BUILDING A DIVERSE APPLICANT POOL

Minnesota State University is committed to the goal of having an ethnically and culturally diverse faculty and staff. In order to increase the number of Black (not of Hispanic origin), Hispanic, Asian or Pacific Islander, and American Indian or Alaskan Native faculty and staff, special recruiting efforts are necessary. It often is said that the pool of women or people of color in a specific discipline is small or nonexistent. While some disciplines do not have women and people of color in large numbers, there is no discipline in which they are totally unrepresented. Specific strategies must be developed for enlarging the pool of applicants to include persons of color, women, and persons with disabilities.

The recruitment plan that is submitted to the Affirmative Action Office and the appropriate vice president or dean must propose activities that actively seek an applicant pool of qualified individuals that includes members of underrepresented groups. When the University, through the Affirmative Action Officer and appropriate official/s, sets a hiring goal for a unit, the special efforts to recruit affirmatively must be exceptionally strong.

International faculty and staff filing for permanent residency will need to present evidence to INS that the university used a national, professional journal appropriate to the discipline when seeking to fill the position. The two key words here are “print advertising” and “national.” Web-only advertising will NOT meet INS or Department of Labor requirements, nor will local or regional advertisements.

It is not feasible to blueprint one recruitment plan that all disciplines or academic units can use with reasonable success because the means of reaching large numbers of qualified applicants differs from discipline to discipline. The following are offered for consideration in the development of recruitment activities. The list of activities is not exhaustive and should be supplemented by ideas generated in the department or program unit to increase the number of qualified candidates in the applicant pool.

a. The key to building an exemplary applicant pool is personal contact. The most effective way to locate prospective applicants, especially people of color, women, and people with disabilities, is to call your colleagues at other colleges/universities. The calls may be difficult but most colleagues enjoy the opportunity to recommend someone and appreciate being seen as a resource for someone's professional advancement. Establish and maintain relationships with schools having quality programs in your profession/discipline and seek their assistance in identifying, first, all persons they know who may be interested in a position like the one that is available and, second, persons of color, women, and persons with disabilities who may be interested. Ask about current students or recent graduates of their program. Each faculty member has at least one alma mater that could be contacted. It is important to keep a log of recruitment calls in order to document recruitment activities (see telephone log sample).
Outstanding applicants often do not apply for advertised positions, but may do so if personally contacted. If potential applicants do not respond to a nomination or a letter of inquiry, telephone them to determine if their reasons for not responding can be addressed and resolved.

The process of recruiting qualified applicants to the applicant pool is an endeavor to enhance the choices available to the University in selecting the successful applicant. Extreme care must be taken during the recruitment process to ensure an implied commitment is not made to the individual being recruited. Applicants personally recruited to the pool will be evaluated on the same basis that individuals who applied on their own initiative will be evaluated.

b. Send Notices of Vacancy to placement services of schools with graduate or professional programs known to prepare well-qualified teachers and scholars in your profession/discipline, including those having high enrollments of minorities and women.

c. Establish and maintain contact with faculty members, unit heads and department chairs in your discipline/program unit at other colleges/universities. Phone or e-mail them to inform them of vacancies; ask their assistance in identifying potential applicants (see telephone log sample).

d. Send Notices of Vacancy together with a cover letter to professionals in the field inviting them to nominate individuals for the vacancy, especially women, people of color, and people with disabilities. Contact nominees promptly and provide application information.

e. Advertise in national or regional professional journals or newsletters of your profession/discipline. Post announcements on web sites of your professional associations.

f. Attend national, regional, or state conventions, conferences, or meetings. Be pro-active in seeking names of individuals who may be interested in a new position. Post job vacancies on announcement boards if possible.

g. Use professional association placement services. Send or e-mail a vacancy notice to committee chairs or association presidents of organizations affiliated with your discipline.

h. The Affirmative Action Office has established a computer mail file of predominantly minority institutions. The first line on each label has deliberately been left blank. When you order labels, you should specify the appropriate administrative unit or department to be printed on the first line—in this way you can direct where the envelope goes when it reaches the institutions on the set of labels. Mailing labels are ordered directly through Office Support Services using Mailfile category number 861 (207 labels).
i. Contact women's caucuses, minority caucuses, or minority or women's professional associations in your discipline or profession.

j. Recruiting sources with specialized readership are:

**NATIONAL PUBLICATIONS / NEWSPAPERS**

Affirmative Action Register  
8356 Olive Boulevard  
St. Louis, MO 63132  
Phone: 314 991-1335  
Fax: 314 997-1788 or 800 537-0655  
E-mail: aareeo@concentric.net  
Website: http://www.aar-eeo.com

Milwaukee Courier & Southeastern Star  
2431 West Hopkins Street  
Milwaukee, WI 53206  
Phone: 414 449-4860  
Fax: 414 449-4872  
E-mail: milwaukeecourier@aol.com  
Website: http://www.milwaukeecourier.org

 Chronicle of Higher Education  
PLACE ADS THROUGH HR OFFICE

Des Moines Register  
PO Box 957  
Des Moines, IA 50304  
Phone: 515 284-8112 or 800 247-5346 X8141  
Fax: 515 284-8103  
E-mail: bmcdonal@dmreg.com  
Website: http://www.desmoinesregister.com

Tribal College Journal  
P.O. Box 720  
Mancos, CO 81328  
Phone: 970 533-9170  
Fax: 970 533-9145  
E-mail: gwynne@tribalcollegejournal.org  
Website: http://www.tribalcollegejournal.org

Diverse (formerly Black Issues in Higher Education)  
10520 Warwick Avenue, Suite B-8  
Fairfax, VA 22030-3136  
Phone: 703 385-2981  
Fax: 703 385-1839  
E-mail: biads@cmapublishing.com  
Website: http://www.diverseeducation.com

Women in Higher Education  
5376 Farmco Drive  
Madison, WI 53704  
Phone: 608 251-3232  
Fax: 608 284-0601  
E-mail: career@wihe.com  
Website: http://www.wihe.com

Diverse (formerly Black Issues in Higher Education)  
10520 Warwick Avenue, Suite B-8  
Fairfax, VA 22030-3136  
Phone: 703 385-2981  
Fax: 703 385-1839  
E-mail: biads@cmapublishing.com  
Website: http://www.diverseeducation.com

Women’s Review of Books  
Wellesley College Center for Research on Women  
106 Central Street  
Wellesley, MA 02481  
Phone: 781 283-2552 or 888 283-8044  
Fax: 781 283-3645  
E-mail: amcclellan@wellesley.edu  
Website: http://www.wellesley.edu/womensreview

Hispanic Outlook in Higher Education  
210 Route 4 East, Suite 310  
Paramus, NJ 07652  
Phone: 201 587-8800  
Fax: 201 587-9105  
E-mail: outlook@sprintmail.com  
Website: http://www.hispanicoutlook.com

National Women’s Studies Association  
University of Maryland  
7100 Baltimore Avenue, Suite 502  
College Park, MD 20740  
Phone: 301 403-0525  
Fax: 301 403-4137  
E-mail: nwsaoffice@nwsa.org  
Website: http://www.nwsa.org

The Lakota Journal  
1321 Concourse Drive  
Rapid City, SD 57709  
Phone: 605 399-1999  
Fax: 605 399-1998  
E-mail: editor@lakotajournal.com  
Website: http://www.lakotajournal.com

(NWSA has many caucuses including: Disability, Jewish Women, Pre K-12 Educators, Women of Color, Women's Centers/Services, etc. There are several task forces including Asian and Asian American, Chicano/Latino, Indigenous and
Native American, Science and Technology, Teacher Education, etc.

REGIONAL PUBLICATIONS / NEWSPAPERS

Access Press
1821 University Ave W, Suite 104S
St. Paul, MN 55104
Phone: 651 644-2133
Fax: 651 644-2136
E-mail: access@accesspress.org
Website: http://www.accesspress.org

Asian American Press
417 University Avenue West
St. Paul, MN 55103-1934
Phone: 651 224-6570
Fax: 651 224-7032
E-mail: aanews@aapress.com
Website: http://www.aapress.com

Circle Newspaper
Minneapolis American Indian Center
PO Box 6026
Minneapolis, MN 55406
Phone: 612 722-3692
E-mail: circlempls@aol.com

Insight News, Inc.
1815 Bryant Avenue N
Minneapolis, MN 55411-3212
Phone: 612 588-1313
Fax: 612 588-2031
E-mail: mwells@insightnews.com
Website: http://www.insightnews.com

LaPrensa de Minnesota
3000 North 2nd Street
Minneapolis, MN 55411
Phone: 612 312-1760
Fax: 612 312-1769
E-mail: marketing@laprensa-mn.com
Website: http://www.laprensa-mn.com

Minnesota Spokesman-Recorder
3744 4th Avenue South
Minneapolis, MN 55409
Phone: 612 827-4021
Fax: 612 827-0577
E-mail: twilliams@spokesman-recorder.com
Website: http://www.spokesman-recorder.com

Minnesota Women's Press
771 Raymond Avenue
St. Paul, MN 55114
Phone: 651 646-3968
Fax: 651 646-2186
E-mail: ads@womenspress.com
Website: http://www.womenspress.com

Minnesota Women's Consortium Newsletter
550 Rice Street
St. Paul, MN 55103
Phone: 651 228-0995
Fax: 651 292-9417
E-mail: info@mnwomen.org
Website: http://www.mnwomen.org

Employment advertisements printed on a space-available basis only; vacancy notices made available for “walk-ins” to review.

Women in Higher Education
Career Connections
5376 Farmco Drive
Madison, WI 53704
Phone: 608 251-3232
Fax: 608 284-0601
E-mail: career@wihe.com
Website: http://www.wihe.com
OTHER RESOURCES
(these have no publications, but they would post or distribute vacancy notices)

Asian/Pacific American Learning Resource Center
University of Minnesota, 185 Klaeber Court
320 16th Avenue SE
Minneapolis, MN 55455
Phone: 612 624-6386
Fax: 612 624-9028

Chicano Latino Learning Resource Center
University of Minnesota, 185 Klaeber Court
320 16th Avenue SE
Minneapolis, MN 55455
Phone: 612 624-6386
Fax: 612 624-9028

Circle of Indigenous Nations
(former American Indian Learning Resource Center)
University of Minnesota, 125 Fraser Hall
106 Pleasant Street SE
Minneapolis, MN 55455
Phone: 612 624-2555
Fax: 612 626-7840
Website:
http://www.mcae.umn.edu/circle/index.html

Multicultural Center for Academic Excellence
(former African American Learning Resource Center)
University of Minnesota, 185 Klaeber Court
320 16th Avenue SE
Minneapolis, MN 55455
Phone: 612 624-6386
Fax: 612 624-9028
E-mail: mcae@umn.edu
Website: http://www.mcae.umn.edu

LOCAL PUBLICATIONS / NEWSPAPERS

Mankato Free Press
PLACE ADS THROUGH HR OFFICE
St. Paul Pioneer Press
Customer Service
345 Cedar Street
St. Paul, MN 55101
Phone: 651 228-5287 (MSU contact is Jill Ross)
Fax: 651 228-5268

Minneapolis Star Tribune
PLACE ADS THROUGH HR OFFICE

l. Use the literature in your field or published abstracts to identify women and
   minority graduate students or post-doctoral candidates. Send announcements or
   contact them or their department.

m. Network with individuals who received their degrees in the Midwest. Often, people
   who have located in other regions have a desire to return to the Midwest.

n. Make recruiting trips to other universities with outstanding programs in your
   discipline/profession, particularly to those that have significant women and
   minority populations.

o. Prepare a recruitment plan in consort with another department or departments
   within your general academic or administrative area. This will aid in controlling
   advertising expenses by combining recruitment activities and may result in
   applications from two people seeking to relocate together.

p. Contact governmental agencies, industrial or business organizations employing
   individuals in your discipline. People currently in nonacademic positions may seek
   to enter or return to academe. Individuals who have taken early retirement from
   their nonacademic employment also are potential applicants.
q. Other potential sources of applicants include predominantly women's colleges; professional women and minorities working at independent research institutions and libraries; women and minority doctoral or terminal degree recipients who are not presently using their professional training; and women and minorities presently candidates for terminal degrees.

r. The Affirmative Action Office has directories of minority and women doctoral recipients. The directories are available on a 48-hour loan basis and are a good resource in identifying potential applicants.

s. If women, people of color and people with disabilities are not in your discipline in significant numbers, efforts should be made to aggressively recruit them as undergraduate and graduate students so the future national pool of faculty applicants will be larger.

t. The Affirmative Action Office will post vacancy notices to the following:
   - MSU web page (Academic & Administrative Vacancies)
   - Higher Ed Jobs online (HigherEdJobs.com)
   - MnSCU Employment Opportunities online & bulletin

u. To help you recruit a diverse applicant pool, you may request that your vacancy notice be sent to the Affirmative Action E-mail list from Higher Ed Jobs online (cost is $65). It will be sent to approximately 46,000 actively recruiting job candidates. Notify the Affirmative Action Office if you wish to do this.