

## Strategic Advertising/Recruitment Plan

**Department/Hiring Unit:**

**Discipline/Area:**

The Search/Screening 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.

APS is responsible for placing all approved paid advertisements.

The **Committee** is responsible for distributing the approved vacancy announcement to colleagues, colleges, universities, list serves, etc.

**STANDARD Advertisement Locations (no additional cost to the department):**

Name of Publication/Website	Format	Publish Date/Run Time
Academic Personnel Services Careers Page	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
Chronicle of Higher Education	Web	30 days
HigherEdJobs.com	Web	30 days
HERC NorCal	Web	30 days

**Committee Recommendations for Advertisement Placement:** Please review the suggested locations for advertisement placement below. Indicate your selections (two (2) 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	Indicate interest below
Professional Women of Color Network (PWO CN)	Web	Until Application Deadline	
DiverseEducation.com	Web	Until Application Deadline	
TribalCollegeJournal.org	Web	Until Application Deadline	
LatinosInHigherEd.com	Web	Until Application Deadline	
Journal of Blacks in Higher Education (JBHE)	Web	Until Application Deadline	
MinorityProfessionalNetwork.com	Web	Until Application Deadline	

**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 indicated which of these outreach activities are designed to enhance the diversity of the candidate pool.