WHAT IS THIS GUIDE ?

This Guide has been provided as a reference

guide, however, this guide is far from exhaustive

e possibilities for advertising positions grow.

e to promote the vacancy.

possibl

ment opportunities M/F/D, AA employer

Equal education and employ

BUILDING DIVERSE APPLICANT POOLS

Effective Advertising Tips

- Advertise in a variety of media

- Request names of potential candidates from women and minorities at your institution and at institutions with strong graduate programs for

broad range of issues.

- Contact Deans, Chairs, Human Resource Directors, and colleagues at other institutions via email to share the approved advertisements and encourage them to distribute accordingly. The email message confirms

Chair, Human Resource Director, and/or colleague the opportunity to quickly distribute your ad to interested parties. As Search Chair, you will

university

- Always include statements on a department's commitment to affirmative [illegible]

[illegible]

- [illegible]

[illegible]

Determine which were effective, ineffective and why. Save this document and refer to it when it is time to repeat the search for this particular position to maximize your advertising dollars and efforts.

OTHER TIPS

- Answer questions such as which classes must this individual teach and which classes can be taught by someone else already [illegible] something new to the department.
- Recognize that a candidate may have sufficient education and experience to teach a course, even though his or her primary area of expertise is in a related field.
- All Committee members should be included in the evaluation [illegible] rate applications on minimum qualifications.
- Schedule interviews with adequate time and spacing between each. Allow equal time for each candidate to meet with the same personnel.
- [illegible] interface here. By not knowing the people [illegible] combinable.
- [illegible]

- If minority candidates were offered positions, did they accept, consider as many identifiable factors as possible for the rejection. Consider how the department can make itself more attractive to these candidates.

Advertising Activities

publications).

- Set a **closing date** at least **30 days after** the appearance of the ad, to give potential applicants an opportunity to see the ad.

- In this packet, include brochures of the University and community

- Make announcements to [illegible] and organizations have been created for the specific purpose of recruiting minority members.

- Contact colleagues at other institutions to see if they would