**MARKETING AND DIVERSITY RECRUITMENT PLAN**

**DATE:**

**POSTION NAME:**

**POSTING NUMBER:**

**HIRING MANAGER/SEARCH CHAIR**:

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| **RECRUITMENT STRATEGY** | **IMPLEMENTED BY** | **DATE** | **COST** |
| WCU website (NeoGov) | HR | Posting | $0 |
| HigherEdJobs.com (Diversity email blast) | HR | Posting | $0 |
| Higher Education Recruitment Consortium (HERC): DEI initiative | HR | Posting | $0 |
| Ads are often picked up by Monster & Indeed | Committee must include here to make HR request | Posting | $0 |
| StudentAffairs.com | HR | Posting | $0 |
| PA Career Link | As Need | HR | Posting | $0 |
| LinkedIn | As REQUESTED | HR |  | $0 |
| The Chronical of Higher Education | AS REQUESTED | HR |  | $465 estimated |
| Diverse Issues in Higher Education & Hispanic Outlook diversity combo (30 days) | AS REQUESTED | HR |  | $650  estimated |
| Philadelphia Inquirer (30 days) | AS REQUESTED | HR |  | $440  estimated |
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| **Diversity Websites with a Higher Education Focus –** For example, Diverse Issues in Higher Education ($375 estimated), Hispanic Outlook ($335 estimated), Inside Higher Education, Hispanic Association of Colleges Universities (HACU), American Association of University Women |  |  |  |
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| 1. **Field and discipline-specific list serves or email groups/Professional Career Associations for Underrepresented Groups** – For example, Association for Women in Science, National Black Social Workers Association, National Black MBA Association, Minority Post Doc.org, HBCU Connect |  |  |  |
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| 1. **Networking and Partnership Opportunities** – list potential attendance at relevant regional or national conferences/career fairs and/or events (in-person/virtual), professional meetings should be used as an opportunity to network; outreach to national, statewide, regional, and local/community-based organizations; Contact with professional colleagues and contacts; and informal/formal networks and affiliations. |  |  |  |
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| **Social Media Efforts** – Facebook, Linked-In, Twitter | | | |
| **RECRUITMENT STRATEGY** | **IMPLEMENTED BY** | **DATE** | **COST** |
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| 2. |  |  |  |
| 3. |  |  |  |
| **Special mailings, email distributions, and targeted placement of position announcements** (e.g., PA Black Conference on Higher Education (PBCOHE), outreach to doctoral programs at Historically Black Colleges and Universities (HBCU) and Hispanic Serving Institutions (HSI). | | | |
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