
How to Build a Diverse Applicant Pool With Effective Advertising

- Advertise in a variety of media
- Request names of potential candidates from women and minorities at your institution and at institutions with strong graduate programs for women and minorities in your discipline.
- Ask women and minority caucuses within relevant professional and academic associations for the names of potential candidates. It would be beneficial to maintain ongoing communications with these caucuses on a broad range of issues.
- Contact professional organizations, associations, and agencies that have a job referral service.
- Use a personal approach in recruiting candidates. Phone promising candidates and encourage them to apply. Consider encouraging women and minorities who have held part-time or temporary positions at the university.
- Always include statements on a department's commitment to affirmative action on all your advertisements and web sites.
- For some positions you may want to include web advertising to enlarge your pool of applicants. Be sure to include sites targeted to women and minorities.

Contact Information for Local Newspapers

The Eagle	advertising@theeagle.com
The Houston Chronicle	www.chron.com/class/jobs
The Austin American Statesman	www.statesman.com/classifieds/content/classifieds/index.html

Minority Vita Banks/Registry

Association of American Colleges and Universities (AACU)

<http://www.aacu.org>

Committee on Institutional Cooperation (CIC)

<http://www.cic.net/home.aspx>

The Minority & Women Doctoral Directory

<http://www.mwdd.com>

National Minority Faculty Identification Program

<http://www.southwestern.edu/natfacid>

Women in Higher Education

<http://www.wihe.com>

Newsletter/Journal Advertisement

The Black Scholar

<http://www.theblackscholar.org/index.htm>

INSIGHT Into Diversity

www.insightintodiversity.com

The Chronicle of Higher Education

<http://chronicle.com>

Hispanic Web Links

<http://oeop.larc.nasa.gov/hep/hep-links.html>

The Hispanic Outlook in Higher Education

<http://www.hispanicoutlook.com/about.html>

Black Issues in Higher Education

http://findarticles.com/p/articles/mi_m0DXK/

Texas Association of Chicanos in Higher Education (TACHE)

<http://www.tache.org>

Women's Colleges and Universities

Agnes Scott College

www.agnesscott.edu

Immaculata College

www.immaculata.edu

Bay Path College

www.baypath.edu

Bryn Mawr College

www.brynmawr.edu

Rosemont College

www.rosemont.edu

Cedar Crest College

www.cedarcrest.edu

Harcum College

www.harcum.edu

Smith College

www.smith.edu

College of Saint Mary

www.csm.edu

Saint Mary-of-the-Woods College

<http://www.smwc.edu>

Texas Women's University

www.twu.edu

Hood College

www.hood.edu

Hollins University

www.hollins.edu

Brenau University

www.brenau.edu

Randolph-Macon Women's College

www.rmc.edu

Mount Holyoke College

www.mtholyoke.edu

Chatham College

www.chatham.edu

Simmons College

www.simmons.edu

Russell Sage College

www.sage.edu

Georgian Court College

www.georgian.edu

Wellesley College

www.wellesley.edu

Colleges Historically Awarding Large Number of Doctoral Degrees to Hispanic Students

The University of Texas at Austin

<http://www.utexas.edu>

University of California-Los Angeles

<http://www.ucla.edu>

Arizona State University-Main Campus

<http://www.asu.edu>

University of Southern California

<http://www.usc.edu>

Harvard University

<http://www.harvard.edu>

University of New Mexico

<http://www.unm.edu>

University of Michigan

<http://www.umich.edu>

University of California

<http://www.ucsb.edu>

University of California-Berkely

<http://www.berkeley.edu>

Samford University

<http://www.samford.edu>

University of Miami

<http://www.miami.edu>

Nova Southeastern University

<http://www.nova.edu>

Texas A&M University

<http://www.tamu.edu>

University of Wisconsin Madison

<http://www.wisc.com>

University of Arizona

<http://www.arizona.edu>

University of Illinois-Urbana

<http://www.uiuc.edu>

New York University

<http://www.nyu.edu>

University of Houston

<http://www.uh.edu>

Historically Black Colleges

Spelman College
www.spelman.edu

Vassar College
www.vassar.edu

Emory University
www.emory.edu

Alabama A&M University
www.aamu.edu

Alcorn State University
www.alcorn.edu

Morehouse College
www.morehouse.edu

Howard University
www.howard.edu

Stanford University
www.stanford.edu

Alabama State University
www.alasu.edu

Barber-Scotia College
www.b-sc.edu

Bluefield State College
www.bluefield.edu

Bethune-Cookman College
www.bethune.cookman.edu

Clark Atlanta University
www.cau.edu

Cheyney University
www.cheyney.edu

Bennett College
www.bennett.edu

Bowie State University
www.bowiestate.edu

Claflin College
www.claflin.edu

University of District of Columbia
www.udc.edu

Fort Valley State University
www.fvsu.edu

Grambling State University
www.gram.edu

Jackson State University
www.jsums.edu

Concordia College
www.concordiacollege.edu

Edward Waters College
www.ewc.edu

Fisk University
www.fisk.edu

Harris Stowe State College
www.hssu.edu

Dillard University
www.dillard.edu

Elizabeth City State University
www.ecsu.edu

Florida Memorial College
www.fmuniv.edu

Houston-Tillotson College
www.htc.edu

Kentucky State University
www.kysu.edu

Langston University
www.lunet.edu

Lincoln University
www.lincoln.edu

University of Maryland
www.maryland.edu

Morgan State University
www.morgan.edu

N. Carolina A&M State University
www.ncsu.edu

Paine College
www.paine.edu

Livingstone College
www.livingstone.edu

Meharry Medical College
www.mmc.edu

Morris Brown College
www.morrisbrown.edu

N. Carolina Central University
www.nccu.edu

Paul Quinn College
www.pqc.edu

Mississippi Valley State University
www.mvsu.edu

Norfolk State University
www.nsu.edu

Oakwood College
www.oakwood.edu

Philander Smith College
www.philander.edu

Prairie View A&M University
www.pvamu.edu

Shaw University
www.shawuniversity.edu

Southern University at New Orleans
www.suno.edu

Tennessee State University
www.tnstate.edu

Texas Southern University
www.tsu.edu

Virginia State University
www.vsu.edu

Rust College
www.rustcollege.edu

S. Carolina State University
www.scsu.edu

Talladega College
www.talladega.edu

Tougaloo College
www.tougaloo.edu

Wilberforce University
www.wilberforce.edu

Saint Augustine's College
www.st-aug.edu

S. University and A&M College
www.subr.edu

University of Virgin Island
www.uvi.edu

State Professional Diversity Organizations

Bryan/College Station Professional Organizations:

American Business Womens Association (ABWA)

Bryan/College Station Chapter
President – Rilene McCord
President@abwabcs.org

Texas A&M Women’s Club, Inc.

P.O. Box 9175
College Station, TX 77845-9175
(979) 695-8553

National Association for the Advancement of Colored People - NAACP

3203 Bethany Drive
Bryan, TX 77803-0801
(979) 778-9974

Deaf Council of Brazos Valley

219 N. Main, Suite 405
Bryan, TX 77803
(979) 822-3323
dcdv@txcyber.com

Women’s Professional Organizations

The Association for Women in Communications (AWC) – Texas

Austin Chapter
Andrea Exter
(512) 478-7386 ext 112
aexter@texasarchitect.org

Dallas Chapter
Erin Stafford
(214) 385-9010
awcdallas@gmail.com

Fort Worth Chapter
Camille Keith
(214) 792-4127
ckeith@wnco.com

Lubbock Chapter
Dawn Moreno
(806) 742-3385
dawn_moreno@ttu.edu

San Antonio Chapter
Mary Anthony
(210) 508-0621
maryant@sbcglobal.net

North Texas Women's Business Development Center Inc. (NTWBDC)

1402 Corinth Street, Suite 1536
Dallas, TX 75215-2111
(214) 428-1177
women@onramp.net

Business and Professional Women, Texas

803 Forest Ridge, Suite 104
Bedford, TX 76022
(817) 283-0862

American Society of Women Accountants

Austin Chapter
President – Lilian Aaron
(512) 267-2277
lilian@basi-usa.com

Fort Worth Chapter
President - Jeanine Smith CPA
(817) 332-7905
jasmith@waverandtidwell.com

Houston Chapter
President – Kristi DeNardo
8810 Lady Laura Ln.
Richmond, TX 77469
(832) 595-5587
president@aswahoutston.org

Black Professional Organizations

Black Data Processing Associates (BDPA)

Houston Chapter
BDPA Houston Chapter
P O Box 1266
Missouri City, TX, 77459

Dallas Chapter
BDPA Dallas Chapter
P O Box 815783
Dallas, TX, 75381

National Association of Black Accountants – Texas

Austin - Central Texas Chapter
Ms. Daphne Jimerson
PO Box 142572
Austin, TX 78714
(512) 366-0483
djimer68@aol.com

Dallas – Fort Worth Chapter
Ms. Shannon Tisdale
PO Box 1787
Dallas, TX 75221
(972) 796-5708
Shannon.Tisdale@eds.com

Houston Chapter
Ms. Benetta Gainer
2620-D.S. Shepherd Dr #612
Houston, TX 77071
(713) 324-7332
nabahouston@yahoo.com

National Black MBA Association

Dallas - West Chapter
P O Box 797174
(214) 853-4497

Houston – West Chapter
P O Box 56509
Houston, TX 77256
(713) 866-6573

National Coalition of 100 Black Women, Inc.

Houston Chapter
P O Box 273071
Houston, TX 77277-3071
(832) 473-6613
ncbw_houston@yahoo.com

National Association for the Advancement of Colored People – NAACP

Houston Chapter
2002 Wheeler Ave
Houston, TX 77004
(713) 526-3389

Dallas Chapter
PO Box 764344
Dallas, TX 75376
(214) 412-9006

Hispanic Professional Organizations

National Society of Hispanic MBA's

Austin Chapter
NSHMBA – Austin Chapter
P O Box 81856
Austin, TX 78708
General@austin.nshmba.org

Dallas - Fort Worth Chapter
NSHMBA – Dallas-Ft. Worth Chapter
305 Serenade St.
Eules, TX 76039
General@dfw.nshmba.org

Houston Chapter
NSHMBA – Houston chapter
PMB 299, 1302 Waugh Drive
Houston, TX 77019-3908
General@houston.nshmba.org

San Antonio Chapter
NSHMBA – San Antonio Chapter
P O Box 461204
San Antonio, TX 78246-1204
(210) 273-3960
general@sanantonio.nshmba.org

National Hispanic Business Association

TAMU Chapter
President – Lucia Rodriguez
(979) 693-8303
lucia2002@tamu.edu

Association of Latino Professionals in Finance and Accounting

Austin Chapter
President – Manny Espinoza
9390 Research Blvd.
Bldg 1, Suite 230
Austin, TX 78759
(512) 479-0000
ceo@national.alpha.org

Dallas Chapter
President - George Sandoval
Paragon Reinsurance Risk Management Services
500 North Akard, Suite 4500
Dallas, TX 75201
(214) 756-7818

Houston Chapter
President – Juan M. Padilla
Mir, Fox & Rodriguez, P.C.
One Riverway, Ste. 1900
Houston, TX 77056
(713) 353-8216

League of United Latin American Citizens

Membership Services
201 East Main, Suite 605
El Paso, Texas 79901
(915) 577-0726

Links to Diversity Literature

Publications contained in Links to Diversity Literature are not necessarily endorsed by Texas A&M University but serve only as resource literature on diversity publications and web sites.

Resources for Workplace Diversity

www.ilr.cornell.edu/library/research

Selected, annotated list of compelling and useful publications and web sources compiled as a joint effort between Cornell University and The National Conference for Community and Justice.

Developing Multicultural Interviewing Skills: Interviewing Candidates From Diverse Backgrounds

http://www.diversitycentral.com/diversity_store/index.php

By Jim Kennedy, Anna Everest

During the next decade, approximately 85% of new workers will be female, Asian, African-American, or Hispanic. This article gives practical suggestions on how to interview diverse applicants and to seek out all the available strategies that will bring the

institution the manpower in the years to come. Available in print or on the web - fee required.

Recruitment: Getting Out of the Reactive Mode

http://www.diversitycentral.com/diversity_store/search.php

By Lee Gardenswartz and Anita Rowe, Ph.D.

Methods for taking a reactive stance in recruitment of minorities.

Available in print or on the web - fee required.

“Conducting” Multicultural Teams: Potential Jazz

http://www.diversitycentral.com/diversity_store/search.php

By Lee Gardenswartz and Anita Rowe, Ph.D.

Teams are the instruments of change in learning organizations. Ideas on how to synchronize a multicultural team in purpose and harmony. Available in print or on the web – fee required.

What are Some Strategies for Recruiting and Retaining a Diverse Workforce?

<http://www.shrm.org/diversity/default.asp?page=recruitretain.htm>

Ideas to consider when trying to recruit and retain a diverse workforce for your organization. These strategies are listed by the Society for Human Resource Management, SHRM, and reproduced with permission from The Multicultural Advantage and from Cross Cultural Communications.

10 Tips to Improve Diversity Retention

By Tracey L. Minor, The Multicultural Advantage

<http://www.multiculturaladvantage.com/contentmgt/anmviewer.asp?a=12&z=26&isasp=>

In the future only 15% of entrants into the workforce will be White men. How to align your strategy to attract and retain the remaining 85% of the workforce.

A “Colorful” Approach to a More Colorful Workforce

By H. Martin De-Campo, Electronic Recruiting Exchange

<http://www.ereexchange.com/articles/db/F6B3A4D43F9741DAAA11425C98828E7D.asp>

Outlines four steps institutions need to take to successfully deploy a diversity staffing strategy.

Diversity Web

By the Association of American Colleges and Universities

<http://www.diversityweb.org/index.cfm>

Comprehensive collection of campus practices and resources about diversity in higher education.