

## Strategic Advertising/Recruitment Plan

<b>Department/Hiring Unit:</b>	
<b>Discipline/Emphasis:</b>	
<b>Positions Type:</b>	
<p>The Search Committee, Equity Advocate, and Academic Personnel Services (APS) will collaborate to ensure that the Strategic Advertising/Recruitment Plan will yield a strong pool of candidates.</p> <ul style="list-style-type: none"> <li>• <b>APS:</b> Responsible for placing all approved <b>paid advertisements</b>.</li> <li>• <b>Search Committee:</b> Responsible for distributing the approved vacancy announcement to their colleagues, other colleges and universities, listservs, etc.</li> </ul> <p><b>NOTE:</b> All advertising fees will be paid by the hiring department.</p>	

### STANDARD ADVERTISEMENT LOCATIONS

Name of Publication/Website	Length of Posting	Price
<a href="#">Cal Poly Humboldt Careers Page</a>	Until Filled or Request from Committee	Free
<a href="#">CSU Careers</a>	Until Filled or Request from Committee	Free
<a href="#">Southern Regional Education Board (SREB)</a>	120 days	Free
APS Social Media Accounts (Facebook, Instagram, LinkedIn, etc.)	Until Filled	Free

### COMMITTEE REQUESTED PAID ADVERTISEMENT LOCATIONS

Review the suggested paid advertisement locations listed below and indicate if you would like to request one or more location. Please suggest additional paid advertisement locations you would like APS to place on your behalf. For tenure-track searches we recommend advertising at minimum with the Chronicle of Higher Ed.

Name of Publication/Website	Committee Requested	Length of Posting	Price
<a href="#">Professional Women of Color Network (PWOCN)</a>		30 days	\$249 - \$349
<a href="#">DiverseEducation.com</a>		30 days	\$375
<a href="#">TribalCollegeJournal.org</a>		30 days or 60 days	\$185 - \$235
<a href="#">LatinosinHigherEd.com</a>		90 days	\$360
<a href="#">Journal of Blacks in Higher Education (JBHE)</a>		60 days	\$299
<a href="#">MinorityProfessionalNetwork.com</a>		30 or 60 days	\$175 - \$200

### COMMITTEE PLANED ADDITIONAL OUTREACH ACTIVITIES

Please list all additional outreach activities the Committee will undertake (e.g., professional contacts, listservs, meetings/conferences, etc.). Please indicate which of these outreach activities are designed to enhance the diversity of the candidate pool.