Strategies in Recruiting Minority Faculty
LeMoyne College
Business profile: TAN, Inc,

- Located in Los Angeles, CA (2006)
- Ranked #1 Minority Recruitment Firm for Faculty, Staff, Administrators and Students
- Conducted over 425 regional and campus workshops, including 3 national conferences (Graduate, Faculty & Leadership)
- Worked with 287 academic institutions on diversity strategy
- STEM Academic Advisory Commission (SAAC) w/ NIH
Presidential Snapshot:
Dr. Sonel Y. Shropshire

- Former 10-year Assistant Dean & Faculty Member - Washington College, University of Florida, Stetson University, Texas Wesleyan University, Loyola Marymount University and UCLA

- Member of WH HBCU Initiative - western liaison for academic institutions for minority awareness
What really matters?
Two things, plus one
Consider two things which could attract a minority Faculty Candidate to your institution
Survey says...

- 1st: Support System (mentor program, conducive atmosphere, assistance with professional development, tenure)
- 2nd: Cost (measured also by the cost of living)
- 3rd – Reputation (how the academic program is perceived) prestige and commitment to academic development
Myths of Minority Recruitment...

You can’t have the best of both “worlds” – prestige/diversity

Money overcomes all!

Environment doesn’t matter, it’s reputation that counts

Everyone is in this together…really we are!
HBCU Earmarks: Show me the money

- 238 million for HBCUs
- 94 million for HSIs
- 23 million for Tribal Colleges

Also in the bill:
- -31.5 million (HBCUs)
- -13.5 million (HSIs)

*from the National Science Foundation
Samples of who gets what…

- Bethune Cookman - $333k for School of Nursing
- Tougaloo College – 285K for educational partnerships
- Cal-State Northridge - $570k for teacher and curriculum development
- Univ. of New Mexico – 95k for American Indian Policy and Training Center
- Coppin State University - $285k for urban education program
- Albany State University – 95K for STEM Projects
Creating Feeder Programs

Establishing Relationships with Minority Serving Institutions & Professional Associations
What is a feeder?

• Definition: A direct or indirect relationship with a school and its population (a.k.a. Academic Diversity Pipeline)

• Immediate vs. long term gratification (how many nuts and bolts)
Types of Feeders

Recruitment Rule: Watch for “unconscious” bias

- Historically Black College & University (HBCU)
- Hispanic Serving Institution (HSI)
- Native American Tribal Colleges
- “Home Rule”
- Professional Organizations & Alumni Groups
Historically Black Colleges & Universities (HBCU)

Total HBCUs: 105
- 4-year Public: 40
- 4-year Private: 49
- 2-year Public: 11
- 2-year Private: 5
The Usual Suspects...

- Howard University
- Morehouse College
- Hampton University
- Florida A & M University
- Spelman College
- Ones in your “geographical region”
Inside the numbers

HBCUs comprise 3% of all colleges and universities nationwide

214,000 (16%) of all African-American higher education students

Locations: Mostly Mid-Atlantic and Southeast

NC highest number 4-year/AL - 2 year
HBCU “Cluster” Mentality

- Atlanta, GA
- Charlotte, NC
- Washington, D.C./Maryland
- Nashville, TN

also seek relationships with non-HBCUs with high minority populations
HSIs: Inside the numbers

HSIs represent 6% of all postsecondary institutions and enroll almost 50% of all Latinos in higher education.
The path of exploration

Highest producing areas for Hispanic faculty/staff candidates

**California**
(UC-Irvine, USF, CSU-Northridge, UC-Santa Barbara)

**Texas**
(UTSA, UTEP, St. Mary’s, Texas A&M, Univ. of Houston, UNT)

**Florida**
(FIU, Nova Southeastern, Stetson, Univ. of FL)

**New Mexico**
(College of Santa Fe, St. Johns College, UNM)

Two keys:
Marketing key: Find your recruitment “strike zone”
Make your recruitment “budget efficient.”
Phases of the Feeder

• Phase 1: “Would you be receptive to..”

• Phase 2: Academic material (mailings)

• Phase 3: Invitation and coordination

• Phase 4: Highlight the precedents

• Phase 5: Reinforcement
Who is effective?

• Academic Advisors
• Career Placement Officials
• Department Chairs
• Faculty Members
• Current Student Body
• Recent Graduates
Recap: MSIs Evaluation

- “Life Choice” – the symbolic gesture
- Explore MSI Councils – Committees, Outreach, Conference Presentations
- Host Events: Show your campus/community “value”
- Mentor the inquiry, application, and selection process
- Dedicated “line of correspondence” – chat, blackboard, webpage, email address, etc.
- Beware of the “academic” posting - Human Resources
The message of diversity publications..

- Keep it simple
  - No long paragraphs, bullets & highlights
  - Create separate brochures (various topics)
  - Postcards versus brochures
  - Contact information at least two places
  - Brand marketing *(make it familiar)*

*Key: Use the power of diversity photos*
Channeling toward the website...

- Importance of the website
  - Overall school vs. sections (samples)
  - User-friendly, easy navigation
  - Low on text, high on bullets & boxes
  - Logo on every page – identify department
  - Constantly update information (accurate)
  - Stop the “Contact Forms to Nowhere”
Minority Professional Organizations

- Contact Corporate HR departments (professional development workshops)
- Link with governmental committees, legislative studies, etc.
- Use recruitment databases & campus organizations
- Develop correspondence with internet masses (3-6% return = success)
Minority Professional Organizations: Snippet

Where do I look?

- Diversity in Higher Education Faculty in Illinois Program (DFI)
- Compact for Faculty Development (New England Board of HE)
- Southern Regional Education Board Doctoral Scholars Program
- The Ph.D. Project
- Virginia Tech Minority Academic Opportunities Program
  - (coalition of minority leaders)
The “Conference” Factor

- American Association for Hispanics in Education
- National Black Graduate Student Association 21st Annual Conference
- 12th Annual HBCU Summit
- League for Innovation in Community College
- National Society of Black Engineers
- National Association of International Educators
- American Association of Blacks in Higher Education
- Standard: What is the likelihood……?
The methods: Professional Minority Organizations

- Search engines:
  - Yahoo, Google, Alta Vista, Netscape & others
  - newsletters, discussion boards, minority fundraising websites

- Build your own database – "the 1-hour week project"
The first step....

• Creating Your Own Institutional Model
• Establish a University-wide “value system”
• What is your goal (internal vs. external)?
• Exploration of a Diversity Task Force (DTF)
Diversity Task Force

• **Senior Leadership**
  
  • Deans, Department Chairs and Directors
  
  • “Link to Power” equals actionable
  
  • Spread the opportunity of serving
  
  • Enlist them to “recruit” others and express importance of DTF mission.
  
  • Clearly identify benefits of institutional diversity
Academic Self-Evaluation

- Surveys – what can they accomplish?
- Pressure Gauge – “would you be receptive to….”
- Manner of survey – basic goals! Incentive (if not anonymous survey)
- Provide insight as to why conducting survey?
- **Buzz language** “Enrich the needs of our institution for the benefit of our faculty, staff and students.”
- Show results of the survey – the good and bad!
- See your “competitor’s” data & compare

**Exercise: Sample Survey Questions**