

Recruitment Strategy for Staff

PSU HR Recruiting Outreach Resources

At Portland State University, we place diversity among our highest values. When choosing where to place your position announcements or make personal networking contacts, consider which under-represented groups you may want to do additional targeted outreach to. Below we have listed several places for local, regional, or national outreach. Individual cost and contact information is accurate for January 2010 but may have changed. For assistance building your outreach strategy, please contact the HR Employment Team.

- PSU HR Website: www.pdx.edu/hr - posting within 2 business days

Strategic Outreach and Networking:

- Personal contact is often the most effective outreach. Network with former coworkers, colleagues, faculty at colleges with related programs, vendors, job seekers (and former job seekers), friends, relatives, and neighbors. Search committees should place special emphasis on contacting former colleagues that have moved to a different university. Some of those universities could be very diverse, and you should not miss the opportunity to connect with a former colleague as a point of reference for your search.
- Alumni associations for colleges and universities with degree programs related to the position you are seeking to fill.
- Industry and trade groups / conferences / professional associations / technical associations / user groups
- Companies and contacts from news articles, press releases, and websites
- Social/Business Networking sites: LinkedIn, Facebook, Twitter – always remember that you represent the University when you are conducting outreach.
- Encourage members of your search team to be willing to contact universities department that correspond with the search and ask them if they would be willing send a copy of your job announcement to members of their staff or graduates that may be interested in applying for the posted position.
- Remember to not be afraid to be creative in your search and outreach for diverse candidates.

Specialty / National / General Online / Print Job Boards

- Chronicle of Higher Education
 - Each of the Chronicle posting costs include a 30-day online posting with two free online categories, additional categories are \$25 each
 - Web-only ad \$260 / Print line ad \$260 plus \$1.10 per word
 - Boxed ad (display ads) \$145 per column inch
- www.HigherEdJobs.com \$155 for up to 60 days, unlimited text
- Adjunct Nation (Academic): www.adjunctnation.com \$150/250 words/60 days
- Inside Higher Ed (Academic): www.insidehighered.com
 - \$195 for 30 days, unlimited text
 - \$995 for 30 days, spotlight option – highlighted on front page 20-30K hits
- Academic Keys (Academic): <http://academickeys.com/>
 - \$195 single position, 4 months
 - \$295 single position, 4 months, emailed to list serve by discipline
 - Post-Doc ads are free, Other packages range from \$395 - \$1495
- Idealist (non-profit): www.idealists.org \$60 per listing
- Non-Profit Times (non-profit): www.nptimes.com
 - In-column ads \$180 + \$1.25/word
 - Display/boxed ads \$106 per column inch - 30-day online posting included
- DICE (High Tech Jobs): <http://www.dice.com>
 - \$459+ 30-day posting - Resume database available
- Career Builder: <http://www.careerbuilder.com/>
 - \$419 per online ad (less if you purchase more postings)
 - Also the search engine for MSN.com, AOL.com & USAToday.com
- Monster: <http://hiring.monster.com/>
 - \$210 – \$395 30-60 day ad - Resume database available

Note: Monster.com bought Hotjobs.com <http://hiring.hotjobs.yahoo.com>

 - Packages can range from \$297 to \$140 per job
- Jobdango: www.jobdango.com
 - \$25 – 950 packages vary - Resume database available
- Scholarly Hires (Academic): www.scholarlyhires.com
 - \$70 - \$3,900 packages vary- Resume database available

National Diversity Outreach

- U.S. Department of Education listings and contact information for Postsecondary Minority Institutions including: HBCUs, High Hispanic Enrollment, Indian Tribally Controlled Colleges and Universities; as well as Hispanic, Alaska Native and Native Hawaiian-Serving Institutions.
 - White House Initiative on Historically Black Colleges and Universities
- U.S. Department of Interior listings and direct web links for contacts at:
 - Tribal Colleges and Universities
 - Hispanic Serving Institutions
 - Historically Black Colleges & Universities
 - Predominantly Black Colleges and Universities
 - Minority Colleges and Universities
- Hispanic Association of Colleges & Universities HACU www.hacu.net
 - University/College/Non-Profit Rate - \$150.00/month
- Historically Black Colleges & Universities HBCU
 - Search the United Negro College Fund UNCF website for HBCUs with graduates in specific disciplines: www.uncf.org/members/membersearch.asp
 - HBCU Community hbcuconnect.com 60-day posting \$249

Online and Local Diversity Outreach

- Partners in Diversity/Say Hey NW
 - A membership has been purchased by PSU, accordingly, postings will be done complimentary <http://www.partnersindiversity.org/programs/sayhey.html>
- PSU Connections: email connections@lists.pdx.edu
- NWColors.com / Colors Careers: www.colors-careers.com
 - \$149 per 30-day Job Posting
- Minority Jobs: www.minorityjobs.net
 - \$99 per 30-day Job Posting - also gives estimated salary comparisons
- Career Exposure: <http://www.careerexposure.com>
 - \$299 per 60-day Job Posting - 3 additional network sites included in fee
 - Career Women, Diversity Search, & MBA Careers
- Local: The Scanner: www.thescanner.com
 - 9 pt font, 1.509" single column, 3.306 double column
 - \$39.50/column inch web OR paper; \$49.50/column inch web and paper
- Local: El Hispanic News: www.elhispanicnews.com*
 - 503-228-3139 X 306 Christopher
 - No online only option – Thursday ads are uploaded to website for 30-days

- \$.89 per word for column print ad (due by Tuesday at 5 pm)
- \$22 per column inch for display ad (due by preceding Friday at 5 pm)
- Local: Asian Reporter: www.asianreporter.com 503-283-4440
 - No online-only option – Tuesday ads are uploaded weekly to website for 14-days; \$20 per column inch due by preceding Friday at 2:00
- Diversity, Inc.: www.diversityinc.com
 - jobsorders@diversityinc.com Veronica 973-494-0506
- Diversity Working: www.diversityworking.com
 - \$1500 for 30-day job posting
- Hire Diversity: www.hirediversity.com
 - \$1900 for 3-month posting with resume database access

Local Online Job Postings

- Craigslist: www.craigslist.org
 - \$25 per category selected – 30-day postings
- Oregon e professional Live (Part of The Oregonian): ahopwood@oregonian.com
 - 7 day posting for \$25, 14 day posting for \$45, 30 day posting for \$85

Mac's List: <http://prichardcommunications.com/mac-s-list.html> \$99 for 30-day job posting