

Faculty Advertising

A guide for Kutztown University faculty and staff about the advertising process for faculty positions

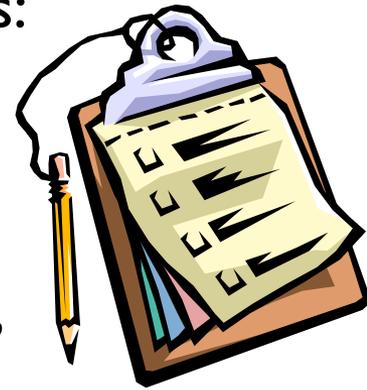


Process Summary

- ❑ Submit Position Authorization Form for the required approvals (Dean, Provost, Business Office)
- ❑ Draft advertisement and submit for approvals (Dept. chair, Dean, Provost)
- ❑ Ad placement (all ads are placed by Ms. Bethany French in the Provost's Office)
- ❑ Receive applications
- ❑ Choose candidates
- ❑ Submit Faculty Search Funds Transfer Request form (approved by Dean, Provost's Office)
- ❑ Hold interviews to select final candidate

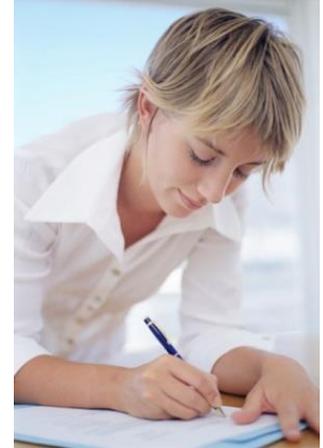
Requirements

- In order to begin advertising for a position, the department needs to submit a [Position Authorization Form](#) to the following departments:
 - Business Office (budgeting)
 - Dean's Office
 - Provost's Office
- Once the position has been approved to be filled, drafting of the ad may be done by the Search Committee
- After the ad has been drafted, it should be submitted on an [advertisement request form](#) to the Dean of the College, then to the Provost's Office for approval
 - The advertisement request form is a fillable .pdf document available on the Academic Affairs website, and through the link above



Drafting an Advertisement

- The basic text of the advertisement should address the following items:
 - Who is advertising (College or Department)
 - The position title
 - The first sentence must include the position title and department name
 - Basic requirements for the position (education and experience)
 - How the applicant's apply
 - What is required in the application packet
 - Deadline for receiving applications
 - Do not include: General KU header or footer information, these will be added by the Provost's Office once ad is approved
 - **NOTE: Revisions may be required for approval if the ad does not meet all requirements. The approval process generally takes a week in the Provost's Office to ensure all requirements have been met.**



Sample Advertisement

Temporary Position in Mathematics

- **Kutztown University of Pennsylvania enrolls approximately 9,000 students in graduate and undergraduate programs.** The University is located in the borough of Kutztown in a charming rural setting, and is within 20 minutes driving time of the diverse metropolitan areas Allentown/Bethlehem and Reading, and within 60 minutes of the Philadelphia metropolitan area. The University is very interested in hiring employees who have had extensive experience with diverse populations.

The Department of Mathematics at Kutztown University invites applications for a one-year, full-time temporary Mathematics position at the Instructor or Assistant Professor level for Fall 2018. Candidates must have the ability to teach a variety of undergraduate mathematics courses. The full-time position has a regular teaching load of 12 hours per week each semester. In accordance with the Collective Bargaining Agreement, performance review and evaluation of faculty is based on effective teaching and fulfillment of professional responsibilities; continuing scholarly growth; and service. Required: an earned Master's degree in Mathematics, Mathematics Education, or a related field with at least one year of teaching mathematics at the collegiate level. Preferred: a Ph.D. degree in Mathematics or Mathematics Education. Candidates must have the ability to integrate the use of technology into all courses. Preference will be given to applicants showing evidence of strong teaching.

- As part of the application, candidates must submit: a letter of application, a current curriculum vitae, copies of undergraduate and graduate transcripts (official transcripts need to be supplied at the time of the interview), and three names of references. Applicants should send their application materials to: The Department of Mathematics, Kutztown University, 15200 Kutztown Road, Kutztown, PA 19530. Review of applicants will begin immediately and will continue until the position is filled. For more information on the department, please visit <http://math.kutztown.edu>.
- **Kutztown University of Pennsylvania** is an Affirmative Action/Equal Opportunity employer and actively solicits applications from women and minority candidates. Kutztown University of Pennsylvania is a member of the State System of Higher Education. All applicants for employment are subject to a criminal background check.

Note: the header and footer of the ad is always provided by the Provost's Office, and Search Committees do not need to put this on the ad form.

Submission Process

- The drafted ad needs to be submitted to and approved by the following departments: the requesting department, the Dean of your college, and the Provost's Office.
 - Generally, it is at least a week between the arrival of a requested advertisement at the Provost's Office and it receiving final approvals. Do not anticipate your ad to be published the day it arrives in the Provost's Office.
- Once an advertisement is approved by the Provost's Office for placement, copies are sent to the Offices of Social Equity and APSCUF-KU for their files
- Any questions regarding publication schedules or placements of ads can be directed to Ms. Bethany French in the Provost's Office
- When she receives an ad, Ms. French is responsible for placement and budgeting of individual ads



Where Can the Ad be Placed?

- The most common placements for KU faculty ads are:
 - The Chronicle of Higher Education (online)
 - Diverse Issues in Higher Education (online)
 - Hispanic Outlook on Education Magazine (online)
 - www.HigherEdJobs.com,
www.INSIDEHigherEd.com (free placements through contracts with Human Resources and the Provost's Office)
 - Local newspapers
 - Any professional publications in a specific field



Where Can the Ad be Placed? (cont.)

- Ad placement is not limited to the most common publications
- The decision for where an ad is placed comes from the individual search committee, and can be tailored to each position's needs
- For example: a geophysics search committee may choose to place an ad in three different science journals and the Chronicle of Higher Education, but not in any newspapers, while a political science ad is chosen to be placed in the Reading Eagle, Morning Call and one professional journal
- The Provost's Office tries to place the ad in as many of the requested publications as possible, while remaining within the budget



International Faculty Recruitment

- We highly encourage all search committees to request placement in the **Chronicle of Higher Education**
 - The reason for this is that it is one of the required placements to show adequate advertising when hiring a foreign national
 - While we realize that not all positions are filled using international faculty members, we also do not know in advance if a foreign national will apply or be selected by a search committee to be hired to a certain position



Faculty Ad Budgets



- The budget for an individual ad is determined by the type of position being advertised.
- Tenure Track: an ad for positions that are to be tenure track will have a budget of \$1,200 per position (1 position = \$1,200; 2 positions = \$2,400)
- Non-Tenure Track: an ad for positions that are not tenure track positions will have a budget of \$900 per position (1 position = \$900; 2 positions = \$1,800)
 - A non-tenure track position is any position that is not tenure track, including temporary positions, sabbatical replacements, and adjuncts.
- The more positions listed in an ad, the more money is allocated to cover the advertisement



Faculty Ad Costs (2018-2019)

- Here are current advertising rates at the most requested publications:
 - Chronicle of Higher Ed (online): \$219 for 60 days
 - Diverse Issues in Higher Ed (online): \$330 for 30 days
 - Hispanic Outlook on Education (online): \$260 for 60 days
 - College Art Associations (online): \$445 for 30 days
 - AACSB (bizschooljobs.com, online): \$160 for 30 days
 - Reading Eagle (priced per word, print): averaging around \$550-650
 - Morning Call (print, priced per size): beginning around \$1600, as high as \$2400

 - HigherEdJobs.com and InsideHigherEd.com are not counted against individual ad budgets, they are covered by annual contracts through HR and the Provost's Office.
 - Any other locations can be priced per request

What if the advertising goes beyond the budget?

- If a particular ad requires placement that goes beyond the central budget, the contact person for the ad will be notified.
- One option is that either the Department or the College advertising the position can agree to pay for any advertising beyond the budget out of their own cost center.
- If this is not possible, the location of placements may be adjusted to fit within the budget, either by eliminating placements, or replacing them with lower cost publications.
- Please be aware: the cost of an ad is higher than you think! The average faculty ad costs about \$1600 to be placed in the Morning Call for one Sunday, and \$285 to be placed in the Chronicle of Higher Education (online). If you would like suggestions on appropriate placements for your ads, please contact Ms. French in the Provost's Office.



Faculty Search Funds

- Once the position is advertised and a search committee is ready to bring candidates to campus, they may request a funds transfer from the Provost's Office to help cover travel and housing expenses for the candidates.
- The budget for a Faculty Search is separate from the advertising budget and determined by the type of position:
 - Tenure track positions: \$2300
 - Non-Tenure track positions: \$1600
- To request a transfer, the search committee must submit a Faculty Search Funds Transfer Request form, which can be found on the Academic Affairs page of the KU website, [here](#), under Downloadable Forms.
- For full information regarding this process, please see the procedures page attached to the form.



Slideshow created by Bethany French, Provost's Office, Kutztown University