



The FORUM on Higher Education Recruitment



SAN DIEGO STATE UNIVERSITY

College of Extended Studies

The FORUM on Higher Education Recruitment is a unique event created for faculty & staff recruiters at all levels (Deans, Department Chairs, Search Chairs, Human Resources, AA/EEO Officers).

The FORUM will feature industry leading experts providing case studies, roundtable discussions and tips & strategies for ensuring you have access to the widest and most targeted pool of talented jobseekers. Sessions will include recruitment tools and strategies including job boards, diversity outreach, the role of social media, and new trends in technology.

PRESENTATIONS INCLUDE:

- Higher Education Employment Report. HigherEdJobs publishes the *Higher Education Employment Report* each quarter to help administrators, policymakers, and journalists who cover higher education, better understand current trends in higher education employment. Those seeking employment in academia may find the data and analysis helpful as well. Presented by Andrew W. Hibel, J.D., Chief Operating Officer and Co-Founder
- Hot Issues and Trends in Higher Education. Session details to be announced. Presented by The Chronicle of Higher Education
- Diversity Recruitment Advertising Within a Budget: How to target underrepresented groups, build a diversity brand for your school, and maximize your reach with better use of your money. Presented by Michael Ang, Jobelephant.com
- Applicant Tracking Systems for Higher Education Recruitment: Benefits and Best Practices. Presented by Naray Viswanathan PhD, President of InterviewExchange.com
- Mobile Advertising, The Next Frontier. Session details to be announced. Presented by Indeed.com



HigherEdJobs



THE CHRONICLE of Higher Education



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Interview Exchange



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APRIL 25, 2014

San Diego State University
College of Extended Studies

As the industry's most trusted and successful advertising agency, Jobelephant.com has helped hundreds of colleges and universities fill their job openings for over 13 years. To help our clients, partners and the academic community, we've partnered with San Diego State University College of Extended Studies to create the first annual FORUM to improve the success of your higher education recruitment.

Cost \$195 (includes lunch and parking)

For updated information and to register visit: <http://jobelephant.com/forum>



Jobelephant.com
Incorporated

The Advertising Agency for
Higher Education

1-800-311-0563



We can place your ads **anywhere.**

Over 650 colleges and university recruiters trust Jobelephant.com to place their employment advertising in thousands of newspapers, journals and job boards worldwide. In 2013, we placed over 100,000 ads in print and online combined - attracting over 10.2 million job seekers and delivering over 3.2 million applicants directly to our clients.

Whether you need to place ads in local newspapers, major trade journals, social media or online job boards, we can do all of your recruitment advertising for you at the same price you would pay when doing it yourself.

Jobelephant.com provides human resources advertising solutions to small rural community colleges and large multi-campus university systems. We provide our clients with value-added recruitment advertising services **free of charge.**

HOW ARE WE UNIQUE?

As you may know, most advertising agencies charge extra fees to place ads - we don't. You can get the benefits of a full service advertising agency without hidden costs or added fees.

**We take the WORK
out of your job**

We are the recruitment advertising experts, so you don't have to be.

PRICING

We bill our clients based upon the publishers' official rate cards. We are compensated by the publishers, not by our clients.

SERVICES

We make recommendations of where to advertise your open positions based upon our expert knowledge and our AppTrkr.com metrics. We can track your advertising to all media sources: print journals, newspapers, niche job boards, and websites. We collect tearsheets/proof of publication for every ad. Our electronic invoicing and tearsheet system are customized to assist decentralized organizations.

EXPERIENCE

Now in our 13th year of working in Higher Education, we are an operation built for speed with a personalized touch. We give each job individual attention, make suggestions to maximize the response, and keep costs in check. We pride ourselves on individualized attention and promptly responding to all our client's needs.

We offer for all your ads:

- Graphic Design for display and online advertising
- Campaign planning
- Overall recruitment advertising facilitation
- Quick turnaround time through digital workflow
- One contact person who knows your advertising
- Assurance of receiving the lowest available rates from publishers
- Itemized billing from one vendor
- Budget management
- Expertise in online/social media and print advertising
- Results-proven advice

What differentiates us from the competition:

- Tracking your advertising dollars (**Apptrkr.com**)
- ATS integration for every job board
- e-Tearsheets

www.jobelephant.com

