Make Diversity Important
Attracting diverse applicants gives you a larger hiring pool while increasing the overall diversity of UW Colleges/UW-Extension.

Examples of Flexible Wording in the Position Announcement
1. “Candidates should possess an advanced degree, preferably a doctorate”, rather than “Ph.D. required”.
2. “Candidates should have an advanced degree in counseling or related discipline” rather than “degree in counseling required”.
3. “Candidates should have an MA degree and three years’ work experience, or BA degree and five years’ experience” rather than “an MA and three years of work experience required”.

Examples of Language to Attract Diverse Applicant Pools
- Success integrating diversity in the major duties outlined in the job description or demonstrated equivalent transferable skills to do so.
- Distinctive record of accomplishment incorporating diverse perspectives in teaching, scholarship and/or outreach.
- Experience working in multicultural environments.
- Experience with a wide variety of teaching methods.
- Supports an accurate job classification determination, ensuring the incumbent is paid appropriately for the work performed and the department's budgetary funds are spent effectively.
- Is the basis for recruitment, selection, and performance evaluations.
- Communicates the duties and responsibilities of the position to current and potential staff members. With a clear understanding of the job's expectations, the incumbent is able to focus his/her time on duties that will foster success in the position.
- Defines the function and role of a position within a group, department, division, and/or organization, and aligns the individual role with the goals of the department, division, or organization.
- Serves as a management tool for assessing the organization of work responsibilities within a department, division or organization of the University.
- Establishes the required and preferred qualifications for the position, which are used to evaluate candidates.

**Position Profile**
The position profile outlines the basic details of the position description including the position title, the position's home faculty/department, salary, employment type, and reporting structure.

**Position Summary**
Briefly explains the purpose of the position, the reason the position exists, the relevance and intention of the role.

**Selection Criteria**
The selection criteria provides structure to assist the Selection Committee in developing effective interview questions and in identifying the applicant(s) best suited to perform effectively in the role in this environment, as well as for applicants to measure their own suitability. To be most effective, the criteria need to be demonstrable and verifiable with applicants.

Well-developed selection criteria should:
- Signify the essential elements of the position
- Attract a high quality pool of applicants
- Provide a reliable standard that applicants can be considered against

Be selective and conscientious about “required qualifications,” as they have legal implications and may influence the diversity of the applicant pool. Any candidate selected for a position must meet all required qualifications in the position announcement. Inappropriate “required” qualifications will unnecessarily restrict the pool of candidates. Refer to qualifications as “preferred,” unless they are essential to success.

In developing a position description it helps to examine the requirements to be certain that they are not simply the result of traditional practices but are genuinely job-related and necessary to perform the required duties.

Past position descriptions may be used as a frame of reference for the new position. However, the position description should be developed by what is appropriate for the current job.

Nothing in the job description can be discriminatory (e.g. “applicants under 30 preferred”, “recent graduates preferred”).

The wording of the position announcement should be generally inclusive and demonstrate cultural sensitivity.

Utilize qualifiers or adjectives with care; they may cause potential applicants to self-select themselves out of consideration.

Be thoughtful about the language and terms used in the position description. Are you using terminology that’s specific to your institution or field? Consider using language that would be recognizable to candidates with transferable skills or knowledge.

Encourage culturally competent applicants by including inclusion-related knowledge, skills, or experiences as a required qualifications, such as experience working with diverse populations, contributing to campus diversity efforts, and/or evidence of cultural competence.