

Compare two postings for a lecturer, both having the same core functions. The phrasing is important in posting an ad that welcomes a diverse pool of applicants.

Sample One: *Uninviting*

The Department of X has an opening for one full-time, nine-month, non-tenure-track lecturer position. Applicants must be willing and able to teach four courses per semester. However, under exceptional circumstances, workloads may vary depending on research and/or service activity level. Candidates must be able to offer courses at both the undergraduate and graduate levels in X and Y. We are seeking individuals who can teach our core courses as well as a broad range of electives in the curriculum. We are also looking for candidates who complement the Department's particular strengths and foci in global engagement, research and service, which can include work outside the university. We are particularly seeking those who demonstrate teaching experience or potential for teaching effectiveness. This position is not eligible for tenure, and renewal may be possible, but is not guaranteed.

Sample Two: *Inviting*

The Department of X invites applications from individuals interested in joining our committed faculty. We are hiring a full-time lecturer who will complement the work of our department. The primary role of the lecturer is to serve our students through teaching four courses per semester; however, workloads may be adjusted depending on research and/or service activity level, including community engagement. This is an opportunity to teach at both the undergraduate and graduate levels in X and Y, with courses from the core and elective portions of our curriculum. We seek colleagues who can add to and diversify the Department's particular strengths and foci. Teaching quality and student success are especially important to our faculty. The position is not tenure eligible, but is renewable based upon performance, funding and program needs. The position is a career opportunity, with potential for promotion.