

Advertising and Recruitment Activities

Advertising involves announcing a vacancy in various media to gain the interest of potentially qualified applicants.

Recruiting involves actively identifying and seeking qualified professionals. Recruitment targets candidates who are passive and may not be actively seeking work as well as non-passive candidates. Recruitment is a compliment to advertising.

Advertising Activities

- Advertise in newspapers (i.e., local, regional, and national).
- List in journal and professional publications (e.g., *The Chronical of Higher Education*, *Inside Higher Ed*, etc.).
- Post in minority publications (e.g., *Diverse: Issues in Higher Education*, *Hispanic Outlook*, etc.).
- Use electronic job boards (e.g., HigherEdJobs.com, ccjobsnow.com, Monster.com, etc.).
- Use outlets sponsored by professional associations (e.g., job boards and listservs, etc.).
- Identify and publish in nontraditional publications (e.g., newsletters, fliers, conference programs, e-zines, etc.)
- Post openings on internal bulletin boards.
- Announce and advertise internally (e.g., newsletters, memos, e-mail, position announcements, etc.).
- Post at conferences and other professional events.
- Use radio, TV, and Social media.

Recruitment Activities

- Network with colleagues, friends, neighbors, associates, etc.
- Make deliberate efforts to reach out to colleagues or associates from backgrounds different from your own.
- Ask for referrals from coworkers, peers, etc.
- Hire a search firm/headhunter.
- Post position announcements at conferences, job fairs, and public bulletin boards of target populations.
- Send position announcements to colleges/schools with programs in the area of interest.
- Send to local chapters of professional associations.
- Seeks nominations from others.
- Search your applicant tracking system database for past applicants.
- Develop a relationship with minority organizations to encourage referrals from them.
- Use temporary agencies and professional employment organizations (PEOs) to identify candidates.
- Obtain lists and mail letters to members of professional associations.
- Develop sourcing pipeline programs to cultivate future applicants (e.g., apprenticeships, AA programs, internships, etc.)
- Place position announcements on professional association listservs that are free for members.
- Seek names from directors, division chairs, deans, vice presidents, and presidents, and other leaders as appropriate.
- Consult with and recruit retirees, former employees, vendors and consultants.
- Recruit people from competitors.
- Recruit form minority organizations that serve professionals in your targeted field.