

Creating an Effective Advertising Plan

The advertising plan provides a comprehensive description of search committee's planned action items in regard to advertising and outreach to ensure a large pool of diverse and excellent faculty applicants is attracted. To reach a diverse pool of women and underrepresented minorities consider the following steps and/or places to post job advertisement:

PLACES TO POST

Discipline Specific Network and Associations: Reach out to committees that serve and focus on women and underrepresented minorities within academic associations.

- American Psychological Association has committees such as Ethnic Minority Affairs (CMF) <http://www.apa.org/pi/oema/committee/index.aspx> and Committee on Gender Diversity and Sexual Orientation <http://www.apa.org/pi/lgbt/committee/index.aspx>.
- American Association of Sociology has Minority program <http://www.asanet.org/asa-communities/minority-fellowship-program>
- American Historical Association has Disability History Association within the broader Association <https://www.historians.org/about-aha-and-membership/affiliated-societies/disability-history-association>
- National Association of Ethnic Studies, <http://ethnicstudies.org/>
- Diversity Nursing Association <https://minoritynurse.com/nursing-associations-in-the-us/>
- Association of Women in Computing <http://www.awc-hq.org/home.html>
- National Society of Black Engineers: <http://www.nsbe.org/home.aspx>
- Society for the Advancement of Chicanos & Native Americans in Science <http://sacnas.org/>

Journal Publications and Websites

In addition to advertising in traditional journals, we strongly suggest you advertise in publications, journals, and websites that serve women and underrepresented groups. The following are examples of cross-disciplinary publications and websites in higher education:

- Diverse Issues in Higher Education <http://diverseeducation.com>
- Hispanic Outlook <https://www.hispanicoutlook.com>
- Insight into Diversity <http://www.insightintodiversity.com/>
- LatinosinHigherEd.com <https://www.latinosinhighered.com/>
- LGBTinHigherEd.com <https://www.lgbtinhighered.com/>
- Women in Higher Education <https://www.wihe.com/jobs/>
- HigherEdJobs Diversity and Inclusion Email <https://www.higheredjobs.com/products/AAPacks.cfm>

Disability specific job posting resources

- Advice for hiring faculty members with disabilities (essay) Inside Higher Ed Essay <https://www.washington.edu/diversity/files/2016/11/Advice-for-hiring-faculty->

[members- with-disabilities.pdf](#)

- Association of University Centers on Disabilities' mission is to advance policies and practices that improve the health, education, social, and economic well-being of all people with developmental and other disabilities, their families, and their communities. www.aucd.org

Ethnic Minority/Underrepresented groups specific job posting resources

- The Hispanic Outlook in Higher Education Magazine www.hispanicoutlook.com
- Women in Higher Education www.wihe.com
- Hispanics in Higher Education www.HispanicsinHigherEd.com
- Blacks in Higher Education www.BlacksinHigherEd.com
- Asian American in Higher Ed lists job openings www.AsiansinHigherEd.com
- Lesbian, gay, bisexual and transgender in higher education www.LGBTinHigherEd.com
- www.AcademicDiversitySearch.com specializes in connecting women and minorities with academic institutions that truly value diversity
- National Association of Asian MBAs www.asianmba.org
- National Association of Asian American Professionals www.naaap.org
- National Association of Hispanic Professionals <https://www.prospanica.org>
- National Black MBA Association www.nbmbaa.org
- National Organization for the Professional Advancement of Black Chemists and Chemical Engineers www.nobcche.org
- North American Indian Center of Boston, Inc. www.naicob.org
- Association of Latino Professionals in Finance and Accounting (ALPFA) www.alpfa.org
- The Network of Indian Professionals, North America (NetIP NA) mission is to serve as the unequivocal voice for the South Asian Diaspora by developing and engaging a cohesive network of professionals to benefit the community
<http://www.nrimatters.com/associations/NetIP>
- This resource maintains one of the largest online diversity resume databases, for students, alumni, and supporters of Historically Black Colleges and Universities (HBCU) with thousands of active resumes and profiles that are less than 90 days old
www.HBCUConnect.com
- American Indian Graduate Center provides fellowships to American Indian and Alaska Native graduate students throughout the United State www.aigcs.org

Women specific job posting resources

- Women in Higher Education www.wihe.com
- This resource targets women and minorities candidate pool www.AcademicDiversitySearch.com
- The website of the Association of Black Women in Higher Education (ABWHE) lists career opportunities www.abwhe.org
- Association for Women in Science www.awis.org
- National Association for Female Executives www.nafe.com

General job posting resources

- Inside Higher Ed Magazine has a diverse 600,000 academic interdisciplinary visitors to

the site. 20% of the visitors are minorities and 50% are women

www.insidehighered.com

- The Chronicle of Higher Education, although not specifically geared to diversity, reaches a broad audience <https://www.chronicle.com/>
- Diversity higher education-specific job posting resources www.diversejobs.net (This is the jobs site of Diverse: Issues in Higher Education, a leading resource for the higher education community for over 30 years.)

PERSONAL OUTREACH

Professional Conferences

Recruit at professional conferences where women and underrepresented faculty might be in attendance. Consider attending conferences that focus on issues that affect women and underrepresented minorities. Examples are Ethnic Studies Association Conferences, National Conference on Black Political Scientists, National Conference on Race & Ethnicity in American Higher Education, Latino Leadership Conference, Conferences that focus on disability and LBGT issues.

Colleges and Universities

Identify and consult with colleges and universities that have large numbers of women and underrepresented minorities. Similarly, reach out to institutions that are successful in producing women and minority graduates. Sharing information on job announcement with Historically Black Colleges and Universities, Hispanic-Serving Institutions and similar institutions that grant terminal degrees in your discipline will increase the chances of attracting women and underrepresented minorities. US Department of Education <http://diverseeducation.com/top100/pages/index.php> is another valuable resource.

Pipelines

Develop part-timer, visiting professor, and scholar pipelines that you can source to increase a diverse pool.

Personal and Direct Outreach

Engage in personal outreach, emails, conversations, personalized letters or e-mails to potential applicants or to colleagues who might share your ad and refer you to potential diverse applicants. Reach out to other faculty both inside and outside of your department and the community about names and contact information of women and underrepresented minorities who they know may be qualified for and interested in the position. Explain that this is an outreach and not an attempt to extend preferential treatment.

Building and Using Personal Networks

Utilize your network of contacts, including past and current guest lecturers, presenters at professional events, community members, students, staff and faculty in other departments. Expand your network by establishing or strengthening your relationships with faculty, staff, graduates and colleagues from different backgrounds. Consult with alumni, visiting

communitymembers and consortia.

Contact your Alumni/ae: Specifically ask your alumni/ae to help you to identify women and underrepresented minorities. Also ask them to help in the distribution of the job/position announcements.