

**Emphasize.** What aspects of the position are likely to attract people from identity groups you have missed before?

- Identify and describe needs/opportunities for the person in this position to connect with historically underrepresented or under-served communities;
- Highlight position, unit, and community features *beyond* just those that will appeal to the “dominant culture”.

**Consider.** What is the *current* context at the university and in the hiring unit—what is new, what is changing, what is challenging, what is exciting, what is needed to realize our vision?

What is the present context for *diversity, equity and inclusion* at UO and in the hiring unit—what is new, what is changing, what is challenging, what is exciting, what is needed to realize our vision?

How is diversity related to the work of the position? For example,

- a. Will the appointee interact with a diverse group of colleagues, students, stakeholders, clients, and/or customers?
- b. Will the appointee engage in job duties that are directly or indirectly related to diversity and inclusion?
- c. How frequently will the appointee need to understand and work respectfully/effectively with multiple aspects of human difference? In what kinds of situations?
- d. What skills will the appointee need to perform the diversity-related work of the position?

#### Sample Language for Job Ad.

*Note: Diversity language is most effective when it authentically reflects the thinking and efforts of the search committee or hiring unit. Truly compelling diversity language results from the concerted effort and introspection of a group of people, such as department faculty or a search committee. With that in mind, the following sample language is provided to help you think about these topics, NOT as a menu of options for you to use.*

*Although it may be tempting to import some of these statements directly into your own materials, remember that doing so may actually reduce the effectiveness of your diversity efforts. Repeated use of the same words and phrases could give the impression that you are using a “boilerplate” statement; candidates from minoritized groups may wonder whether your unit has a sophisticated understanding of equity and inclusion, or even whether you are truly committed to diversity. That risk is reduced when search committee members take the time to thoughtfully develop their own language describing current diversity, equity and inclusion issues and goals.*

Below are some ideas for how to build a job ad that signals the ways that diversity, equity and inclusion are embedded in the university, the unit, the position and the qualifications.

#### ...about the University

- The University is engaged in building a culturally diverse educational environment.
- Each member of the university community contributes to the development and maintenance of a healthy and equitable working environment in which diversity and inclusion is valued.
- The University is committed to building a culturally diverse and pluralistic faculty committed to teaching and working in a multicultural environment.
- [UO] is committed through continuous improvement to be a *collaborative, inclusive and caring* community that strives *for equity and equal opportunity* in everything we do; that creates a *welcoming environment and enables*

success for people from all walks of life; and that shares common, fundamental values grounded in justice, civility and respect while looking to *our diversity as a source of enrichment and strength*.

- The University particularly seeks candidates interested in contributing to the diversity and inclusive excellence of the academic community through communication and outreach.

#### ...about [the Unit]

- UO [Unit] is committed to supporting and enhancing the diversity of the university community.
- UO [Unit] is particularly interested in candidates who have experience communicating broadly around missions of diversity, social justice, equity, inclusion and antiracism.
- We value a collaborative, interdisciplinary approach to communication [teaching, research] that aims to reach people of all ages and cultural and ethnic backgrounds.
- [Can you connect to and make specific mention of your college/unit's diversity action plan or equity and inclusion priorities?](#)
- [Unit] is strongly committed to affirming diversity in a broad sense, to treating all with dignity and respect, and to opposing discrimination, prejudice, and oppression. Because UO is a predominantly and historically white institution (PWI), it is especially critical that we center the experiences and needs of students and staff with marginalized identities, and that we provide comprehensive, holistic support that is specifically designed to meet those needs.

#### ...about the Position

- Successful candidate will work strategically with diverse colleagues, students, and community members.
- Position requires active engagement in learning and practicing principles of social justice and inclusion.
- Position facilitates a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.
- Successful communications will foster a commitment to diversity as a learning outcome because it enhances our education and provides tools to be culturally respectful, professionally competent, and civically responsible.
- Position Summary: The UO is committed to creating and maintaining compassionate and inclusive learning and working environments for all learners, visitors and employees. We envision collaborative community environments that enhance civility and embrace diversity. All employees are responsible for achieving this commitment.

#### ...in the Qualifications

- Demonstrated commitment to equity, inclusion, and diversity (should be in minimum qualifications).
- Demonstrated knowledge of effective strategies for working with diverse faculty, staff, alumni, students and other key stakeholders.
- Successful candidates must be committed to working with diverse colleagues, students, and community members.
- Position requires active engagement in learning and practicing principles of social justice and inclusion.
- Applicants should describe in their cover letters how their leadership will further the goal of building a culturally diverse educational environment.
- Applicants should describe how multicultural issues have influenced and/or been a part of their professional communications practice.
- Demonstrated success communicating with people from different backgrounds with diverse life experiences and learning styles.
- Knowledge of and sensitivity to issues experienced by historically underrepresented students (including, but not limited to, students of color, LGBTQ+ students, students with disabilities, students from low-income backgrounds, veterans, first generation students, transfer students, students with various spiritual/religious beliefs and political affiliations, etc.)