



Item: IV.

Wednesday, September 25, 2024

SUBJECT: APPROVAL OF MARKETING PLAN

PROPOSED COMMITTEE ACTION

Approve the marketing plan for submission to the Board of Trustees

BACKGROUND INFORMATION

Board of Governors Regulation 1.002 requires the committee to approve a marketing plan for submission to the Board of Trustees. The proposed plan 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.

Supporting Documentation:

Marketing Plan

Presented by:

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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.

