

STATE UNIVERSITY of NEW YORK at BROCKPORT
Guidelines for Managing Advertising and Recruiting Costs
Attachment B

Total recruitment costs should be limited to:

- \$2,000 for non-teaching professional searches (Only line ads will be approved for print media for these searches)
- \$3,000 for faculty searches
- \$5,000 for Assistant Directors, Chairs
- \$8,000 for Deans, Directors, Assistant Vice Presidents, Vice Presidents

***Travel and hotel costs are only paid by the College for national searches*

List of recommendations to help search committees effectively manage recruitment costs:

1. Utilize omnibus ads whenever possible to capitalize on economies of scale.
2. Advertise all national searches in *The Chronicle of Higher Education*, *Diverse Issues in Higher Education* (formerly *Black Issues in Higher Education*) and *Hispanic Outlook* in omnibus format whenever possible.
3. Regional searches should be advertised in *NY Times* online and *The Chronicle* online. Local searches should be advertised in *Democrat and Chronicle* online (through career builder, \$389 per job) versus placing print ads.
4. Utilize online advertising whenever possible, i.e. Chronicle online (\$250/vacancy) and www.higheredjobs.com (\$145/vacancy)
5. The college has purchased job packs from www.higheredjobs.com (\$1995 for 12 months, unlimited postings) and www.careerbuilder.com (\$1299 for 4 jobs) to maximize savings.
6. Each department should advertise in one print journal of their specialization. For other targeted recruitment, search committees should make use of listserves.
7. Limit number of on campus interviews to three for all national searches. More local candidates may be invited. Telephone interviews should be conducted with candidates to ascertain their interest level in the position before scheduling on campus interviews.
8. House all candidates at the Victorian Inn (\$50-\$75 per night) or Holiday Inn Express (\$75-\$100 per night).
9. Use online travel services to minimize hotel costs.
10. Use more online recruiting sources, which are generally less expensive than print ads. For national searches, www.chronicle.com and www.nytimes.com (\$325 for 28 days) are less expensive than print counterparts.

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11. SUNY Brockport has an employer profile at the following link on the Chronicle's site:
<http://chronicle.com/jobs/profiles/2551.htm?pg=i>. This takes applicants directly to the Brockport homepage or the vacancy pages.
12. Advertise unlimited vacancies on www.higheredjobs.com for \$1995 for 12 months versus \$145 for each individual search choosing to post their ads on that site.
13. For local searches, the best recruiting sources are Democrat and Chronicle and Buffalo News, which range from \$1,000-3,000 dollars per ad. Since we post the full vacancy announcement on our website at www.brockport.edu/hr/vacancies/, departments should shorten their ads and refer applicants to our website for more details about the position. Display ads should only be run for positions at the Assistant Director/Chair level or higher.
14. All print ads should be placed through Graystone Group Advertising. The college receives a 15% discount for advertising in the Chronicle, D&C, Buffalo News, Syracuse Herald, Black Issues, Hispanic Outlook, Affirmative Action Register, etc.