



MARKETING AND DIVERSITY RECRUITMENT PLAN

DATE:

POSTION NAME:

POSTING NUMBER:

HIRING MANAGER/SEARCH CHAIR:

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 check to document	posting	\$0
The Chronical of Higher Education	AS REQUESTED		\$435 estimated
Philadelphia Inquirer	AS REQUESTED		\$375 estimated
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			
1. Diverse Issues in Higher Education			*Price included in #2
2. Hispanic Outlook			\$650.00
3.			
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			
1.			
2.			
3.			
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.			
1.			
2.			
3.			



Social Media Efforts – Facebook, Linked-In, Twitter			
1.			
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).			
1.			
2.			
3.			