**Academic Libraries Recruitment Efficacy and Outcome Study**

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([www.uflib.ufl.edu/recruitmentstudy](http://www.uflib.ufl.edu/recruitmentstudy))

Overview

This cooperative study investigates the efficacy of employee recruitment techniques used by academic libraries, focusing on the advertising of vacancies and the solicitation of applications which are intended to generate large, diverse applicant pools and result in recruitment from traditionally underrepresented groups.

Problem

Libraries commit considerable time and financial resources towards recruitment and increasing diversity, yet there are no non-anecdotal assessments of the efficacy of these efforts. This is a significant issue given the increasing financial constraints for libraries and the acknowledged need for effective diversity practices.

Objectives and Outcomes

The data permits assessment of recruitment efforts, and the identification of best practices. The study will also provide a large and diverse amount of highly granular data offering better analysis and interpretation than the limited data currently available.

As a benefit to participant institutions, all submitted data is securely retained and available for reporting and interpretative purposes. Participant institutions gain a repository for their search efforts and outcomes for compliance reporting and other purposes. Additionally, institutions can view posting locations and results from peers to refine their own recruiting efforts or better target candidates for specialized positions.

Methodology

Data sets for individual searches are submitted electronically, with no anticipated end date for collection or retention. The study will result in a large volume of data on academic library recruitment efforts, and opportunities to compare and assess recruitment strategies in terms of their efficacy in generating qualified applicants. This includes the evaluation of specific advertising venues and practices intended to increase applicant diversity. The data captures a unique variety of practices and produces a statistically significant sample for analysis based on institutional characteristics, position types, advertising venues, etc. The data collected for each search includes: position characteristics (faculty or staff, technical focus, employment terms, etc.), advertising efforts engaged, and the results of the search (numbers of completed applications, qualified candidates, and progress of applications through the selection process).

Status

The study is in progress. 63 data sets have been submitted and an additional 39 sets are in process. The steadily growing participant list includes: College of Charleston, Duke, Michigan State, Northwestern, Ohio University, Pennsylvania State, Purdue, Rutgers, Texas A&M, Alberta, Buffalo, UC – Irvine, Chicago, Colorado – Boulder, Connecticut, Florida, University of Massachusetts – Amherst, Michigan, Minnesota, Missouri, UNC - Chapel Hill, and the University of Pennsylvania. In July 2011 an innovative report generating tool was launched providing data access (<http://apps.uflib.ufl.edu/recruitmentstudy/query>). Between June and November 2011 the study websites were accessed more than 11,000 times (<http://www.ufdc.ufl.edu/AA00001605/00008>).

Preliminary analysis depicts an interesting frequency of instructional services, digitization, and liaison/outreach positions, the success of general library placement and institutional websites and field specific email lists, and the relative lack of efficacy for advertising positions through library school placement offices and social networking sites.