

## ADVERTISING FOR STAFF POSITIONS

The Board of Regents Bylaws and Policies pertaining to recruitment state that the *University will undertake a vigorous program of affirmative recruitment for minorities and women in all job categories in which they are found to be underutilized.*

Therefore, the method by which positions are advertised should result in a highly qualified and diverse pool of candidates. In some cases, this will mean that electronic advertising is sufficient; in other cases, this goal will be best served by placing a short or long print ad in a trade or professional publication or newspaper. We would expect that departments and search committees will identify the most effective recruitment strategies for all positions.

Note that in all advertising formats, you must include the UNL logo and the Chancellor's "tag-line" (The University of Nebraska is committed to a pluralistic campus community through affirmative action, equal opportunity, work-life balance, and dual careers). All ads must be approved by Human Resources; thus all versions of ads – short and/or long – should be submitted through PeopleAdmin in the "proposed ad" section.

Please note:

- The minimum advertising requirement is to post the position on the internet, i.e. via PeopleAdmin... This method could reach a national and international pool of candidates. Note, however, that if this is the sole means of recruitment, UNL would be unable to sponsor a foreign applicant for a labor certification leading to permanent residency, since the U.S. Department of Labor specifically requires a "print ad" in a national professional journal ... which states the job title, duties, and requirements."
- You may choose to post a brief print ad, referring applicants to further information on the web. If worded properly, e.g. indicating job title, duties, and required qualifications, such an ad is likely to satisfy U.S. Department of Labor requirements pertaining to foreign applicants; if experience is required, be specific as to how long and in what field or specialization. Example: Research Specialist:  
*Conduct research in molecular genetics. Master's degree in biochemistry, genetics, or a related field required; one year experience in molecular genetics required. Please go to <http://employment.unl.edu>, and enter requisition # X, for a complete listing of the position description and requirements for the position.*
- You may also choose to place a longer print advertisement if you decide that such an ad would have the greatest impact.

If you have any questions, please call Human Resources at 472-2120.