

Advertising Ideas and Venues

Generally, the best advertising venues are those that are widely visible to an audience that is appropriately qualified, and available for application, interview, and hire. Meeting all of these criteria with a single source is sometimes quite difficult. Consequently, advertisements should appear in many venues, and announcement of the position should be broadcast to as many individuals and organizations as possible.

Effective advertising will depend on the affirmative efforts of all search committee members and all department members. Each will be called on to lend ideas, names, and time to the recruitment effort. Outlets such as professional journals should always be included in the Recruitment and Search Strategy section of the Position Announcement Authorization (PAA) form since they effectively yield applicants.

Additionally, search committee and department members should review their personal and professional contacts to develop a list of departments, faculty, researchers, grant recipients, and others who would be likely applicants, Ph.D. (or terminal degree) producers, or nominators. Names and contact information should be compiled, an announcement letter drafted, and a mailing completed by a date specified in the Recruitment and Search Strategy section of the PAA form. Committees and departments may choose to substitute telephone calls for formal letters.

When considering the recruitment of a broadly diverse pool, it is important to remember that these applicants will be looking in journals and other outlets popular in their field. Nevertheless, Loyola wants all potential applicants to be aware of available positions on campus. Consequently, departments are encouraged to advertise in caucus-specific journals and outlets.

The following suggested list of ideas and venues should be used to develop and revise the Recruitment and Search Strategy section of the PAA form. This is not an exhaustive list, but a start toward the development of a plan that will yield a diverse, qualified, and ready pool of applicants. Add specific advertising venues and employment information services to the department's list of viable announcement outlets. Use those sources that will provide the best advertising opportunities for the position.

Suggested Advertising Ideas and Venues
to Enhance Applicant Pool Diversity

Name of Venue/Source	Notes	Other/Costs
<i>Black Issues in Higher Education</i>	African American bi-weekly. Articles on professions and academics who may be likely candidates for positions at Loyola. Source for mid- and upper-level administrative positions, and faculty positions. Additionally, a review of BIHE's ads provides a sense of market for African American academics. Annual listing of top Ph.D. producers.	Costly
<i>The Chronicle of Higher Education</i>	www.chronicle.com A source for all disciplines.	Costly
<i>Hispanic Outlook in Higher Education</i>	Hispanic focus. Source for Hispanic academics.	Costly
<i>Minority and Women Doctoral Directory, 2002-2003 (MWDD)</i>	Updated annually. Available in Office of Academic Affairs and Diversity. Provides names, addresses, department/subject area, thesis title, and advisor of recent Ph.D./terminal degree graduates. Useful for letters specifically targeted to individuals who are likely applicants for positions on campus. Letters should be sent out on date specified in the strategy.	Free and cost of postage
<i>New York Times</i>	3rd largest U.S. daily. ¹ Much used source for job seekers.	Costly
<i>The Baltimore Sun</i>	10th largest U.W. daily. ² Local paper serving Baltimore and Washington, DC.	Moderate cost
<i>Science</i>	http://recruit.sciencemag.org/jobsearch.dtl Job announcements in more than 40 scientific fields.	Costly
<i>The Washington Post</i>	4th largest U.S. daily. A source for all disciplines, may net more applicants from the Baltimore/Washington area. Look for special Education issue.	Costly
"Minority" newspapers	Consider newspapers serving specific "minority" communities in the mid-Atlantic region (Baltimore, Washington, D.C., Philadelphia). The Afro-American would be among these papers, and is published in Baltimore.	Variable
Women in Higher Education	www.wihe.com. Lists academic and administrative positions. Searches by job title and region are possible.	
Professional meetings (local, regional, national)	Post a specifically prepared position announcement. Plan to conduct interviews at the meeting. Each member attending the meeting should have at least 5 copies of the announcement to hand to prospective applicants. Be sure to give your Loyola business card (or other contact information) with the announcement. Be prepared to discuss the position, College, and the Department at the meeting.	Free, or the cost of copying and business cards
Minority/Protected group caucuses of professional organizations	Organization members may be able to obtain a mailing list or may be able to post a position announcement on the caucus' web site. If the caucus regularly publishes a journal, purchase an advertisement.	Variable
Historically Black Universities	30 universities offer doctorates and terminal degrees. The list is at the end of this supplement. Direct letters to appropriate departments announcing the position opening. Additionally, combine this resource with the MWDD (above) to develop a list of specific individuals to whom you can direct a mailing.	Cost of postage

¹ Rankings from: http://www.naa.org/info/facts01/18_top20circ/index.html.

² Ranking from: <http://www.cjr.org/year/99/6/best.asp>.

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Hispanic Association of Colleges and Universities	http://www.hacu.net/hacu_members/hsi.shtml There are 185 Hispanic-Serving Institutions in 11 states and Puerto Rico. Many offer terminal degrees. Refer to the website for the schools, addresses, and additional information.	Cost of postage
Colleagues, Leaders, and Others in the Profession	Develop a list of leaders and others in the profession; draft and send a letter to each soliciting nominations for the announced position. Include a copy of the position announcement with your letter. As you receive nominations, send a letter to the nominee requesting application materials. You may substitute phone calls for these nomination letters.	Cost of postage
Grants and Professional Recognition Recipients	Develop a list of people who have recently received significant grants and professional recognition. Draft and send a letter inviting these individuals to apply for the announced position	Cost of postage
Previous applicants and candidates	Review your most recent past searches, and develop a list of prospective applicants from that pool. Draft and send a letter informing them of the new position, and inviting them to apply. Inform them that they will need to submit a new and updated dossier.	Cost of postage
Alumni/Alumnae	Invite graduates of your department who have earned a terminal degree to apply for the newly announced position.	Cost of postage
Personal contacts	All department members should develop a list of colleagues met at conferences, or other professional contacts. Reach them through a coordinated letter-writing campaign to begin on a date specified in the strategy. A coordinated telephone follow-up plan should be developed and started on a date specified in the strategy.	Cost of postage and telephone calls
Adjuncts, Lecturers, Others	Encourage current adjuncts, lecturers, and others to apply for open full-time positions. Provide a position announcement. Provide information to all, rather than assume that they won't be interested in more than the current limited position in the department.	Free