**DATE:**

**POSTION NAME:**

**POSTING NUMBER:**

**HIRING MANAGER/SEARCH CHAIR:**

The Strategic Marketing and Access Recruitment Plan is an Office of Equal Opportunity and Compliance (OEOC) initiative to document our practice to actively recruit a large pool of diverse and qualified candidates. Submit a completed plan to [**eoc@wcupa.edu**](mailto:eoc@wcupa.edu) for approval. Then upload the approved plan to the NeoEd requisition**.**

Human Resources (HR) will automatically initiate these **free** recruitment strategies.

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| **HR FREE RECRUITMENT STRATEGY** | **IMPLEMENTED BY HR** | **COST** |
| WCU website (NeoGov) | HR | $0 |
| HigherEdJobs.com | HR | $0 |
| Higher Education Recruitment Consortium (HERC) | HR | $0 |
| StudentAffairs.com | HR | $0 |
| PA Career Link | As Needed | HR | $0 |
| LinkedIn | As Needed | HR | $0 |
| HigherEdJobs.com Diversity Blast | As Needed | HR | $0 |
| Ads are often picked up by Monster & Indeed | FREE | $0 |

**Would you like HR to run paid advertising?** Paid advertising is billed directly to your department.

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| **HR PAID RECRUITMENT STRATEGY** | **PAID AD? Select one** | **DATE** | **COST ESTIMATE** |
| The Chronical of Higher Education | YES or NO |  | $465 |
| Diverse Issues in Higher Education & Hispanic Outlook diversity combo (30 days) | YES or NO |  | $650 |
| Philadelphia Inquirer & Monster.com (30 days) | YES or NO |  | $440 |
| Paid Indeed (30 days) | YES or NO |  | TBD |

**Document the Search Committee's active recruitment strategy below.**

**Diversity Websites with a Higher Education Focus Examples:** 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

**Field and discipline-specific list serves or email groups and Professional Career Associations for Underrepresented Groups Examples:** Association for Women in Science, National Black Social Workers Association, National Networking and Partnership Opportunities, Black MBA Association, Minority Post Doc.org, HBCU Connect

**Special mailings, email distributions, and targeted placement of position announcements examples**: PA Black Conference on Higher Education (PBCOHE), outreach to doctoral programs at Historically Black Colleges and Universities (HBCU) and Hispanic Serving Institutions (HSI).

Additional Information about advertising and recruitment resources can be found [**HERE.**](https://www.wcupa.edu/_admin/equal-opportunity-compliance/recruitmentPlanResources.aspx)

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| **COMMITTEE RECRUITMENT STRATEGY** | **IMPLEMENTED BY** | **DATE** | **COST ESTIMATE** |
| **Diversity Websites with a Higher Education Focus** |  |  |  |
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| **Field and discipline-specific list serves or email groups and Professional Career Associations for Underrepresented Groups** |  |  |  |
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| **Networking and Partnership Opportunities** |  |  |  |
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| **Social Media Efforts** – Facebook, LinkedIn, Twitter | | | |
|  |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| **Special mailings, email distributions, and targeted placement of position announcements** | | | |
| 1. PBCOHE | OEOC |  | $0 |
|  |  |  |  |
|  |  |  |  |

**Note:** The Strategic Marketing and Access Plan is an important part of the search record and should reflect what happened during the search. Please update if changes are made and upload to NeoEd. Additional approval is not required.