

Developing a Faculty Recruitment and Outreach Plan

Active Recruitment Strategy

Active recruitment means continuously recruiting for future candidates by engaging others (graduate students, faculty at other institutions, etc.) and building relationships over time through conferences and professional networking opportunities. This technique is important to attracting diverse top talent.

Recommendations and considerations for creating a Faculty Recruitment and Outreach Plan:

- Identify the elements of recruitment and outreach that will encourage prospective candidates to apply by:
 - Ensuring the advertisement includes proactive language to attract underrepresented candidates (guidance provided in the appendices of Guidebook Two: Recruitment and Outreach).
 - Conducting expansive outreach such as sharing the ad with everyone in the department and across campus as appropriate; creative outreach; publicizing widely; and extending personal invitations to diverse candidates.
- Share the ad with everyone in the department and across campus as appropriate.
- Encourage each search committee member to reach out to prospective candidates at colleges and universities nationally and internationally. Outreach can be done by encouraging them to apply in-person, by phone, personalized email, via social media, etc.
- Encourage word of mouth advertisement to colleagues, experts in their field, universities/colleges the department has not reached out previously (tribal colleges, historically Black Colleges and Universities, and Hispanic Serving Institutions).
- Encourage graduate students to help advertise the position by sending the posting to candidates in their networks.
- Recruit at national meetings, via professional publications, and email lists serving the position's discipline.
- Reach out to alumni and encourage them to apply and/or to share the posting with others.
- Post the position on the National Registry of Diverse and Strategic Faculty and/or to affinity group networks or associations.
- Keep in mind that reaching out is an invitation to apply – it does not mean special consideration in the hiring process.

- Be aware of where underrepresentation exists before posting the position. For example, does your department have an affirmative action placement goal?

For more information on:

- Current workforce representation
- Affirmative action placement goals (schools/colleges will be contacted by the Affirmative Action Officer if they have placement goals)
- Demographic statistics of potential applicant availability
- Sources for posting advertisements, searching databases, and additional strategies that can help attract diversity
- Recruitment guidance throughout the search process
- Diversity and inclusion best practices
- Strategies and practices for reducing unconscious bias

Contact the HR Diversity Search & Outreach Program Manager at Teresa.Hernandez@colorado.edu or the campus Affirmative Action Officer, David Pacheco, at 303-735-9019 or David.Pacheco@colorado.edu