# **Advertising and Outreach Plan**

This document will summarize your plan to publicize your search and recruit candidates. Here are some questions to ask yourself as you put together this plan (adapted from Chronicle of Higher Education, 2016):

* What groups might we tend to miss attracting to our applicant pool and where might we find them?
* Whom can we ask to recommend strong potential candidates that we do not normally attract (especially those who are interested in advancing the mission of our university)?
* Will each committee member contact colleagues seeking recommendations, and then personally invite those potential candidates to apply? If yes, will we reach colleagues and candidates from demographically diverse institutions this way?

**Please list all planned outreach/advertising in the two tables below.**

\*\*\*There may be additional funding for special outreach efforts to diversify applicant pools. Please list and explain those requests in the second half of the Plan.

## **Planned Advertisements/Postings (both paid postings and list-serve dissemination, etc.).**

**Add Cells as needed**

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| --- | --- | --- |
| Placement of Advertising (e.g., name of professional organization or publication) | Contact Information for Posting (information needed for your records about where/how to place ad, web address, etc.) | Associated Cost (if any) |
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**Planned Direct Outreach**

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| Outreach Event | Description of outreach activity (e.g., email, conference/convention booth, meet-and-greet event, in-person presentation, phone call, etc.) | Associated Cost (if any) |
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*Note: The plan above may list general items, but please keep in mind that you will have to provide more complete documentation at the end of the search. For example, the plan might say “contact alumni.” In the materials you submit after the search, you would need to provide a list of all the alums you emailed and the text of the message sent.*

***Optional:***

## **Request for Additional Funding. Requests should not exceed $3,000**

The Office of Faculty Affairs will use the information and budget listed below to evaluate and allocate funds to accomplish the proposed outreach efforts regarding faculty recruitment. Please contact Jill Hargis (jehargis@cpp.edu) with questions. Faculty Affairs is focusing on gender, and racial and ethnic differences -- the core interests of the civil and women's rights movements of the 1960s and at the heart of the subsequent social change in this country -- and on persons with same sex orientation. The rationale for defining the goals narrowly is to focus efforts on three groups that have suffered historically from overt discrimination. Funds are available to be allocated to faculty searches to ensure Cal Poly Pomona has inclusive pools during faculty recruitment.

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| --- | --- | --- |
| Name and Description of Placement of Advertising or Outreach Event. | Explanation of how this effort will diversity the applicant pool in terms of the groups of people described above. | Amount of requested funds  |
|  |  | 3,000 (approved 6/22/22) |
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