

Recruitment Planning

1) Determine recruitment scope. Consider factors specific to the position and the unit; whether a more qualified and/or diverse applicant pool may be found by searching more broadly, whether a specialized position is likely to attract national or international applicants, or if unit strategies for career development have positioned employees within the unit for a possible promotional opportunity. Given these considerations, determine if recruitment scope is national/international, local/regional, university community only; or campus/college/unit only. Unless there are compelling reasons to do otherwise, national recruiting is required for tenured and tenure-track faculty, continuous and probationary academic professionals and senior administrators.

- **National/international:** Positions are posted on the Employment System and in media sources with readership nationwide and broader. The position is open to internal and external applicants, either national or international. Remember, you may not limit eligibility for a position to U.S. citizens or permanent residents, and may only ask applicants to demonstrate authorization to work in the U.S. by the start date of their appointment.
- **Local/regional:** Positions are posted on the Employment system and are to appear in local or regional media sources. Applicants both internal and external to the University and from any location may be considered.
- **University community:** Positions with a recruitment scope of “University only” are posted on the Employment System with the statement: “This Position is Open to Current U of M Employees Only” displayed at the top of the posting. Positions designated as “University only” are open only to current employees and spouses or partners of faculty and P&A recently hired in last 12 months.
- **Campus/college/unit.** Positions advertised within the unit only are not posted on the Employment System. Current employees in the unit are informed of the opening by the hiring authority and are given an opportunity to apply.

2) Advertise the position.

Contact the following media consultants. Utilizing the services of these media consultants is FREE.

Bayard Advertising, Inc.
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In the case of hiring a foreign national, a labor certification may need to be conducted. If a search is likely to attract foreign national applicants, it is recommended to place at least one ad in a national journal that meets labor certification standards for 30 days. You can contact International Student and Scholar Services for more information on whether a particular advertisement or journal will meet labor certification standards.

3) Active Recruiting. While most positions are publicly posted, the informal exchange of information among colleagues is still one of the most successful practices for identifying applicants in higher education, so long as underrepresented applicants are included. A number of active recruiting suggestions are outlined below.

- Utilize professional and social networks to identify and reach out to qualified and interested applicants who may not be actively reviewing postings.
- Send the full position description to professional organizations asking for referrals.
- Encourage colleagues who will be attending professional conferences or visiting other universities to combine recruiting efforts with their visits.
- Engage local networks of people in related fields at the University or Twin Cities area colleges, corporations, and businesses to see if they know of potential applicants to be contacted.