Advertising the Position—Wording

A nationally advertised search is the first step in the hiring process for faculty. Advertisements should state as clearly and specifically as possible the nature of the position and the qualifications required, including the anticipated rank. All advertisements must include the equal employment opportunity statement.

Committees should note that an advertisement’s wording can highlight an inviting atmosphere for minorities and women applicants. The use of the equal employment opportunity statement alone does not necessarily make the University appear welcoming to women and minorities. Job criteria references such as the following can let a prospective minority applicant know that the University values their expertise.

- “…interest in developing and implementing curricula that address multicultural issues”
- “…previous experience interacting with communities of color”
- “…experience with a variety of teaching methods or perspectives”
- “…academic experiences and interests in culturally diverse groups”

Advertising the position—Minority recruitment resources

The search committee should advertise with organizations and publications that are most likely to yield a diverse applicant pool including media directed to potentially underrepresented populations. Often times, web sites and list serves for minority professional organizations in various disciplines offer free advertising for positions.

For example, the following organizations all have distribution lists and web sites that advertise academic vacancies:

- National Society of Black Engineers (NSBE)
- American Psychological Association (APA) Division 35- Society for the Psychology of Women
- Southern Regional Education Board (SREB) Doctoral Scholars
- National Association of Hispanic Journalists (NAHJ)
- National Asian American Society of Accountants

See the next section for some other well-known publications and web-based recruitment resources.