



## 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 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
<b>Diversity Websites with a Higher Education Focus</b> – 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.			
<b>Field and discipline-specific list serves or email groups/Professional Career Associations for Underrepresented Groups</b> – 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.			
<b>Networking and Partnership Opportunities</b> – 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.			
<b>Social Media Efforts</b> – Facebook, LinkedIn, Twitter			
<b>RECRUITMENT STRATEGY</b>	<b>IMPLEMENTED BY</b>	<b>DATE</b>	<b>COST</b>
1.			
2.			
3.			
<b>Special mailings, email distributions, and targeted placement of position announcements</b> (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.			