

LESSONS FOR A POST-PANDEMIC RECOVERY

THE ROLE OF ETHNIC MEDIA OUTREACH AND ANALYSIS



LESSONS FOR EMPLOYERS AND DEI MANAGERS

- **To Do List for Employers Aiming to Capitalize on DEI:**
 - **Shift from networking-based hiring to skill-based hiring**
 - **Train and build a robust DEI management team**
 - **Look beyond office confines to accommodate diverse talent**
 - **Formulate a proactive outreach strategy to engage with ethnic communities**
 - **Take advantage of access to ethnic media intelligence**

LESSONS FOR COMMUNICATORS IN THE HEALTH SECTOR

- **To Do List for Healthcare Sector Communicators:**
 - **Collaborate with settlement agencies for a robust vaccination drive**
 - **Collaborate with translation services to ensure accessibility of healthcare services**
 - **Sensitize authorities of language accessibility**
 - **Collaborate with ethnic media for effective outreach**
 - **Use ethnic media intelligence to fine tune healthcare services**

LESSONS FOR SERVICE PROVIDERS IN THE SETTLEMENT SECTOR

- **To Do List for the Settlement Sector:**

- **Establish a hybrid model of online and offline services**
- **Ensure that the most vulnerable populations can learn digital skills**
- **Cultivate the mindset of future competency in newcomers**
- **Address loneliness through community projects such as religious literacy**
- **Use ethnic media as a source of immigrant experience intelligence and an effective channel for outreach**

LESSONS FOR HIGHER EDUCATION INSTITUTION RECRUITERS

- **To Do List for Higher Education Institution Recruiters:**
 - **Expand prospective student pool beyond Asia**
 - **Bridge the gap between educational training and employment training**
 - **Reassure prospective students of accessible mental health programs**
 - **Incorporate ethnic and international multilingual media in its outreach and marketing strategy**

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