



Knauss Marine Policy Fellowship: Recruitment Best Practices for Sea Grant Programs

Intent

This document is intended to provide support and guidance on ways to diversify the recruitment of applicants for the John A. Knauss Marine Policy Fellowship. The goal is to reach a broad diversity of institutions, disciplines and geographies with the hope that such efforts will reach more traditionally underserved and underrepresented students in marine biology, policy, law and related fields. While programs are likely engaging in some or all of these suggestions already, this document can still provide a starting point for reflecting upon recruitment practices and creating goals for improving recruitment further.

The information presented is based on current efforts around the Sea Grant Network, [resources provided](#) by the Sea Grant Diversity, Equity, and Inclusion Visioning group, general recruitment recommendations by the NOAA Diversity and Professional Advancement Working Group, and recommendations by the Knauss Diversity, Inclusion and Equity Committee.

Spreading the Word

General

- Use relevant and high quality images as often as possible with e-mails, social media posts, etc. ([resources on inside sea grant](#))
- Announce on program website, link to the National Sea Grant Office (NSGO) Knauss page
- To the extent feasible, provide details and resources about the fellowship on your program website. In many cases this may be a duplication of what is on the national site, but people move through the web on different paths and in case of a government shutdown, the national site will go down. (link to national Knauss page)
- Consider sharing links to the one pager and Knauss 101 powerpoint ([resources on inside sea grant](#))

Email

- Constituent email to your mailing list(s)
- In addition to emailing a curated list, also reach out to accredited universities with graduate programs, particularly Minority Serving Institutions, Historically Black Colleges and Universities, and other universities that are specific to underserved communities

(e.g. Hispanic, first nations, etc). Usually it is best to reach out through the school's graduate college or relevant department(s)

- Keep in mind: though universities may not have a “Marine Biology” specific program, often schools that offer graduate degrees in Biology or Environmental Science have labs with graduate students focused on aquatics, but do not show them as separate degrees or specializations.
- See [Appendix A](#) for listservs and job boards that NSGO will contact

Social Media

- Post regularly on social media outlets, sharing NSGO posts and/or created in-house.
 - Share links to the NSGO Knauss website or your Knauss fellowship information.
 - Sharing the FFO on social media is not ideal, many graduate students clicking on posts will be looking for general information first.
 - Use hashtags that may reach new student groups

In-Person Recruitment

- When giving any Sea Grant-affiliated talk or presentation, consider including a note about the Knauss Fellowship at the end.
- Conduct outreach at career fairs and professional meetings; Host outreach tables on campuses
- Flyers and outreach at conferences (NSGO-provided materials or in-house).
- When visiting several universities is not feasible, consider webcasting video and/or audio for any in-house information sessions or Q&A and sending an invite to “virtually” join to several universities
- Encourage alumni to visit institutions and talk about the fellowship.

Minimizing Bias in Application and Interview process

- Ensure fair access to all applicants by offering guidance to both previously known and unknown applicants on their materials until the application has been officially submitted to the individual Sea Grant Program.
 - Guide them to resources on the Knauss website (ongoing development).
 - Offer advice on general formatting of application materials and the “unspoken rules” of applying.
 - If alumni are amenable, connect them with alumni that are willing to help.
- Interviews and recommendation letter from the Director
 - If you do not already do so, consider using an interview “rubric” to make sure all fellows are asked similar questions



- If there are certain things you look for in each application and use the interview to fill in gaps, make sure that you keep a list of what you are looking for and that you are “check the same boxes” for each interviewee
- Sea Grant programs may know some applicants well and others not at all, so when writing recommendation letters, stick to your impression from the interview and application.
 - Though it is not possible to eliminate your past experiences with some applicants, only including information from the interview and application will help reduce bias.

Appendix A

- Job boards and Listservs where we will share the Knauss FFO posting
 - SACNAS: post to [opportunities board](#)
 - American Indian Science and Engineering Society (AISES): post to [opportunities board](#). Free for 30 day posting
 - Diversity Joint Venture: conservation careers: Post to [internship/fellowship board](#).
 - Need to contact them to find out how.
 - [Native American Fish & Wildlife Society](#)
 - Maybe contact? <https://www.nafws.org/staff/>
 - <http://www.diversityinaquatics.com/page/about-us>
 - Looks like they do some job alerts in their [blog feed](#) . We would likely sign up and then post to the blog
 - Eecapacity.net: [post on job board](#)
 - Texas A&M job board
 - General, reaches a lot of people
 - Ecolog-L
 - General, reaches a lot of people
 - [Society for Conservation Bio listserv](#)
 - [Conservation Job Board](#)
 - [Environmental Law listserv](#)
 - Sounds like the content won't fit
 - [Association for the Sciences of Limnology and Oceanography](#)
 - [Association of Environmental and Resource Economists](#) (Policy/social sci)
 - ***Places we are aware of, but that we are not posting to due to cost or their lack of an opportunity or job boards.***
 - [AAUW](#):
 - costs
 - HBCUs in Climate Change
 - [cdeinspires.org](#)
 - No job board
 - [firstpeoples.org](#)
 - No job board
 - [Hispanic Association of Colleges and Universities](#)
 - costs
 - AAAS
 - costs
 - <http://esa.org/seeds/>
 - costs
 - [Latinos in Science and Engineering](#)



- costs
- *Symplicity (for law students)*
 - costs
- *iGrad (policy)*
 - costs