

President and Vice-Chancellor Advertising Program



The following table is the advertising program in the recruitment of the President and Vice-Chancellor of Acadia University.

Name of Source	Description
Canadian Association of University Business Officers (CAUBO)	Academic focus, targets university administrators across Canada
Globe and Mail Online	Targets national audience
Academica Careers	Academic focus, targets post-secondary leaders
Canadian Association of University Teachers (CAUT)	Academic focus, targets post-secondary leaders across Canada
Senior Women Academic Administrators of Canada (SWAAC)	Academic focus, targets senior female post-secondary leaders
University Affairs	Most comprehensive database of higher education jobs in Canada, immediate exposure in front of highly qualified candidates
Higher Ed Jobs	Academic focus, targets senior post-secondary leaders with close to one million visits per month
Chronicle of Higher Education	Academic focus, targets senior post-secondary leaders
Aboriginal Inclusion Network	General focus, targeting more than 2,000 uniquely qualified aboriginals visiting the Inclusion Network every month
Insight into Diversity	North American reach spans across all categories of highly-educated underrepresented groups in higher education, government, and corporate sectors
WORKink	General focus, a powerful online career development and employment portal for Canadians with disabilities
LinkedIn	General focus with the ability to target specific groups of academic professionals
Federal Job Bank	National job board, required posting for senior academic roles that may attract international candidates
Acadia University website	-
KBRS Website kbrs.ca	-
Knightsbridge.ca	-
KBRS Social Media	-