**Strategies for Inclusive Faculty Recruiting**

Promoting Diversity and Inclusion in the Position Announcement

There are at least three components of the position announcement where we can signal our commitment to diversity and inclusion: the position description, minimum and preferred qualifications, and description of the College.

**Position Description**. Proactive language can be included in job descriptions and position announcements to emphasize the College’s commitment to diversity. This may make the position more attractive to female and ethnically and/or racially diverse candidates as well as others with experience working with diverse students and colleagues. For example:

* The Department is committed to the recruitment and success of students from underrepresented groups in [insert discipline or field].
* Selection will be based on each candidate’s record of previous accomplishments relevant to these responsibilities, their potential for outstanding future contributions, and their potential to advance the institution’s goal of creating a positive and inclusive campus climate of equity and diversity.
* Applicants are expected to describe in their letter of intent how their scholarship contributes to diversity and inclusion.
* The College is committed to building a culturally diverse educational environment.  Applicants are requested to include in their cover letter information about how they will further this goal.

**Minimum and Preferred Qualifications**. At least one required qualification must reference experience with and/or commitment to diversity and inclusion. For example:

* The College is especially interested in candidates who can contribute to the diversity and inclusive excellence of the academic community through their research, teaching, and/or service.
* Successful candidates must be committed to working with diverse student and community populations.
* Applicants are expected to describe in their letter of intent how their scholarship contributes to diversity and inclusion.
* The University is committed to building a culturally diverse educational environment.  Applicants are requested to include in their cover letter information about how they will further this goal.
* Qualified applicants will have experience working in a diverse environment and/or with students from diverse backgrounds.
* Applicants must demonstrate commitment to promoting dialogue among diverse communities.

Proactive language can be included as a specific job qualification or as a summary statement at the end of job announcements. Examples of specific job qualifications and summary statements include the following:

* Candidates should describe previous activities mentoring minorities, women, or members of other underrepresented groups.
* Women, minorities, individuals with disabilities and veterans are encouraged to apply.
* Successful candidates must be committed to working with diverse student and community populations.
* The University is committed to building a culturally diverse educational environment. Applicants are requested to include in their cover letter information about how they will further this goal.
* The campus is especially interested in candidates who can contribute to the diversity and excellence of the academic community through their research, teaching and/or service.

**Description of the College**. This is not the responsibility of the academic department, but the boilerplate description of the College included in the ad should highlight our valuing of diversity and inclusion. For example, we might refer to our new A Place to Belong plan (still in draft form) or the core values of the College.

Targeted Advertising and Promotion

There are different perspectives on the utility of advertising in outlets addressed to specific minority populations, e.g., Hispanic Outlook, Diverse Issues in Higher Education. On one hand, chances are that someone who sees an ad in one of those publications also will have seen it in the Chronicle of Higher Education or InsideHigherEd. On the other hand, appearing in a minority publication may signal to potential applicants a particular level of commitment on the College’s part. The current reality is that advertising in niche publications or web sites tends to be expensive and our ability to afford multiple ad placements is limited. That said, if there are certain publications you would recommend, please let us know.

In addition to formal paid advertisements, recruitment planning should include spreading word about the opening as widely as possible. Either by reprinting the ad copy or linking to the ad, committees should take advantage of free ways to distribute information about the position. It is important that these efforts go beyond members’ own individual networks, as those networks often lack diversity themselves. For example:

* Social media, e.g., LinkedIn, Facebook. In addition to individuals’ personal networks, there may be interest groups or pages where information can be posted.
* Listservs tied to disciplinary associations or other groups associated with the field.
* Committee members’ own contact lists. (I sometimes tell graduates looking for jobs that everyone they know should know that they’re looking for a job. Similarly, everyone you know should know that you have a job opening.)
* Often disciplinary associations and other organizations have places on their web sites or listservs where you can post job announcements for free. We should utilize every one of these that can be identified.

For both advertisements and other contacts, consult the list of Minority Recruitment Websites (attached).

Direct Recruiting

Every search should involve some degree of direct outreach, either to potentially interested candidates or to other individuals or entities who may have access to such candidates. Here are a few examples:

* Contacting colleagues at other institutions to solicit nominations of well-qualified women and people of color.
* Personally inviting women and people of color to apply for position openings.
* Identifying professionals and scholars who are women and/or from underrepresented racial and ethnic groups and inviting them to recruit and refer diverse candidates.
* Soliciting the names of prospective applicants from caucuses of women and people of color within relevant professional and academic associations.
* Reviewing applicant pools from prior searches to identify promising candidates who are female and/or from underrepresented groups for current or future searches.
* Sending the position announcement directly to chairs of departments granting the degrees you are looking for (or graduate program directors, etc.).
* Identifying specific programs you may know of whose graduates are likely to be good fits and reaching out personally by phone or email to faculty in that program.
* Communicating directly with graduate programs at Historically Black Colleges & Universities (HBCU). This [website](https://hbcu-colleges.com/doctoral) allows you to search all HBCU’s for graduate programs by field and level of degree. Included in the resources attached here is a list of Hispanic-Serving Institutions (HIS) with graduate programs, including the total numbers and percentages of Hispanic graduate students. The list doesn’t let you drill down to specific disciplines, but you might combine other knowledge about certain graduate programs with this list to estimate which programs are more likely than others to have larger numbers of Hispanic and Latinx graduates.
* The University of Houston developed a [successful comprehensive strategy](https://www.chronicle.com/article/diversity-without-dollars) for recruiting minority faculty (with some help from a $3M grant, but still …). In their [faculty recruitment guide](https://uh.edu/provost/faculty/administrators/recruiting-powerhouse-faculty/_documents-powerhouse-faculty/powerhouse-faculty-recruitment-toolkit.pdf) they list the following examples of places to target recruiting:

• Minority and women scholar organizations

• Minority and women scholars/professionals on- and off-campus

• Contact faculty who are from underrepresented groups for recommendations

• Professional caucuses or organizations that are organized around women or minority concerns

• Internet discussion groups

• Community agencies related to underrepresented groups

• Meetings of professional organizations

• Journals targeted at women and minority readerships

• Minority and women doctoral or post-doctoral directories

• Departments in HBCUs and other predominantly minority institutions