

# What Are Good Faith Efforts, Why Should You Care, and How Do You Prove They Work?

Every organization wants to identify and hire qualified individuals who'll impact business results from day one. However, there are millions of talented candidates in the workforce who, for a number of reasons, are unable to connect with employers and find fulfilling careers.

## What Are Good Faith Efforts?

Progressive organizations gain a competitive advantage when they invest in "diversity of thought" for their workforce. A Good Faith Efforts program defines quantitative goals based on the availability of targeted qualified applicants or current employees.

These individuals typically fall into one or more of four groups recognized as facing significant barriers to employment:



**Women**



**Minorities**



**Veterans**



**Individuals with disabilities**

Good Faith Efforts aren't about setting aside certain positions for a specific group or working to meet hiring quotas. They are about finding those high-potential individuals who are at risk of going overlooked.

## Why Are Good Faith Efforts Important?

Eliminating barriers in recruitment and hiring is a consistent pillar of the strategic efforts advised by the EEOC's Strategic Enforcement Plans. Organizations that develop robust, effective Good Faith Efforts programs can begin to eradicate discrimination and hire high-performing candidates, regardless of their background or unique personal circumstances.

Failure to comply can cost your organization significantly:

During FY 2019, the EEOC saw

**72,675 receipts,**  
**80,806 resolutions,**  
and around  
**\$385 million**  
in total charges.

In 2020, retail giant  
Walmart, Inc. settled an  
EEOC nationwide hiring  
discrimination case for  
**\$20 million.**

In 2019, car-sharing app  
Uber paid  
**\$4.4 million**  
to resolve sexual harassment  
and retaliation charges.

There is also an unquantifiable reputational risk to consider.

## What Tools Do You Need to Prove the Success of Your GFE Program?

To avoid manual and distributed efforts, adopt an automated solution to manage GFE activities. Your solution should be:

- ☐ A secure, web-based application that works across tablets and mobile devices, giving recruiters and hiring managers AAP visibility, anytime, anywhere
- ☐ Capable of proactively defining, scheduling, tracking, and reporting GFEs and outreach activities according to division, region, and title
- ☐ Able to automate record-keeping and documentation, allowing managers to focus on strategic initiatives
- ☐ Used to enable leadership and program owners to easily assess the impact of recruiting efforts on affirmative action goals
- ☐ Focused on helping stakeholders to align recruiting resources with outreach efforts while facilitating compliance with OFCCP regulations
- ☐ A secure place to store and disseminate compliance and diversity plans, reports, and policies—as well as videos and manuals to improve record-keeping practices
- ☐ Instrumental in ensuring that program stakeholders understand their role in helping the organization develop a successful Good Faith Efforts plan

For a full look at the importance of Good Faith Efforts, the things you have to do to execute and prove their success, read our guide:

### The Why, How, and What of Good Faith Efforts

Click the title to download today or head to [affirmity.com/resources](https://affirmity.com/resources)