



**ECU**

**OFFICE FOR EQUITY  
AND DIVERSITY**

### **A Model Strategic Diverse-Targeted Networking and Recruitment/Outreach Plan**

*Search committees and hiring authorities must strategically plan how the position will be advertised to best ensure efforts will generate a well-populated, diverse pool of qualified applicants (including females, racial/ethnic minorities, veterans and individuals with a disability) and ensure those efforts are documented.*

Continuously (and before a search) **develop external networking relationships** with:

- professionals of color and females at ECU, sister institutions, peer institutions, or in the surrounding area in related fields or disciplines;
- colleagues in related fields from Historically Black Colleges and Universities; Hispanic, American Indian, and Asian-serving institutions; historically women's colleges and universities; and
- representatives of minority and female interest groups affiliated with national educational and/or discipline-specific associations (if applicable).

**Share ECU's commitment to diversity** with potential applicants as a part of networking efforts:

- ECU is a federal contractor and, as such, is required by law to make good faith efforts to affirmatively recruit qualified women, minorities, veterans and individuals with disabilities. In addition, ECU prohibits discrimination based on race/ethnicity, color, genetic information, national origin, religion, sex, sexual orientation, gender identity, age, disability, political affiliation, or veteran status.
- ECU's Strategic Plan includes the University's commitment to "[m]aximize [s]tudent [s]uccess" including that, "[w]e will reflect a global workplace and society by diversifying our faculty, staff, and students".
- The University's diversity goal emphasizes the University's commitment to "enriching the lives of students, faculty, and staff by providing a diverse academic community where the exchange of ideas, knowledge, and perspectives is an active part of living and learning".
- Diversifying our workforce is also important to ECU, given our increasingly diverse student body.

**Engage in strategic diversity-targeted recruitment/outreach:**

- Send notice of vacant positions to individuals identified from ongoing networking and seek names of prospective applicants for vacant positions from those contacts.
- Place announcements in discipline-specific journals and publications aimed specifically at underrepresented groups.
- Send electronic announcements/request nominations from related departments in Historically Black Colleges and Universities; and Hispanic, American Indian, and Asian serving institutions; and historically women's colleges and universities.
- Request names of prospective applicants from directories of Ph.D. recipients.
- Contact a minority or women's caucus within the discipline or professional association.
- Consult with faculty and staff of color and women already on campus for other suggestions about how/where to recruit.
- Share ECU's commitment to diversity with potential applicants as a part of recruitment/outreach efforts.

- **Use diversity-inclusive language in job ads** to communicate to prospective applicants that ECU is committed to a diverse and inclusive academic community. Examples include:
  - “East Carolina University seeks to create an environment that fosters the recruitment and retention of a more diverse student body, faculty, staff and administration. In order to promote the University’s diversity goal, [DIVISION or DEPARTMENT NAME] strongly encourages applicants from women, minorities, and historically underrepresented groups.”
  - “The department seeks to attract a culturally and academically diverse faculty of the highest caliber skilled in the scholarship of research, teaching, leadership, clinical supervision, and the application of knowledge.”
  
- **Post vacant positions in strategic diversity-targeted recruitment sites** including but not limited to these examples:
  - Ability Magazine
  - VetJobs.com
  - Academic Diversity Search, Inc.
  - American Association of University Women (AAUW)
  - Historically Black Colleges and Universities (HBCUConnect)
  - Hispanic Outlook in Higher Education Magazine
  - Tribal College Journal of American Indian Higher Education
  - National Association of Asian American Professionals (NAAAP)
  - Consortium of Higher Education LGBT Resource Professionals

**“Developing and aggressively implementing a comprehensive recruitment plan that uses multiple recruitment strategies simultaneously will significantly increase the diversity of the applicant pool.”**  
- *Diversifying the Faculty: A Guidebook for Search Committees* by Caroline Sotello Viernes Turner, identified by the Association of American Colleges and Universities as “one of the most distinguished scholars in this field”



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## **A Strategic Diverse-Targeted Networking and Recruitment/Outreach Plan**

### **Planning Questions**

*Search committees and hiring authorities must strategically plan how the position will be advertised to best ensure efforts will generate a well-populated, diverse pool of qualified applicants (including females, racial/ethnic minorities, veterans and individuals with a disability) and ensure those efforts are documented.*

#### **External networking relationships:**

- Which schools, including ECU, sister institutions, peer institutions, or in the surrounding area, have a program in fields or disciplines related to the vacant position?
- Which Historically Black Colleges and Universities; Hispanic, American Indian, and Asian-serving institutions; and historically women's colleges and universities have programs in fields related to the vacant position?
- What are the minority and female interest groups affiliated with national educational and/or discipline-specific associations that are applicable to the vacant position?

#### **ECU's commitment to diversity:**

- What will you share with potential applicants to demonstrate that ECU is committed to diversity?
- What information will you share that supports why diversifying our workforce is important to ECU?

#### **Strategic diversity-targeted recruitment/outreach:**

- Were there individuals identified from ongoing networking that may be interested in the position and/or those you can ask for names of prospective applicants for the vacant position?
- What are the related discipline-specific journals and publications aimed specifically at underrepresented groups that you can send an announcement to?
- What are the Historically Black Colleges and Universities; and Hispanic, American Indian, and Asian serving institutions; and historically women's colleges and universities that have a department related to the vacant position that you can send an announcement to?
- Are there minority or women's caucuses within the discipline or professional association related to the position?
- Is there anyone on campus you can/should consult with about how/where to recruit?
- What language will you include in the job ad to communicate to prospective applicants that ECU is committed to a diverse and inclusive academic community?
- What diversity-targeted recruitment sites will you post the vacant position in/on?