TPE is committed to helping employers recruit a diverse workforce. A more diverse workforce requires creating a more diverse pool of applicants.

A Recruitment Strategy is a plan of action for finding the best possible candidates for your open position. It defines the candidates you want to attract, describes what you're looking for in them, and explains how you intend to recruit them to your team. An ethical and equitable recruitment strategy is rooted in inclusivity and just practices as part of a concerted effort to attract diverse talent, to not only support student success but also to experience inclusive leadership and work environments that offer equitable pathways for maturing and advancing in the field of student affairs.

Know Your Value Proposition and Back it Up
It is important to be reflective and ask questions of your team and organization in order to understand what makes your organization a place people want to work.

Ask
1. What makes your campus a great place to work?
2. What makes your team a great team to join?
3. What makes this role’s contribution to the larger mission and vision an exciting and meaningful opportunity?
4. What makes your geographic location a great place to live?
5. How will an employee grow as a skilled practitioner, competent manager and leader, and how will they achieve their professional goals?
6. How does your compensation & benefits package support workers’ holistic wellbeing?
7. What systems are in place to encourage and nurture inclusivity and belonging for workers?

Then Back It Up!
1. Inventory your staff (diversity), listen to their staff experiences in ref to inclusivity, study your retention data, review exit interviews if permissible
2. Survey your staff on factors that influence workplace wellbeing (testimonials from your peers and staff
3. Reference your Department, Division, and University strategic plan
4. Visit your Local Arrangements office or Chamber of Commerce and gather resources
5. Inventory the professional development offered through your University (HR) and Career Services, assess your managers and leaders on their capacity for transformational leadership, mentorship, and coaching

Leveraging Your Brand

Your Net: A Strong Brand
- Tells candidates why they should choose you over your competition and should be clear and compelling
- Should be reflected on your website, careers pages, job postings, social media
- Can increase your likelihood of hiring aligned talent

Your Net: Intentionality as Your Threads
- Speak to applicants that will see the value of your value proposition where they are:
  - Niche job boards, diversity job boards, industry web pages, online groups, in-person + virtual meetups
  - Send announcements to colleges/schools with programs in the area of interest
  - Obtain lists (e)mail members of professional associations
  - Send to college/university career placement offices
  - Recruit from competitors
  - Attend Career Fairs
  - Consult with/recruit retirees, former employees
Who Can Help You “Go Fishing?”

Employee Referral Program or Strategy

- With employee referrals, organizations can tap into their employees’ networks and access a wider pool of potential candidates. This can lead to a faster and more streamlined hiring process, as referrals tend to result in quicker hiring decisions. Additionally, employee referrals tend to have lower recruitment costs compared to other sourcing methods.
- Referral programs can help organizations attract a more diverse pool of candidates. Employees often have diverse networks, which can bring in candidates from different backgrounds, experiences, and perspectives.

Committee Expectations for Recruiting

- Ensure that search committee members are knowledgeable about your brand and capable of telling the brand story in a compelling way. They should have willingness to share the value proposition in their personal and professional spaces, including niche job boards, industry web pages, online groups, in-person + virtual meetups.

Resources:
- [16 Employee Recruitment Strategies to Attract Top Talent](#)
- [Top 12 Benefits of Employee Referral Programs](#)
- [A Guide to Employee Referral Programs (Plus How To Make One)](#)
- [The Top 29 Job Boards for Diversity Hiring](#)