Question 4.6.5.b - How does the website “Insight into Diversity” aid in the recruitment of diverse faculty?

According to the ECU Office of Equity and Diversity, the website “Insight into Diversity” supports the University’s targeted approach to recruitment of diversity faculty in three keys ways:

1. “Insight into Diversity” increases awareness of diversity issues through its vast archives of articles on diversity issues of interest to faculty seeking positions in higher education or faculty seeking information about diversity issues in higher education. Additional information for jobseekers is available.

2. “Insight into Diversity’s” Job Posting board is a location where all ECU position openings are posted. Posting on “Insight into Diversity” is a sign to potential applicants that ECU, as an institution, values diversity and seeks to provide an inclusive work environment for its faculty and staff.

3. “Insight into Diversity” awards the Higher Education Excellence in Diversity (HEED) Award annually to “U.S. colleges and universities that demonstrate an outstanding commitment to diversity and inclusion.” East Carolina University received the HEED Award in 2012, 2013, and 2014. Being a HEED Award recipient signals potential applicants to the university that ECU makes diversity a “top priority” on its campus.