



NORTHERN ILLINOIS UNIVERSITY

Affirmative Action and Equity Compliance

Strategies for Broadening the Applicant Pool and "Casting a Wide Net"

- Network with potential candidates during professional and academic conferences and/or professional meetings and encourage them to apply for open positions at NIU.
- Conduct recruiting trips to Universities who graduate diverse BA, MA, and PhD students in the particular area of academic discipline and/or occupation.
- Consult with minority faculty about effective outreach strategies.
- Request faculty and staff to send position announcements to organizations, memberships, universities, associations, list services, and/or professional social media accounts that they hold membership.
- Contact colleagues at other institutions to seek nominations of students nearing graduation, recipients of fellowships and awards, or others interested in a lateral position; making sure to request inclusion of qualified women and minorities.
- Identify qualified junior or mid-level faculty or professionals at other institutions and send job announcements. Personal contacts such as telephone calls and letters addressed to nominees and applicants are more welcoming than a "generic" email or form letter.
- Request Search Committee members to identify the top institutional programs related to the occupation and assign each member an institution to contact.
- Request Search Committee members to contact leadership of diverse professional and academic associations, and special interest groups to publicize the position and encourage interested individuals to apply.
- Place announcements in media sources such as newspapers, journals, and publications aimed specifically at under-represented groups.
- Send announcements and request nominations from departments in Historically Black Colleges and Universities and Hispanic, American Indian and Asian serving institutions.
- Utilize the departments' list serve, on-line discussion groups, and electronic media oriented toward alumni, and under-represented groups to post the position announcement.
- Include in the position description and advertisement language that clearly communicates the University is committed to diversity and values its diverse student body, curriculum, and workforce. (See Language that Engages Underrepresented Candidates in the Recruiting Process for sample wording).
- Refer to the list of Minority and Women Associations, Publications and Job Boards published by AAEC to post the position announcement in diverse media sources.