

Recruitment Plan

Centralized Advertising Procedure

A centralized process for placing advertisements is part of the recruitment process. The purpose of the centralized advertising process is to reduce cost, produce more consistent and effective advertising, track applicant responses and the effectiveness of recruitment sources, and attract large, diverse applicant pools. Under this process, Human Resources places advertising in newspapers, The Chronicle of Higher Education, trade and professional journals, and on Internet sites. Additionally, all positions are posted on the FSU electronic employment system.

Each hiring unit continues to do specialty, or “one-on-one” recruitment utilizing media such as radio, television, networking, professional conferences, and mailings to educational institutions that produce graduates relative to the position.

The hiring unit lists any specialty recruiting efforts to be conducted by the hiring unit, including any recruitment sources suggested by Human Resources or Equal Opportunity.

Content of Advertisement

The Hiring Unit has the opportunity to submit or edit ad copy. Minimum information includes the position title, responsibilities, required qualifications, preferred qualifications (if appropriate), the review time (if appropriate), and the application materials required. Certain information may be deleted from the ad copy for cost reduction purposes as long as the context and intent of the ad remain the same. Standard ad information (i.e. Affirmative Action/Equal Opportunity & Diversity statement, FSU web address) will automatically be included in the ad copy. Human Resources will work with the Hiring Unit to determine the format of the advertising.

Any application time period must be long enough to allow applicant responses and should serve the purpose of building a qualified applicant pool.

Applications

All applicants must fill out an application through the FSU electronic employment system. Members of the Hiring Unit may view and retrieve applicant information through the system. Information or materials outside of the electronic employment system is prohibited.

Cost Allocation

Each Hiring Unit is responsible for the cost of its advertising. Before ads are placed, Human Resources gathers and calculates the ad cost information and notifies the Hiring Unit of the projected cost. Human Resources places the ads after receiving approval from the Hiring Unit. Resolution of problems such as insufficient budget dollars are the responsibility of the Hiring Unit.

Good Recruitment Practices

The following are characteristics of successful recruitment.

- Plan ahead by identifying anticipated openings and working in a timely manner to complete hiring process (i.e. get it in high gear and keep it there!).
- Know your target audience by forming “focus groups” with your existing faculty/staff to identify the skills/knowledge you are looking for.
- Write postings/ads with broad requirements that are not too restricting-the bigger the pool the better!
- Advertise on websites targeted to your audience, such as professional organizations or list-serves--where your target audience gets their professional tools.
- Spread the word about your openings within your college/department and solicit referrals from your current faculty/staff.
- Make recruiters out of every employee in your college/department.
- Contact previous valued employees and notify them of your vacancy.
- Attend professional conferences and other non-traditional events where recruiting may be possible.
- MARKET, MARKET, MARKET! Practice good marketing principles by always selling your position, college, and the University. Be prompt and courteous in your correspondence with your applicants. Concentrate on the positives! Be courteous and welcoming during the interview process, as well as informational. Be prepared to answer the question, "Why should I come to work for you?". It is a job seekers' market, so we are selling ourselves as much as the candidate is selling his/herself.
- Do not screen out "not as qualified" candidates; consider possible future openings.
- Once hired, focus on retention. A proper and welcoming orientation, training, and development period leads to retention.

Recruitment and Advertising Tips

DO

- Use clear, communicative language
- Shoot for unique/compelling in 10 words or less
- Sell the job
“Lecturer position in lively Spanish department available for dedicated teacher.”
- Write a letter to the person you want to hire

“The energetic, detail-oriented person who would find satisfaction solving problems and helping out students persevere toward their goals will find a wonderful opportunity with X University. Two aspects of this job will hold great appeal for many:

- Your work will allow you to directly impact the lives of students by supporting them toward securing the means to finance their education.
- Your role will allow you to create meaningful relationships with students who you’ll feel proud to support as they work toward graduation.

Moreover, we believe you’ll appreciate the commitment to work-life balance plus the motivating and teamwork-oriented environment that we enjoy every day. Your college-age dependents can enjoy as well, since their education, like yours, is free while you’re employed with us.”

Figure 1

DON'T

- Don’t abbreviate
- Don’t use cryptic jargon obscure to anyone outside your institution
- Don’t say it with numbers
“SUP SPEC I-09076 Program Director, MEED”
- Don’t try to sell with data

“Position Title: Program Director, MEED Program
Position ID: 3667302
Grade: 16
Salary: \$51,370-\$80,580
FLSA: Exempt- Not Eligible for Overtime Compensation
Location: Wolfson Campus
Reports to: School Director
Closing Date: Open Until Filled

The Program Director, MEED (Microcomputer Education for Employment of the Disabled) is responsible for planning, staffing, directing, funding, and ensuring accessibility to the MEED Program’s services.
This individual is also responsible for outreach to local employers and community organizations.”

Figure 2

To write successful ad copy, use the following phrasing:

- 👉 “To succeed in this role, you’ll need...”
- 👉 “You’ll have the opportunity to...”
- 👉 “If this sounds like the job for you...”

Avoid using the following phrases:

- 👉 “Qualifications”
- 👉 “Responsibilities”
- 👉 “Application Procedures”

Recruitment by Job Type

Posn Code	Position Type	Position Definition	Search Type
101	Executives - General	High level administrative personnel who set broad business operations policy, exercise overall responsibility for execution of these policies and direct several departments or phases of the University's business operations. Includes: President, non-academic Vice Presidents, General Counsel, Executive Directors, and similar positions.	National
102	Executives - Academic	High level administrative personnel who set broad academic policy, exercise overall responsibility for execution of these policies and direct several academic departments or phases of the University's academic operations. Includes: Vice President for Academic Affairs and Deans.	National
103	Executives - KCAD/FSU-GR	High level administrative personnel at Kendall College of Art and Design and FSU-Grand Rapids who set broad business operations and academic policy, exercise overall responsibility for execution of these policies and direct several departments or phases of the University's business operations. Includes: Chancellors, Vice Chancellors and similar positions.	National
201	Faculty - Academic Counselors	Occupations requiring faculty members whose primary responsibilities include advising students on academic matters. Includes: Educational Counselors, Admissions Counselors, and various professor ranks whose responsibilities are as described above.	National
202	Faculty - Allied Health	Full-time faculty members whose primary responsibilities are within the College of Allied Health Sciences. Includes; instructors and professors of all ranks.	National
203	Faculty - Arts & Sciences	Full-time faculty members whose primary responsibilities are within the College of Arts & Sciences. Includes; instructors and professors of all ranks.	National
204	Faculty - Business	Full-time faculty members whose primary responsibilities are within the College of Business. Includes; instructors and professors of all ranks.	National
205	Faculty - Education	Full-time faculty members whose primary responsibilities are within the College of Education. Includes; instructors and professors of all ranks.	National
206	Faculty - Optometry	Full-time faculty members whose primary responsibilities are within the Michigan College of Optometry. Includes; instructors and professors of all ranks.	National

207	Faculty - Pharmacy	Full-time faculty members whose primary responsibilities are within the College of Pharmacy. Includes; instructors and professors of all ranks.	National
208	Faculty - Technology	Full time faculty members whose primary responsibilities are within the College of Technology. Includes; instructors, program coordinators and professors of all ranks.	National
209	Faculty - Library	Full time faculty members whose primary responsibilities are within the Library. Includes: Librarians and professors of all ranks.	National
210	Faculty - Temp/FT	Full time faculty members whose employment is for pre-determined limited duration (usually one to two years), in all of the various colleges of the University.	National
211	Faculty - SupFac/1SFT	Full-time faculty members whose employment is for one semester in all of the various colleges of the University.	No posting/ad requirement
212	Faculty - SupFac/1SPT	Part-time faculty members whose employment is for one semester in all of the various colleges of the University.	No posting/ad requirement
213	Faculty - SupFac/Other	Non-credit producing academic employees whose employment is for one semester. Primary responsibilities may include advising and assisting students facing academic challenges, or special research projects.	No posting/ad requirement
214	Faculty - Half time	Full-time faculty members whose responsibilities are limited to a half-time schedule.	No posting/ad requirement
215	Faculty - University College	Full-time faculty members whose primary responsibilities are within University College. Includes; instructors and professors of all ranks.	National
216	Faculty - KCAD / Full-time	Full-time faculty members whose primary responsibilities are within the Kendall College of Art and Design. Includes; instructors and professors of all ranks.	National
217	Faculty - KCAD/Adjunct	Part-time faculty members whose employment is for one semester with the Kendall College of Art and Design.	No posting/ad requirement
218	Faculty - CPTS/Adjunct	Part-time faculty members whose employment is for one semester with the FSU-GR College of Professional and Technological Studies.	No posting/ad requirement
301	Student Affairs Professionals	Administrative occupations in Student Affairs that require college graduation or experience of such kind that provides a comparable background. Includes: Directors, Assistant Directors, Registrar, and Admissions Officers.	National

302	Business Professionals	Administrative occupations in business operations that require college graduation or experience of such kind that provides comparable background. Includes: Directors, Managers, Assistant Directors, Project Coordinators, Accountants, Lawyers, Engineers, and Architects.	Regional
303	Athletics Professionals	Occupations engaged primarily in the area of University Athletics and having professional responsibilities for students. Includes: Coaches, Assistant Coaches, Athletic Trainers and Coordinator of Sports Medicine.	National
304	Public Safety Professionals	Occupations in law enforcement requiring two or more years of post-high school education and/or training, and certification, or ability to be certified. Includes: Public Safety Officers, Detectives and Shift Commanders.	Regional
305	Health Services Professionals	Occupations requiring graduate level education in a specific field of health, whose primary responsibilities are the delivery of health services. Includes: Pharmacists and Physicians.	Regional
306	Academic Affairs Professionals	Occupations involving administration of academic matters that require college education or experience. Includes: academic Department Heads, and Program Directors.	National
307	Counseling Professionals	Occupations requiring graduate education in counseling or psychology and state licensure to practice profession. Includes University Counselors.	National
308	Support Para-Professionals	Workers of relatively high skill level having a thorough and comprehensive knowledge about the processes involved in their work which can be obtained through two to four years of post high school education or through equivalent on-the-job training. Includes: Specialists, Coordinators, Staff Systems Accountants, Coordinators and Managers of particular business functions, and Executive Assistants.	Regional
309	Professionals - KCAD/FSU-GR	Administrative occupations at Kendall College of Art and Design and FSU-Grand Rapids that require college graduation or experience of such kind that provides a comparable background. Includes; Directors, Assistant Directors, Registrar, Admissions Officers, Counselors and Librarians.	National
310	Support Para - Professionals - KCAD/FSU-GR	Occupations at Kendall College of Art and Design and FSU-Grand Rapids with relatively high skill level and having a thorough and comprehensive knowledge about the processes involved in their work which can be obtained through two to four years of post high school education or through equivalent on-the-job training. Includes Specialists, Coordinators and Managers of particular business functions, and Executive Assistants.	Local

401	Supervisors and Managers	Occupations requiring either college, junior college or technical school graduation, or experience of such kind as to provide comparable background of knowledge of their work. Responsibilities include the supervision or management of people involved in or a function related to business operations, student (non-academic) support, or facilities support. Includes Supervisors, Managers and Superintendents.	Regional
402	Hall Directors	Workers who have some college education and are primarily responsible for supervision of residence halls.	National
501	Technician - Non Union	Workers of relatively high skill levels having a thorough and comprehensive knowledge of processes involved in their work which can be obtained through two to four years of post high school education or through equivalent on-the-job training. These are non-union occupations dealing with technology. Includes: Specialists, Technicians, Technology Coordinators, Programmers, Graphic Designers, and Systems Coordinators.	Regional
502	Technicians - Health Services	Workers of relatively high skill levels having a thorough and comprehensive knowledge of processes involved in their work which can be obtained through two to four years of post high school education or through equivalent on-the-job training. These are non-union, health services positions. Includes: Clinical and Laboratory Technicians and Managers.	Regional
503	Technicians - Union	Workers of relatively high skill levels having a thorough and comprehensive knowledge of processes involved in their work which can be obtained through two to four years of post high school education or through equivalent on-the-job training. These are union positions dealing with technology. Includes Technicians.	Regional
504	Nurses	Workers of relatively high skill levels having a thorough and comprehensive knowledge of processes involved in their work which can be obtained through two to four years of college education. These are union positions providing health services.	Local
601	Clerical - Administrative	Non-union workers who perform clerical-type work, of varying degrees of difficulty: Includes: Assistants, Legal Secretaries, Receptionists, Administrative Secretaries, Executive Secretaries.	Local
602	Clerical - Union	Union workers who perform clerical-type work of varying degrees of difficulty. Includes: Clerks, LIS Assistants, Secretaries, Operators, Assistants, Dispatchers and Specialists.	Local
701	Skilled Trades	Unionized manual workers of relatively high skill levels having a thorough and comprehensive knowledge of the processes involved in their work. Includes: Apprentices, Journeymen, and Master trades people.	Regional

801	Service - Union	Unionized workers in non-protective service positions. Includes: Food Service workers, custodial positions and grounds positions.	Local
802	Service - KCAD/FSU-GR	Workers in non-protective service positions at Kendall College of Art and Design and FSU-Grand Rapids. Includes; Custodial positions.	Local
901	Part-time Clinical Associate	Professionals who supervise students in clinical settings.	Regional
902	Part-time Clerical	Part-time employees who perform clerical-type work of varying degrees of difficulty.	Local
903	Part-time Technicians	Part-time workers of relatively high skill levels having a thorough and comprehensive knowledge of processes involved in their work which can be obtained through two to four years of post high school education or through equivalent job knowledge.	Local
904	Part-time Support Professional	Part-time workers of a relatively high level of skill having a thorough and comprehensive knowledge about the processes involved in their work that can be obtained through two to four years of post high school education or equivalent on-the-job training.	Local
905	Part-time Service	Part-time workers who provide non-protective services. Include: Food service, custodial and grounds workers.	Local
906	Full-time Temporary Administrative/Support	Full-time temporary employees in any University department whose assignment is for a specific, temporary period of time (usually one to two years at a time). Includes full-time temporary; administrative and administrative support. Does not include faculty.	Regional
907	Part-time Professionals	Part-time occupations that require college graduation or experience of such kind that provides a comparable background. Includes part-time; physicians, lawyers, directors, counselors, engineers, project coordinators, coaches, managers, and accountants.	Local