# Introduction to the Search Plan Template

Robust Search Plans are required before TTF searches may be advertised for the 2021-22 search year. Your assigned HR recruitment consultant can help your committee find resources to draft these templates or answer questions as needed. Further, the [Active Recruitment Team (ART)](https://provost.uoregon.edu/conducting-ttf-search) will provide trainings as searches progress through the candidate evaluation and selection phases.

For technical issues with MyTrack, please contact [mytrackhelp@uoregon.edu](mailto:mytrackhelp@uoregon.edu). For questions regarding completion of the template, please contact your assigned HR contact.

# Search Plan Template

Please upload this completed template to the “Documents” tab of the MyTrack requisition for your search.

*Italic text* is instructional and is intended as a guide only; it does not require a direct response. Please directly respond to all non-italic questions/prompts.

## What are the defined search timelines?

*Provide expected dates for a-f.*

* 1. Posting: July 15th, 2021
  2. Closing: February 1, 2022
  3. Review of candidates completed and short list developed: February 16, 2022
  4. Proposed first interview (e.g., Zoom): March 1, 2022
  5. Proposed first on-campus interview (if applicable): March 14, 2022
  6. Search completion: April 4, 2022

## Please list your search committee members.

* Troy Elias & Deb Morrison, co-chairs
* Chris Chavez
* Bettina Cornwell, Marketing
* Brandon Harris, Graduate student representative

## How did you establish a diverse and inclusive search committee?

*You are not required to address all of the criteria below. Use your judgment to define and describe how you created a diverse and inclusive committee, including potentially factoring in other criteria not addressed below.*

* 1. *How does your committee reflect demographic diversity?*
  2. *How have your committee members contributed to diversity, equity and inclusion in scholarship, teaching, advising, or service?*
  3. *Explain how your committee represents different areas within the field.*
  4. *How do search committee members’ professional networks support effective and varied outreach?*

Every member has a strong record of research, teaching, and/or service that is supportive of diversity, equity, and inclusion. The committee’s graduate student representative, Brandon Harris, studies community building on live streaming platforms to understand how community is developed and maintained in online environments. His work has sought to address labor concerns in tech and gaming product launches around working excessive overtime, which is inhumane and has implications for vulnerable communities (e.g., those with disabilities). Dr. Elias’ research focuses on diversity and equity, media effects, and racial/ethnic groups’ attitudes related to climate change. Dr. Morrison’s research and pedagogy focus on both climate change’s impact on vulnerable communities and the building and leveraging of strong, responsible brands to address social and cultural issues. Chris Chavez is the incoming director of UO’s Center for Latino/a and Latin American Studies. His research incorporates aspects of globalization, media, and culture. Specifically, his work explores the ways in which global media industries organize and re-organize collective identity, and the degree to which marginalized communities can be empowered within the constraints of marketplace dynamics. Dr. Cornwell’s research focuses on marketing communications, consumer behavior, and international and public policy, in which she often highlights their implications on vulnerable populations. All four committee members regularly incorporate perspectives from marginalized populations and/or integrate aspects of race, culture, and communication in their teaching and are involved in service at the university that is supportive of diversity.

Overall, the committee members have a demonstrated commitment to diversity, equity, and inclusion. Additionally, the members’ professional networks, including those of the graduate student representative, include advertising and strategic communication, media studies, marketing, and gaming and live streaming platforms discourse communities. Dr. Elias also has personal connections with division officers from the Association for Education in Journalism and Mass Communication’s (AEJMC) Minorities and Communication Division.

## What is your plan for meeting the implicit bias training requirement for all committee members?

*All search committee members must complete an implicit bias training every three years prior to beginning candidate review. Please refer to the* [*Division for Equity & Inclusion website*](https://inclusion.uoregon.edu/implicitbias) *for available workshops.   
Provide answers for a and b (if applicable).*

* 1. Have all search committee members taken an implicit bias training within the last three years?
  2. If not, what are you plans to ensure this training occurs prior to beginning candidate review?

The search co-chairs, Troy Elias and Deborah Morrison, will engage with each committee member to ensure that implicit bias training has occured within three years of the start of the designated date for the candidate review.

## How will you share [Expected Practices for TTF Searches](https://provost.uoregon.edu/expected-practices-ttf-searches) with all committee members?

*Suggested communication strategies are addressed below. Please address as applicable.*

* 1. *Will you disseminate this information prior to your first scheduled search committee meeting?*
  2. *How will you discuss the information at your first meeting to help ensure that clear expectations are set for all committee members during the process? Will you invite others to attend the meeting to help guide the discussion?*

The information will be disseminated prior to the first search meeting and will be discussed at the first meeting. One of the co-chairs, Dr. Morrison, is very experienced managing searches in ways that prioritize diversity, equity, and inclusion. We do not anticipate the need for additional search support.

## What challenges do you anticipate during the process and how will you mitigate them?

*For example, do you think your faculty will struggle to determine whether or how best to ask for and assess a candidate statement on diversity, equity, and inclusion? Do you anticipate challenges keeping to expected search practices in particular areas such as not asking inappropriate interview questions?*

## *Will search committee members and department heads/members attend UO workshops on tools that can be used during conversations by search committees and departments for the effective evaluation of candidates (more information to be provided in fall 2021)?*

## *Will you use the Gender Decoder (*<https://provost.uoregon.edu/active-recruitment-tenure-track-faculty-searches#AdditionalResources>*) to help ascertain if your advertisement uses language particularly targeted towards candidates of one gender?*

We do not anticipate the need for a Search Process Advocate into our process. However, at least one of the co-chairs, Dr. Elias, is willing to attend UO workshops on tools and approaches that can be used during conversations be search committees for the effective evaluation of candidates. Both co-chairs will engage with other committee members and encourage them to attend as well.

1. **Each Institutional Hiring Plan proposal was required to reference** [**field availability estimate data**](https://ir.uoregon.edu/FAE)**, provided by** [**Human Resources and Institutional Research**](https://ir.uoregon.edu/FAE)**. How will you use this data to inform your outreach to any underrepresented groups?**

*If your discipline has data on potential applicants by demographic that is more comprehensive or better reflects those who are available for positions (e.g., postdocs) than this data, please provide your recommended data, its source, and an explanation of why it is preferred over the field availability data.*

## *What assumptions do you have about this search and the likely applicant demographics?*

## *Are there additional discipline or degree areas that might be relevant to your search and outreach?*

## *In reviewing the data, are there areas of underrepresentation that should benefit from targeted recruitment?*

According to availability data accessible to us, women and all U.S. ethnic and racial minorities are underrepresented in the field. The pool of communication candidates comprises 62% women and 23% minorities. A candidate for this position might also come out of an advertising department housed in a related marketing field, which drops the available pool of female candidates to 50% but raises the availably minority pool to 38%. By targeting both areas, it may be possible to increase both the gender and ethnic diversity of the pool. Outreach will include overtures to a relatively new group—the National Association for Multi-Ethnicity in Communication—as well as more established groups, such as the Ethnicity & Race in Communication Division of the International Communication Association and the American Marketing Association.

During the month before the closing date, the committee will intermittently check the pool against availability data to determine disparities and to ascertain whether additional outreach or other strategies are advisable.

## What is your advertising plan?

*Address both a and b.*

* 1. Provide a copy of your short advertisement[[1]](#footnote-1) (i.e., the brief text you would submit to publications such as the Chronicle of Higher Education).

The University of Oregon’s School of Journalism and Communication invites applications for an open rank tenure-track position in Cultural Diversity & Brand Responsibility. The ideal candidate will possess theoretically grounded expertise in branding and brand purpose, especially through the lens of diversity and environmental equality. We see an exciting future-forward discourse growing for scholarship and professional development in this collision of important themes: diversity (e.g., topics related to race/ethnicity, gender, class, LGBTQ+, disabilities, national origin, political activism, rural communities, or other differences) and brand responsibility as it pertains to active corporate activism around social justice, climate issues, and environmental equality. Further, we envision this candidate bringing a dedication to collaborative creative action, change agentry, and corporate innovation to this role as they teach undergraduate and graduate advertising courses within our program.

If the candidate is of the full or advanced associate professor rank, there exists an opportunity to hold the Carolyn Silva Chambers Distinguished Professor of Advertising endowed professorship. This position carries discretionary and travel funding, as well as visibility for programmatic and industry opportunities. Carolyn Silva Chambers played an integral role in developing a robust regional and national media profile, starting in Eugene in the 1980s and ‘80s. The Chambers family remains a strong exemplar of creativity and leadership for Oregon and the Pacific Northwest.

Applicants should have a Ph.D. in advertising, journalism, communication, psychology, public policy, or related field in hand by time of appointment; demonstrated potential for teaching and research excellence, and a record of scholarly accomplishment that includes publication in high quality academic journals in communication, psychology, and/or related fields.

To apply, we request a summary of education and employment (i.e., resume or curriculum vitae), a letter of application addressing how the candidate meets the qualifications for the position, and the contact information for three or more professional references. Candidates are also asked to include a description of their research plans, teaching philosophy, and an explanation of how they have contributed to a just and inclusive workplace environment in their current and previous institutions of employment.

For more information about the position and instructions to apply, please visit (INSERT UO JOB APPLICATION LINK)

* 1. What will you incorporate into your advertisement to show your unit’s/UO’s commitment to diversity/equity/inclusion?
     1. *How can you describe your unit/UO to make our commitment to diversity/equity/inclusion clear in the advertisement?*
  2. Describe your plan for advertising in a minimum of two locations. Please specify if these locations are standard for your discipline or if they are being added in response to the review of the availability data. *Refer to the Diversity Resources list for potential options (*[*https://hr.uoregon.edu/recruitment/hiring-faculty-and-staff/recruitment-advertising-guide/faculty-position/faculty*](https://hr.uoregon.edu/recruitment/hiring-faculty-and-staff/recruitment-advertising-guide/faculty-position/faculty)*), and/or address other appropriate locations that you have identified.*

Our advertisement strongly emphasizes diversity, equity, and inclusion. For instance, included in our advertisement will be the following language:

The University of Oregon seeks diversity as a source of enrichment for our university community. We are an Affirmative Action/Equal Opportunity employer. The School of Journalism and Communication is deeply committed to building an inclusive community, and particularly invite and welcome applications from scholars who are from populations historically underrepresented or underserved in the academy. We encourage applications from candidates who, through their research, teaching, service, and community engagement demonstrably promote and contribute to a diverse, equitable, and inclusive learning and working environment for our students, staff, and faculty. Applicants are encouraged to highlight their experience and philosophy with regard to diversity, equity, and inclusion.

Key publicity venues for our search:

**International Communication Association (ICA)** — *Environmental Communication Division, Ethnicity and Race in Communication Division, Feminist Scholarship Division, Global Communication and Social Change Division, Political Communication Division.*

**The Association for Education in Journalism and Mass Communication’s (AEJMC)**—*Advertising Division, Communicating Science, Health, Environment and Risk Division (ComSHER), Cultural and Critical Studies Division, Minorities and Communication Division (MAC).*

**The National Communication Association (NCA)** —*Communication and the Future Division, Activism and Social Justice Division, African American Communication and Culture Division, Asian/Pacific American Communication Studies Division, Applied Communication Division, Environmental Communication Division*

**The National Association for Multi-Ethnicity in Communication (NAMIC)**

**The American Marketing Association**

## What are your active recruitment strategies?

*Active recruitment is the process of “generating a pool [of applicants] rather than merely tapping it” (NSF ADVANCE Michigan, 2007). Active strategies include making direct contact with graduate students, faculty and key institutions, and building relationships over time.*

*Describe your plans for at least three additional forms of outreach to seek out diverse candidates. The suggestions below provide some examples but are not an exhaustive list.*

* 1. *Conference outreach (please list conference description and dates)*
  2. *Contacting professional associations with subgroups for women and underrepresented minorities (please list association names)*
  3. *Outreach to influential people in the field who are known for mentoring diverse graduate students and junior faculty members*
  4. *Direct calls to possible candidates to encourage them to apply*

*Please refer to #8 above. AEJMC is August 7-10. The conferences listed above have interest groups and divisions or caucuses related to women, ethnic/racial minorities, and LGBTQ+ communities. We will ensure that our advertisement is circulated in all venues listed above. Committee members will additionally reach out via direct calls to potential applicants via their networks. We will also post the announcement to social media groups for scholars in the areas of advertising, marketing, and culture and diversity.*

1. Your full announcement does not also need to be included here: it is accessible directly in MyTrack. [↑](#footnote-ref-1)