



## The Problem

Viewpoint-diverse departments and campuses brim with questions, critical engagement, and vibrancy. Cultivating such diversity takes intent. Faculty job ads can provide a clarion signal to potential community members that your campus welcomes diverse faculty who approach their teaching and scholarship from a range of vantage points.

## The Solution

Hiring committees and campus administrators carefully craft academic job ads to signal institutional needs, interests, and values. Before they are made public, job ads are generally approved by the home department and the academic dean or provost. Some institutions also involve human resource officers and, increasingly, campus diversity officers who weigh in to ensure the ad makes clear that the institution welcomes and celebrates diversity.

Job ads are highly curated documents that provide potential applicants a lens into the values of the hiring institution. In addition to telling applicants a good deal about the scholarly interests sought and the expectations of the position, they also signal who is welcome on campus.

Use job ads to signal to the outside world—including to stellar applicants of all stripes—that your campus seeks out and celebrates ideological diversity. Such signals are important because campuses that do wish to welcome all scholars will be better able to attract a diverse and talented applicant pool. Colleges that successfully recruit such diversity into their faculties will be better able to create the optimum environment for teaching, learning, and discovery.

## Advice, Recommendations, & Examples

Advocate for the inclusion of a sentence like the following in your institution's job ads: **"We enthusiastically welcome applications from talented individuals from diverse backgrounds. <SCHOOL NAME> values diversity of perspectives, including those held by people from different racial, religious, ideological, ethnic, and geographic backgrounds."**

If your institution has an ideological or political non-discrimination policy on the books, encourage your provost and HR department to mention this policy in job ads. If no such policy exists at your institution, encourage the consideration and adoption of such a policy.