

## Strategic Advertising/Recruitment Plan

Department/Hiring Unit:

Discipline/Area:

The Search/Screening Committee, the Equity Advocate, and Academic Personnel Services (APS) will work in collaboration to insure that the Strategic Advertising/Recruitment Plan will yield a strong pool of candidates. APS is responsible for placing all approved advertisements. The Committee is responsible for distributing the approved vacancy announcement to colleagues, colleges, universities, list serves, etc.

### STANDARD Advertisement:

Name of Publication/Website	Format	Publish Date/Run Time
Academic Personnel Services Website	Web	Until Position is Filled
CSU Careers	Web	Until Position is Filled
CalJobs - California Employment Development Department	Web	Until Application Deadline
Southern Regional Ed Board (SREB)	Web	Until Application Deadline
Academic Personnel Services' Social Media (Facebook, LinkedIn, and Instagram)	Web	Until Application Deadline
Chronicle of Higher Education	Web	30 days
HigherEdJobs.com	Web	30 days
DiversityTrio (Group of eight job boards, more information <a href="#">here</a> )	Web	30 days

**Committee Recommendations for Advertisement Placement:** Please review the suggested locations for advertisement placement below. Indicate your selections (two locations recommended) and please suggest further locations for advertisement placement (i.e., professional publications/journals/newspapers/websites). After review, APS will contact the Committee regarding estimated cost and to finalize the advertising campaign.

Name of Suggested Publication/Website	Format	Requested Publish Date/Run Time	If interested, please check box
DiverseEducation.com -- \$375/posting	Web	Until Application Deadline	<input type="checkbox"/>
TribalCollegeJournal.org -- \$185/posting	Web	Until Application Deadline	<input type="checkbox"/>
Professional Women of Color Network (PWOCN) -- \$199/posting	Web	Until Application Deadline	<input type="checkbox"/>
LatinosInHigherEd.com -- \$295/posting	Web	Until Application Deadline	<input type="checkbox"/>
Journal of Blacks in Higher Education (JBHE) -- \$245/posting	Web	Until Application Deadline	<input type="checkbox"/>
MinorityProfessionalNetwork.com -- \$125/posting	Web	Until Application Deadline	<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>

**Additional Outreach Activities:** Please list additional outreach activities the Committee will undertake (e.g., professional contacts, list serves, mailing to universities, meeting/conferences, etc.). Please specify those outreach activities designed to enhance the pool of diversity candidates.