

Preparing the Ad

A job announcement/advertisement is usually written in brief summary statements, highlighting key components of the position to attract candidates. When developing a job announcement/advertisement, one should keep in mind general rules of advertising. Generally speaking, a job announcement/advertisement should be written with the idea of attracting interest and creating a desire for persons to apply for the position.

Referencing one or more web sites where the full position description and/or other information about the university are located is highly recommended.

In addition to writing summary statements about the position, the announcement/advertisement must also include the following items:

- Date of beginning of review or deadline for receipt of applications
- Contact person, address, and email
- Materials needed to apply for the vacancy and a request for the names of references or reference letters
- The UMW equal opportunity/affirmative action statement

Alternatively, an abbreviated ad format may be used when space is at a premium. Candidates are provided with minimal information and directed to a website with a more detailed job description.

Suggestions for Establishing “Required” and “Preferred” Qualifications

All faculty positions require a particular terminal degree and area(s) of research or expertise. Faculty positions will also have a set of additional expectations, some required and some preferred. Below is a list of attributes often described as being important in a “faculty member of the future.” Not all attributes will relate to every instructional faculty position in the university, no position will be expected to embody all these qualities nor, does every attribute relate to the needs and vision of every department. However, this list can serve as a starting point for search committees to consider when setting out the “required” and “preferred” qualifications they are seeking in their new instructional faculty colleagues.

Some language to consider, depending upon whether the search is for a junior or senior faculty hire, might be: “demonstrated ability to...” “demonstrated commitment to...,” “history of...,” “experience in...,” “show evidence of...,” “presence in...,” “show potential for...,” “demonstrate an understanding and appreciation of...,” “have an interest in...,” etc. Some ideas follow:

Faculty Search Procedures

Best Practices: The AD

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- excellence in teaching as demonstrated by...
- excellence in research as demonstrated by...
- history of collaboration with colleagues on and off campus
- experience reaching out to business, industry and government agencies
- ability to articulate a coherent research agenda and to identify potential funding sources to support such research
- examples of interdisciplinary approaches to research and/or teaching
- examples of student accomplishments and/or collaborations with students on research, creative work, or other projects
- presentation-of-work in various venues and media, including electronically/web based or multimedia formats
- quality of the contributions she/he is likely to make to the University, the discipline, to education in the discipline, to the benefit of the general public
- experience, willingness, and ability to work with emerging academic technologies in the discipline/field and in undergraduate or graduate courses of study experience in service learning
- experience in working with students in academic and/or career advising; placement in internships and coops; interest in students' professional preparation
- experience in or desire to work with a student body that is diverse with respect to socio-economic status, race, gender, ethnicity, and other dimensions
- ability to integrate multicultural perspectives into the curriculum and pedagogy
- sensitivity to issues of diversity and inclusion in the campus community
- ability to be a good departmental, college, and university citizen; evidence/examples of collegiality