

Effective: November 28, 1989

**Administrative Policy
ADVERTISING GUIDELINES for SEARCH COMMITTEES**

Approved: November 28, 1989

Revised: October 22, 1999

President's Advisory Council

This policy establishes a consistent, efficient advertising process which enables the University to present elements of the position, expectations of each candidate, and the distinctive image of the University, thereby attracting the best qualified applicants to faculty and administrative positions. These guidelines are established to standardize the advertising process for both faculty and administrative positions. The responsibilities of the search chairs, the Social Equity and Human Resources offices are also clarified.

This policy is consistent with the Affirmative Employment Procedures Manual and the Affirmative Action and Social Equity plans.

Definitions

Faculty Positions are all tenure-track positions and regular part-time and full-time temporary positions.

Administrative Positions are those positions identified in the Affirmative Employment Procedures Manual as requiring a search committee when filling a vacancy.

Procedure

The Assistant to the President for Social Equity provides affirmative action/equal opportunity assistance to the search process including advertising. He/she also approves placement of the advertisement by signing a final ad copy along with appropriate supervisors.

Human Resources provides technical assistance to the search committee in the development of the advertisement. They review the ad copy and submit it to an ad agency. They are responsible for the placement and funding of paid advertising in up to three (3) media outlets, print, and/or web-based.

Human Resources will advertise the position nationally, regionally, and locally in consultation with Social Equity. They will place advertisements in display ads as appropriate. They will confer with department chair/director/dean to ensure the cost-effectiveness of the selected media and suggest alternative solutions, if appropriate. Human Resources may re-advertise the position with appropriate consultation.

Human Resources will notify the search committee chair by using the Advertising Tracking Form of the publication placement date, cost and code number.