

**Tips for Recruitment of a Qualified and Diverse Faculty Applicant Pool**  
**UWF Faculty ADVANCE**  
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The [faculty search] committee's first objective is to entice top candidates to apply. That means selling the institution and the job as desirable, and it means undertaking a lot more work than some committee members may be prepared for, especially if their attitude is, "Well, if people really want the position, they will apply." (Olson, 2007 <http://chronicle.com/article/Dont-Just-Search-Recruit/46546/> )

*Adopt **active recruiting strategies** to identify promising candidates, especially from underrepresented groups, rather than relying only on those who apply in response to written advertisements.*

- Review past recruitment strategies in your department and similar departments.
  - What procedures have generated stronger and weaker applicant pools in the past?
  - What feedback have you received from promising candidates who declined offers?
  - What feedback have you received from recent, new hires?
- Engage all departmental faculty in the recruitment process.
  - Identify a point-person in the department to centralize recruitment information and resources, make contact with potential applicants, and respond to inquiries from prospective candidates.
  - Encourage all faculty to be on the lookout for promising candidates and emerging professionals and coordinate with point-person year-round.
- Include an enhanced equal opportunity statement in all search advertisements to signal a genuine commitment to diversity that welcomes applicants from diverse backgrounds.
- Advertise in multiple, key venues:
  - See UWF Advertising Resources as a starting point: <http://uwf.edu/media/university-of-west-florida/offices/hr/documents/Advertising-Resources.pdf>
  - Advertise in disciplinary publications, websites of professional associations, and special interest/affinity groups within the discipline/professional association.
  - Explore the *Faculty for the Future* database sponsored by Pennsylvania State University for talented emerging professionals: [www.facultyforthefuture.org](http://www.facultyforthefuture.org)
- Initiate active recruitment at disciplinary/professional conferences:
  - Identify subcommittees for women and/or minority groups in professional organizations.
  - Attend affinity/special interest group meetings and sessions at professional conferences to identify talented women and members of underrepresented groups.
  - Send faculty ambassadors to conferences armed with recruitment materials (e.g., university information, faculty bios, departmental mentoring opportunities, T&P criteria, resources for scholarship/teaching, local highlights), not just the search ad, to disseminate. Encourage ambassadors to seek out and meet individually with promising prospective candidates.
- Initiate active recruitment at other institutions and professional associations:
  - Identify "feeder" institutions training emerging professionals (e.g., graduate and fellowship programs), including those that support individuals from diverse backgrounds (e.g., Historically Black Colleges and Universities, Hispanic-Serving Institutions, Tribal Colleges and Universities, and Women's Colleges).
  - Solicit nominations of promising candidates from colleagues and their department chairs and training directors.
  - Solicit nominations from professional association special interest/affinity groups, equity and diversity committees, or committees on the status of women and minorities.
- Invite promising candidates to apply using personalized invitations rather than form letters.
- Invite applicants to include a statement of their contributions to diversity in their applications.

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