

**RECRUITMENT OF UNCLASSIFIED STAFF
ADVERTISING SOURCES, COSTS, & RESPONSES
Minnesota State University, Mankato
7/1/04 – 6/30/06**

Appendix H

The data on recruitment methods, costs and responses was compiled as follows:

- Advertising sources and costs were taken from individual recruitment plans;
- Responses from applicants on gender, ethnicity, disability, and sources for learning about each vacancy were voluntary using the Supplemental Personnel Data form.

SUMMARY OF 2004-2006 RECRUITMENT COSTS AND RESPONSES					
Advertising Methods	Costs (%)	Total Responses from all Applicants (%)	Minority Applicants (%)	Female Applicants (%)	Disabled Applicants (%)
Publications	\$ 129,043 (82.4)	826 (38.1)	359 (46.8)	321 (36.9)	12 (52.2)
Electronic Media	\$ 18,423 (11.8)	1,145 (52.8)	348 (45.4)	463 (53.2)	8 (34.8)
Mailings	\$ 8,312 (5.3)	20 (.9)	6 (.8)	5 (.6)	0 (0)
Personal Networking	\$ 0 (0)	85 (3.9)	20 (2.6)	45 (5.2)	2 (8.7)
Conferences/Prof Meetings	\$ 345 (.2)	14 (.7)	4 (.5)	3 (.3)	0 (0)
Other	\$ 540 (.3)	9 (.5)	4 (.5)	9 (1.0)	0 (0)
No Indication/Unknown	\$ 0 (0)	68 (3.1)	26 (3.4)	24 (2.8)	1 (4.3)
TOTALS	\$ 156,663 (100%)	2,167 (100%)	767 (100%)	870 (100%)	23 (100%)

BREAKDOWN OF 2004-2006 ADVERTISING METHODS, COSTS AND RESPONSES			
Methods Used	Title or name	\$ Costs	Responses
Local newspapers	Mankato Free Press	5,653	26
	Minneapolis Star Tribune	26,152	18
	St. Paul Pioneer Press	772	0
Publications – general	Chronicle of Higher Education & website	38,343	302
Publications – job specific	AAG (Assn American Geographers)	286	12
	AMS (American Mathematical Society)	720	18
	ASA (American Sociological Assn)	156	13
	ASEE Prism (American Society for Engineering Education)	3,406	38
	Chemistry and Engineering News	3,334	14
	Collegiate Art Association	-	103
	Jobs for Philosophers	134	25
	MLA / JIL (Modern Language Assn/Jobs in Literature)	258	26
	NCAA (National Collegiate Athletic Association)	1,230	74
	Science Journal	4,895	9
Publications	Miscellaneous	36,846	145
Electronic Media - general	Career Chronicles (Chronicle of Higher Education) – see publications		
	HigherEdJobs.com	7,815	313
	MnSCU Employment Opportunities website & bulletin	-	50
	MSU "Employment at MSU"	-	215
Electronic Media – job specific	AAAL job link (American Assn Applied Linguistics)	-	11
	AEA (American Economic Association)	-	37
	AMS (American Mathematical Society)	285	11
	CAA website (College Art Association)	-	22
	FMA (Financial Mgmt Assn)	1,035	64
	H-net (History website)	100	24
	JOE (Jobs for Economists)	1,100	214
	MLA / JIL (Modern Language Assn/Jobs in Literature)	956	32
	SPRENET (Society of Park & Recreation Educators) listserv	-	13
	WOST listserv (Women's Studies)	-	8
Electronic Media	Miscellaneous	7,082	131

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Mailings	Minority institutions – estimated postage	2,712	Unknown
Mailings	Cost of vacancy notices	3,080	
Mailings	Miscellaneous (all costs not submitted)	2,520	20
Personal Networking	Miscellaneous (all costs not submitted)	Unknown	85
Conferences/ Professional Meetings	Miscellaneous (all costs not submitted)	345	14
Telephone	Miscellaneous (all costs not submitted)	540	9
Unknown	No indication		68
Diversity focused advertising sources	Access	-	-
	Asian American Press	100	-
	Diverse	1,235	1
	Hispanic Outlook	2,150	-
	Indian Country Today	90	-
	Insight News	225	-
	Lakota Nation Journal	100	-
	LaPrensa	128	-
	Minority Jobs website	-	-
	Minority Nurse website	-	-
	MN Spokesman Recorder	200	-
	MN Women's Consortium	122	-
	MN Workforce Center	-	-
	MN Womens Press	168	1
	Native American Press	60	-
	Tribal College Journal	70	-
	Women in Higher Education	1,960	-
	National Association of Chicano Studies	150	-
	National Latino Psychological Association	-	1
	AILA (American Indian Library Association) listserv	50	-

NOTE: Some publication ads refer applicants to MSU's employment website and the applicant lists the website as the recruitment source rather than the publication.