. The DEG will be comprised of members of community agencies. Interested groups are invited to contact Michael Hurt, the City's Talent Acquisition and Development Manager.

"The collaboration between the City and the NAACP in creation of the DEG highlights the City's affirmative efforts to address issues of underutilization in the City's workforce," explains Hurt. "We will be inviting various local agencies to participate, and we also encourage interested organizations to reach out to us. We want this group to be as inclusive as possible."

"The DEG will help us expand our recruitment efforts and contribute to a culture of diversity and inclusion," says Nicole Albertson, the City's Human Resources Director. "It will be a truly collaborative effort."

"The NAACP is happy that its partnership with the City of Bloomington has resulted in this much needed initiative. What we would like to see is the Diversity Enhancement Group work to help the City of Bloomington not only increase opportunities for women and people of color in professional, technical, and leadership roles, but to also assure the community that diversity and inclusion is valued at Bloomington City Hall. We feel that the DEG is a potent means of accomplishing these ends," says Quincy Cummings, President of the Bloomington-Normal NAACP.

"People of color have been reluctant to apply for job postings for the City and we hope that our work with the City of Bloomington to create and implement the Diversity Enhancement Group will change that," adds Cummings.

A meeting date has not yet been set.

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