



## Diversity Plan Guidance

In 2019, legislation was passed that requires applicants participating in the Missouri Works program to do the following:

- Make good faith efforts to employ racial minority populations, and
- Make good faith efforts to contract with companies that are minority-owned and employ racial minority populations.

The legislative goal is for participants to hire and contract with racial minorities at a rate that is proportionate to the percentage of minority populations in the state of Missouri, as reported in the 2010 decennial census. The percentage of minority population in the state of Missouri as reported by the 2010 decennial census is **17.2%**.

### What is required of the applicant:

- With the Notice of Intent, the applicant must provide a detailed plan that includes:
  - Monitoring the effectiveness of outreach and recruitment strategies in attracting diverse applicants; and
  - Plans to link with different or additional referral sources if recruitment efforts fail to produce a diverse pipeline of applicants.
- With the Verification of Eligibility and each Annual Verification, the applicant must provide the number of minority jobs created or retained.
  - When compared to the total number of jobs created or retained, if the percentage is not at or above the percentage specified above, the company must describe the good faith efforts made to meet that percentage. **Examples:** industry demographics, regional demographics, proof that they are in a productive working relationship with referral sources for diverse candidates (Minority Chambers), utilizing social networking mediums to promote job opening to minority groups, sending job postings to universities and community colleges that have a known presence of minority students or target non-traditional events and publications for the recruitment of minorities.

### What is required of DED:

- At the Notice of Intent stage, DED must approve or reject the plan as demonstrating good faith efforts to:
  - Employ racial minority populations; and
  - Contract with companies that are minority-owned and employ racial minority populations.
- With the Verification of Eligibility each Annual Verification, DED must determine if the applicant made good faith efforts to:
  - Employ racial minority populations; and
  - Contract with companies that are minority-owned and employ racial minority populations.

If the applicant fails to make good faith efforts as required, the applicant will not receive tax credits or be authorized to retain withholding tax amounts for the balance of the project period.