

Position Title (A1100XXX), Summary Justification - Comparing finalist pool to the proposed hire

Proposed Appointee

Eva Longoria (Female, Hispanic) – Interviewed 04/25/13, Proposed Start Date: 05/16/13, Proposed Salary: \$53,000
Eva Longoria was the strongest candidate interviewed. She was the most proactive candidate during her interview, having prepared very well and offering thoughtful and relevant suggestions for improvements to the functions of the position. All three references checked for her were exceptional.

Strengths:

- Has eight years of media communications experience
- Has significant prior marketing and communications experience in the private sector, and education in business administration.
- Exhibited excellent creative, writing, and communications skills.
- Adds a strong dimension of technical writing and editing experience, including grant writing.
- Showed strong evidence of initiative in developing and executing projects

Weaknesses:

- Limited recent experience in event organization and management.

Other Finalists

Following the finalist interviews, the committee judged two additional candidates as acceptable for the position. If the preferred candidate declines an offer, the next two choices would be acceptable hires in the following order as listed.

Ellen DeGeneres (Female, Caucasian) – Interviewed 04/25/2011

Ellen DeGeneres is a strong candidate and meets the qualifications. Her experience is not as closely aligned as the preferred candidate. Ellen is an acceptable candidate and would be the committee's second choice.

Strengths:

- Has eleven years of experience in higher education, with extensive experience as a writer, editor, etc.
- Showed evidence of excellent writing, creative, and project management skills.
- Has a very strong background in marketing management
- Has international experiences involving study abroad at both the undergraduate and graduate levels.
- Wrote press and news releases, mainly for community oriented events.

Weaknesses:

- Not as articulate as the preferred candidate.
- Wrote proposals for the work that she performed, but she does not have experience with writing or editing external funding proposals

Steve Harvey (Male, African American) – Interviewed 04/25/2011

Steve Harvey is also a strong candidate and meets the qualifications for the position, and the committee recommended him as virtually on par with the second candidate. He has fewer years of experience than the leading two candidates, would be the committee's third choice.

Strengths:

- Experience with graphic design work and management, managing digital signage, producing press releases and many other written materials.
- Has experience in marketing, writing, design, planning, and advertising.
- As a teaching and a research assistant, has edited manuscripts and other written materials.
- Prepares annual grant proposals to retain funding, which includes narrative and budget information.
- Came across as having a highly professional demeanor, excellent verbal skills, competence and intelligence.

Weaknesses:

- Has less career experience in related work roles than the first or second choice candidates.
- Has no international experience, and only indicated having studied in one global advertising course. Did not elaborate on additional international interests.
- Has no background or significant experience with agricultural domains.

Jack White (Male, Caucasian) – Interviewed 04/25/2011

Jack White is marginally qualified for the position. The committee recommended that he should not be considered any further for the position, even if the other finalists decline offers.

Strengths:

- Worked for five years as a Media Communications Specialist.
- Earlier roles were more design oriented, but his experience includes editing, photography, graphic design, marketing strategy, budgeting, and project management.
- Has been involved in fund raising campaigns, advertising campaigns, organization and design of web sites.

Weaknesses:

- Has less writing experience than some of the others in the pool.
- Left the committee with uncertainty about his level of technical expertise with information technology; e.g. web, computer graphics, social media, etc.
- Did not demonstrate strong motivation towards international aspects of the position
- His communication skills were not quite as sharp in comparison to others interviewed.