

## Developing an Effective Recruitment Plan

The hiring official and/or search committee, with the support of Human Resources, is responsible for developing a comprehensive recruitment plan that will generate a broadly diverse pool of qualified applicants. Attention and planning should be directed toward sources that are most likely to reach a wide variety of populations in the profession or academic discipline being advertised. As a federal contractor, the University of Virginia is required to demonstrate that these recruitment and outreach activities are effective in generating a qualified applicant pool that includes individuals with disabilities and protected veterans. Recruitment efforts should be strategic and informed by an evaluation of the effectiveness of prior efforts and sources at generating a qualified pool of applicants for a specific role.

The following can serve as a foundation for developing an effective and inclusive recruitment plan. Open spaces are available for adding to the design. The recruitment plan, and budget (if any) for placing advertisements, should be considered *prior to the posting of the position*.

Checklist for Developing a Comprehensive Recruitment Plan		
<input type="checkbox"/>	Compile the names of faculty/staff who are experts in the profession/field who may be called upon to recruit potential candidates (Internal or External to UVA)	
<input type="checkbox"/>	Identify journals/magazines/online publications read by people in the academic discipline or profession for posting your job advertisement	
<input type="checkbox"/>	Contact those in similar positions/roles for the names of websites they would visit to learn about job opportunities	
<input type="checkbox"/>	Contact relevant professional or community organizations, caucuses, etc.	
<input type="checkbox"/>	Engage in places where people in this academic discipline/profession congregate (e.g., professional meetings, conferences, etc.). Identify who is available to recruit at these venues and prepare standard recruitment materials for distribution by attendees.	
<input type="checkbox"/>	Engage in places where the best people in this academic discipline/profession work (e.g., strong department at other universities, etc.).	
<input type="checkbox"/>	Review the school/unit strategic priorities and generate names of people who are publishing or performing innovative research in those areas, active on association advice boards of relevance, etc.	
<input type="checkbox"/>	Identify department websites or social media on which the job advertisement may be placed, ensuring it is accessible to all who may try to access it	
<input type="checkbox"/>	Engage with career services offices at other universities and institutions (including but not limited to HBCUs, HSIs, MSIs – which enroll	

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	students of all races) which list places students consider in their job search	
<input type="checkbox"/>	Consider ways to solicit recruitment help from alumni and members of the University community	
<input type="checkbox"/>	Look internally at internship or fellowship programs within the university, listservs, or potential applicants suggested by current department members	
<input type="checkbox"/>	Review prior applicant data on how individuals learned of similar positions in the department or at the University at large	
<input type="checkbox"/>	Consider institutional social media accounts or those that are professionally focused among faculty/staff in the school or unit as an outlet	
<input type="checkbox"/>	Review professional/academic association websites to determine if a specialized job board is available	
<input type="checkbox"/>	Distribute the job opening information to all faculty/staff in the school/unit and ask them to distribute to individuals in their networks who may be qualified for the position	
<input type="checkbox"/>	Review the event calendar for the University/School/Unit to determine if there has been a talk, conference, symposium, etc. related to the work of the position and contact the event organizers to determine if an email list of registrants or attendees is available and an option for distributing information.	
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Please be sure to document all recruitment efforts and maintain records such as copies or screenshots of actual advertisements, letters, or emails to other departments, universities, listservs, and participation in job fairs or networking events.