

# Professional Positions – Outreach Checklist

(includes position titles such as Accountant, Administrative Analyst, Assistant Director, Associate Director, Specialist, Informational Technology Consultant, etc.)

Pro-active outreach is a key method for increasing the overall quality and breadth of your applicant pool and also of increasing the diversity of your applicant pool. Below is a checklist of outreach activities that hiring authorities should use as they launch the search process.

## POSTING THE POSITION

- ✓ The Department of Academic Personnel Services and Human Resources will automatically post your position announcement on the following websites/social networks:
  - CalJobs ([www.caljobs.ca.gov](http://www.caljobs.ca.gov))
  - Craigslist Humboldt ([www.humboldt.craigslist.org](http://www.humboldt.craigslist.org))
  - CSU Careers ([www.csucareers.calstate.edu](http://www.csucareers.calstate.edu))
  - DiverseJobs ([www.diversejobs.net](http://www.diversejobs.net))
  - Higher Ed Jobs ([www.higheredjobs.com](http://www.higheredjobs.com))
  - NorCal Higher Education Recruitment Consortium (HERC) ([www.hercjobs.org/northern\\_california](http://www.hercjobs.org/northern_california))
- ✓ For Professional Positions, hiring authorities should select at least three additional outreach venues: one of these should be diversity-focused; one should be field-specific (professional association); the third should aim to broaden the regional or national scope of the applicant pool (such as The Chronicle of Higher Education or Craigslist Bay Area, Seattle, Portland), as relevant to the position. Note that there may be overlap in the focus of these outreach resources – for example, you may select two outreach resources that are both diversity-focused and field-specific. *If you expect that the position you are hiring will be filled internally, please contact [Jim.Stemach@humboldt.edu](mailto:Jim.Stemach@humboldt.edu) to help determine an appropriate outreach strategy.*
- ✓ At your request, Human Resources will post any online position announcements for you. Hiring authorities are responsible for conducting additional listserve, social network, or email outreach. Lists of possible outreach venues and field-specific professional associations are provided on the Human Resources website ([www.humboldt.edu/hsuhr](http://www.humboldt.edu/hsuhr)).

## ADDITIONAL OUTREACH METHODS

- ✓ Let your professional networks and colleagues at other institutions know about the open position, via email, listserves, and social networks (Facebook, LinkedIn, Twitter, etc.).
- ✓ Review the professional associations affiliated with your field. Consider posting on their job boards, utilizing their resume banks to recruit candidates, or networking about the job via their social networking sites. A few potential associations are included in the outreach resources on the Human Resources website.
- ✓ As relevant, use the field-/position-specific resources provided on the Human Resources website to identify regional or national listserves that can broaden the diversity and reach of your search. For example, if you are hiring for an administrator position in Student Affairs, you might consider joining one or more identity-based [NASPA “Knowledge Communities”](#) in order to post the position to their listserves or social networking sites.
- ✓ Identify conferences of professional associations in your field that would provide opportunities for networking with potential candidates in your discipline, especially the conferences (or caucus sessions within those larger conferences) that might provide access to potential candidates from underrepresented groups.