



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	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 Needed HR	Posting	\$0
LinkedIn	As Needed 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
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.			
2.			
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, LinkedIn, Twitter			
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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. PBCOHE	Equal Opp. and Comp.		\$0
2.			
3.			