

**ADMINISTRATIVE & PROFESSIONAL FACULTY PROFESSIONAL DEVELOPMENT**

**WORKING GROUP MEMBERS:**

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- A. D. Gabriel Driver - Graduate Student, CSPA
- Natasha Simone DuMerville - Alumna
- Jessica Hopkins - Financial Aid & Scholarships
- Mia Larsen - Student
- Gail Napora - Director of Talent Development
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- Jeffrey Tang - Associate Dean, College of Integrated Science and Engineering
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- Felix Wang - Director of Center for Global Engagement

**WORKING GROUP CO-CHAMPION**

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**RECOMMENDATION TITLE:** Advertising Funding to Enhance Diverse Applicant Pools

**PROBLEM STATEMENT/ISSUE:**

- Many departments do not possess the funding needed to expand their advertising reach when hiring new employees.
- To diversify an applicant pool, departments may choose to advertise their open positions using specialized electronic and print media specifically to attract a larger number of diverse applicants.
- Human Resources (HR) attempts to cover additional costs that may yield a more diverse applicant pool when departments are unable to do so., but this is more ad hoc than would be ideal. As such, departments do not always know that they can ask HR for assistance with the additional funds to diversify their pools.
- Centralized funding is unsustainable as HR has no funding specifically designated to cover these costs.
- The working group recommends establishing a funding pool that allows HR to pay for additional advertising for departments that are unable to cover the cost due to their own budget constraints.

*Recommendation, Rationale and Success Measures follow on next page*

**WORKING GROUP LEADERSHIP**



Rick Larson,  
Leadership Council



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## **A&P Faculty WG—ADVERTISING FUNDING TO ENHANCE DIVERSE APPLICANT POOL**

### **RECOMMENDATION:**

- The working group recommends that HR be provided with \$5,000 per year to cover advertising costs that cannot be borne solely by hiring departments.
- Based on HR's experience, \$5,000 represents adequate funding and accounts for an increase in requests once the availability of funding is announced. The numbers vary but HR typically spends between \$3,000 and \$4,000 per year on advertising specifically purchased for departments who are unable to afford the cost.
- A formal request process for departments should be included if this recommendation is funded.
- The Implementation Co-champion should seek opinions from key stakeholders to ensure that procedures and parameters are seen as fair and beneficial to those who might require funding. It should also ensure that departments are made aware that this support is available.

### **RATIONALE**

- More advertising tends to equate to larger applicant pools. More advertising targeted toward diverse candidates tends to yield a greater number of diverse candidates. More robust and diverse applicant pools tend to increase the likelihood of diversifying employee ranks at the university.
- Provision of the funding represents an acknowledgment that there is a dollar cost associated with enhancing the diversity of applicant pools.
- This recommendation will make it easier to measure the amount spent to enhance the diversity of our applicant pools.
- This is an intermediate-term recommendation. It is acknowledged that a budget initiative may need to be authored and to do so, it may be necessary to wait until the next budget year to request funding since financial capacity for initiatives submitted during the current process is not known at this time.

### **SUCCESS**

- All allocated funding spent on diverse applicant-targeted electronic and print media is requested and spent each year.
- Targeted advertising yields more diverse applicant pools.
- More electronic and printed medium options are added to the HR diverse recruitment main list of advertising options.