

Staff Vacancy Recruitment Proposal for Consolidated University Advertisements

Proposal

Human Resources proposes that the University enhance our recruitment efforts to advertise 100% of our professional and classified positions to support the following objectives:

- 1) Support our equal employment opportunity program by ensuring all staff vacancies are advertised publicly, reducing our reliance on "walk-in" & "web-browsing" applicants.
- 2) Establish a more significant presence in the Louisville Metro area as an employer of choice and reinforce the perception of the community that UofL is committed to open and competitive recruitment.

Background

In past years, position advertisements in the Courier-Journal have been requested and paid for by the hiring department. Last year, the university advertised 55 positions in the CJ (out of 719 total vacancies – or roughly 7.7%) at a cost \$1,000 per ad, totaling \$55,000 per year. In addition, Faculty Personnel & HR share the cost of an annual subscription to www.HigherEdJobs.com where we post all faculty, P&A, and classified vacancies at a cost of approx \$5,000 per year.

Sporadic advertising in the Courier Journal has proven to be a costly and uneven approach to staff recruitment, with high unit cost and little market presence. More critically, it leaves the University in the position of relying on "walk-in" or "web-browsing" applicants as our primary form of staff recruitment (which is the least desirable recruitment process from an EEO/AA perspective).

Moving forward, HR would recommend that we advertise all vacant position titles in a recurring display ad in the CJ. While total cost would increase from approx \$55,000 to \$85,000 (and CJ + HigherEdJobs.com advertising would increase from \$60,000 to \$90,000), our coverage would increase from 7.7% of positions to 100% of positions. In other words, a 50% increase in total advertising expense would drive a 1300% increase in market exposure in the Louisville Metro area. Additionally, this approach would shift the financial burden from the relatively few departments that advertise in the CJ (**at approx \$1,000 per advertisement**) to a much smaller cost per vacancy spread out among all departments that have open positions being posted (**at \$125 per staff vacancy**). Examples of our current and proposed advertisements are enclosed for comparison.

COST COMPARISON - Proposal vs Previous Year Cost				
Job Advertising Options	Total Cost	CJ Cost/Week	Cost Per Job Opening	Percent of Staff Jobs Advertised
2010 55 2x2.5 color front page ads + www.HEJ.com)	\$60,000	\$1,058	\$1,000	7.6%
2011 52 1/8 page color front page ads + www.HEJ.com)	\$90,108	\$1,637	\$ 125	100.0%

Please direct comments to Sam Connally at sam.connally@louisville.edu or 852-3698. Thanks.

Current Courier Journal Ad:

 UNIVERSITY OF
LOUISVILLE
ACCEPTING APPLICATIONS
Until Saturday, February 5, 2011

Building Systems Engineer Job ID. 26533

Requires a Bachelor's degree in Mechanical Engineering. Valid driver's license, police record check, employment physical and must be insurable by the University's insurance carrier. Four years of related experience, with experience in CAD, HVAC, control applications and automation systems. Additional experience may be used on a one-to-one basis to offset the educational requirements. Salary commensurate with experience. Physical Plant.

Apply online at www.louisville.edu/jobs
Computers available at 1980 Arthur Street.

CALL
502.852.6542
AA/EOE

- Variety of Employment Opportunities
- Competitive Salaries
- Great Benefits Including Health Insurance, Free Tuition and More

CJ-2011-5071

Proposed Courier Journal Ad:

 UNIVERSITY OF
LOUISVILLE

GOT GAME?

Join the Cards team!

The following career opportunities are available now at

<http://louisville.edu/jobs>

- Academic Consultant Sr
- Administrative Assistant (2)
- Athletic Department Receptionist
- Desktop Technician
- Dialysis Equipment Technician
- Dietary Assistant
- Director - Special Programs
- Early Childhood Teacher Aid
- Early Childhood Teacher Assistant
- Locksmith
- Multimedia Technician
- Nephrology Nurse III (2)
- Nurse Practitioner
- Program Assistant Sr (3)
- Research Technologist (4)



Great benefits including health insurance, retirement, tuition waiver and more!

The University of Louisville is an Equal Opportunity/Affirmative Action Employer striving to achieve excellence through diversity.

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