

Professional Positions – Outreach Checklist

(includes position titles such as Accountant, Administrative Analyst, Assistant Director, Associate Director, Specialist, Informational Technology Consultant, etc.)

Proactive outreach is a key method for increasing the overall quality, breadth and diversity of your applicant pool. Below is a checklist of outreach activities that hiring authorities should use as they launch the search process.

POSTING THE POSITION

The Department of Human Resources will automatically post your position announcement on the following websites/social networks:

- CalJobs (www.caljobs.ca.gov)
- CSU Careers (www.csucareers.calstate.edu)
- Handshake
- Higher Ed Jobs (www.higheredjobs.com)
- HSU Employment Opportunity Job Board
- HSU Human Resources Facebook Page
- HSU Human Resources LinkedIn Page
- NorCAN

For Professional Positions, hiring authorities should select at least three additional outreach venues: one of these should be diversity-focused (DiverseEducation.com); one should be field-specific (professional association); the third should aim to broaden the regional or national scope of the applicant pool (such as The Chronicle of Higher Education or Craigslist Bay Area, Seattle, Portland), as relevant to the position. Note that there may be overlap in the focus of these outreach resources – for example, you may select two outreach resources that are both diversity-focused and field-specific.

At your request, Human Resources will post any online position announcements for you. Hiring authorities are responsible for conducting additional listserv, social network, or email outreach.

ADDITIONAL OUTREACH METHODS

Let your professional networks and colleagues at other institutions know about the open position, via email, listservs, and social networks (Facebook, LinkedIn, Twitter, etc.).

Review the professional associations affiliated with your field. Consider posting on their job boards, utilizing their resume banks to recruit candidates, or networking about the job via their social networking sites. A few potential associations are included in the outreach resources on the Human Resources website.

Identify conferences of professional associations in your field that would provide opportunities for networking with potential candidates in your discipline, especially the conferences (or caucus sessions within those larger conferences) that might provide access to potential candidates from underrepresented groups.