

Item: VI. d.

Tuesday, November 19, 2024

SUBJECT: Presidential Search Marketing Plan

PROPOSED BOARD ACTION

Information Only.

BACKGROUND INFORMATION

Board of Governors Regulation 1.002 requires the Presidential Search Committee to approve a marketing plan for submission to the Board of Trustees. The marketing plan, which the Presidential Search Committee approved at its September 25, 2024 meeting, includes placement of advertisements in the *Chronicle of Higher Education* and *Inside Higher Ed*, and outlines Buffkin/Baker's strategy for building a robust pool of candidates for the search committee's consideration.

IMPLEMENTATION PLAN/DATE

Immediately.

FISCAL IMPLICATIONS

Costs associated with running ads are stated in the Marketing Plan.

Supporting Documentation:	Presidential Search Marketing Plan
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PRESIDENTIAL SEARCH

MARKETING AND OUTREACH PLAN

AD LOCATIONS

- [The Chronicle of Higher Education](#)
 - [Basic Job Posting](#)
Single Post
\$435
 - [Network Boost](#)
Single Post \$665
 - [High Visibility](#)
Increase your visibility by reaching our highly engaged newsletter subscribers.
Single Post \$665
 - [Premium Exposure](#)
Single post \$935
** all 60 days
- [Inside Higher Ed](#)
 - Standard: \$349 for 60 days online
 - Executive Search Listing: \$749 for 90 days online

We will use the information and feedback gleaned from our extensive listening sessions to identify targets who possess the talents, experience, and personal and professional characteristics articulated during the sessions and in the search profile. Our search process is broad and proactive for us to build a robust pool of candidates for the search committee's consideration. Our search strategy will include, but not be limited to, contacting leaders and administrators at Florida Atlantic's [peer institutions](#), leaders and administrators at the leading public research institutions as ranked by [U.S. News & World Report](#), and all nominations received. We encourage members of the search committee and the FAU community to also share the opportunity with those individuals in their networks and to also submit nominations of potential candidates to Buffkin / Baker at faupresident@buffkinbaker.com.