

EEO PROGRAM REPORT NARRATIVE STATEMENT

When filling job vacancies Grand Valley State University (“GVSU”) uses a wide variety of recruiting sources, depending on the nature of the job responsibilities and skills required for the position being filled. These recruiting sources have included: GVSU’s website; the stations’ website and social media sites (e.g., Facebook, Twitter, LinkedIn); Association of Fundraising Professionals; Central Michigan University; Corporation for Public Broadcasting website; Current; El Vocero Hispano; Grand Rapids Press Online; The Grand Rapids Times; Grand Rapids Urban League; Greater Public; Journalismjobs.com; LinkedIn; Michigan Association of Broadcasters website; Michigan Disability Rights Coalition; Michigan State University; Oakland University; The Poynter Institute; Public Media Leaders of Color; University of Michigan – Ann Arbor; Urban League of West Michigan; U.S. Department of Veterans Affairs Vocational Rehabilitation and Employment; Michigan Veteran Employment Services; and West Michigan Hispanic Chamber of Commerce.

In addition to these recruiting sources, GVSU engages in various outreach activities that are more specifically described in the EEO Public File Reports attached to this EEO Program Report. These activities include:

- Participation in job and career fairs sponsored by the Michigan Association of Broadcasters (“MAB”) and West Michigan Works; one of the MAB events occurred at GVSU.
- Providing scholarships to students interested in majoring in communications, including a dedicated scholarship program for students who are veterans or veteran dependents (18 scholarships were awarded in the past year);
- An internship program for GVSU students or students at other universities or high schools and members of the community;
- Sponsoring the 2020 Summit on Race and Inclusion conference presented by the Lakeshore Ethnic Diversity Alliance (GVSU’s stations were the sole media sponsor of this event);
- Encouraging station employees to attend courses at GVSU tuition free to further their education and improve their potential for advancement;
- Encouraging employees to participate in various conferences and meetings paid for by GVSU, including the Great Lakes Media Show, 2021 NETA Conference, Public Media Business Association 2021, 2021 PBS Annual Meeting, and Public Media Women in Leadership;
- Listing a job opening for the general manager position with organizations whose membership includes substantial participation by women and minorities; and
- Providing anti-harassment training to management level personnel administered by the Corporation for Public Broadcasting.