

Recruiting Outreach Strategies

Commit the Department to an *ongoing* recruitment strategy:

- Set up a Department committee to identify potential candidates and bring them to campus for visits.
- Have faculty identify postdocs through colleagues, including minorities and women and invite them to give seminars, and encourage them to apply for jobs at UCSC.
- Offer postdocs to bring in qualified graduates, including minorities and women, as visiting researchers.
- Keep an eye on the "pipeline" at professional meetings: attend sessions at annual meetings where minority and women scholars are giving papers, make a point of talking to them afterward, and let them know about your program and about your present and potential future searches.
- Offer public programming (conferences, workshops, productions) likely to interest members of underrepresented groups.
- Invite Ph.D. candidates, including women and minorities, to campus to meet faculty, participate in department colloquia, etc.
- Involve faculty in campus programs for minority and women undergraduates.
- Involve current women and minority faculty in outreach efforts.

Include a contact person's phone number and email address in outreach materials, so that candidates can call and ask questions

For each recruitment, develop a comprehensive recruiting strategy:

- Define positions to include areas in which women or minority scholars are most likely to be active.
- Make sure a diversity of perspectives is represented on your search committee, both in faculty and in any student representation.
- Ask department faculty to contact their professional organizations, including any women or ethnic minority caucuses, to advertise the position or suggest potential candidates.
- Send position descriptions and invitations to apply to a wide network including:
 - career services and women and minority program offices
 - Ph.D. programs in the country in your discipline
 - lists of Ph.D.s solicited from comparable institutions
 - lists of relevant professional organizations' members (some sell mailing labels) lists of minority and women scholars organizations
 - ethnic studies departments (for relevant disciplines)
 - doctoral candidates listed in the Minority and Women Doctoral Directory (when available)
 - listserves or other email advertising
 - Fellows of the UC President's Postdoctoral Fellows Program

- journals targeted at underrepresented groups
- Distribute job descriptions at annual meetings and conferences.
- Use career services offices of professional organizations.
- Have all faculty do personal networking: write letters, make phone calls, and send email notes to senior scholars, including minority scholars both on and off campus, who could help identify qualified minority candidates.
- Follow up their suggestions with personal letters, phone calls, and email.
- Describe the multicultural nature of the program (if applicable) and diversity of the student body to potential candidates.
- Describe the interdisciplinary opportunities at UCSC that enable minority and women scholars to connect productively with others across department lines.
- When candidates come to campus for interviews, provide an opportunity for them to meet with women and minority scholars from a range of departments.
- Make sure that interviewees have a chance to talk to minority/female students in the program.

Be creative in making appointments:

- Appoint a promising candidate before the Ph.D. is completed but delay the start date for a year.
- Delay the start date even further to allow a candidate to take a postdoc – a long-term, visible commitment.
- Be sure that the candidate knows about the UCSC Faculty Relocation Assistance and the Northern California Higher Education Recruitment Consortium (HERC) web sites.

The Office for Diversity, Equity, and Inclusion provides a web page that offers faculty recruitment outreach sources. Several links can be found to directories, databases, associations, and societies that may be useful for your recruitment.

Office for Diversity, Equity, and Inclusion/Affirmative Action/Resources for Faculty Outreach:
http://diversity.ucsc.edu/eo-aa/aa/faculty_outreach.html