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.
Temporary Position in Graphic Design

Kutztown University of Pennsylvania enrolls approximately 10,000 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 Communication Design invites applications for a full time, temporary position in Graphic Design for the Spring 2009 semester. Requirements: Related BFA required, MFA preferred. One year college-level teaching experience or equivalent experience in the Graphic Design field is required. Candidate must be proficient with industry-standard software such as Adobe Illustrator, Photoshop, InDesign and QuarkXPress and able to produce high-quality, computer-based design, layout, illustration and photography. Must have knowledge of print production techniques and demonstrate a thorough knowledge of Typography.

Class Responsibilities: Courses the candidate will be responsible for are multiple sections of Intro to Digital Design 1 and Print Media Production. Courses are to be held on Mondays, Wednesdays and Fridays.

A successful interview and demonstration of relevant ability required. Salary competitive. Send letter of application, vita, official graduate and undergraduate transcripts, statement of teaching philosophy, three current letters of reference, 20 slides of students’ work (or equivalent digital portfolios) including a list identifying and describing work, and SASE for return of samples to Todd McFeely, Recruitment Chair, Department of Communication Design, Kutztown University, Kutztown, PA 19530. Applications due on or before December 1, 2008. 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 criminal background checks.
## Pros of a long version
- Official advertisement for the position
- Comprehensive, clearly written
- Gives all the basic information and may include additional information for job seekers, such as preferences of particular skills
- Includes information about the University
- Placed on the KU Website and HigherEdJobs.com

## Cons of a long version
- Because of the length, it’s more costly to advertise in print publications, which quote prices by the word or character amount
- Limits the availability of placements due to cost
- Advertisements appear cramped and have smaller font when in printed ads

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**Long version of an Ad**
Temporary Position in Graphic Design

The Department of Communication Design invites applications for a full time, temporary position in Graphic Design for the Spring 2009 semester. Courses the candidate will be responsible for are multiple sections of Intro to Digital Design I and Print Media Production. Salary competitive. For full description, criteria, and complete listing of vacancies, please visit our website at www.kutztown.edu/employment.

Kutztown University is an AA/EOE member of the PA State System of Higher Education and actively solicits applications from women and minorities. All applicants for employment are subject to criminal background checks.
<table>
<thead>
<tr>
<th>Pros of a short version</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Able to be paired with a small graphic or KU logo to catch readers attention</td>
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<tr>
<td>• Directs interested applicants to the KU Website for the full ad description and requirements</td>
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<tr>
<td>• Can be placed in more publications at a lower cost, increasing circulation</td>
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<tr>
<td>• Highly recommended for use in newspapers and publications that only accept display ads</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Cons of a short version</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Does not include all of the information, including application instructions</td>
</tr>
<tr>
<td>• Has only a brief description of the position responsibilities</td>
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<tr>
<td>• Requires interested parties to visit our website for more information and to find out how to apply</td>
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Short version of an Ad
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
  - Reading Eagle
  - Morning Call (covers Lehigh Valley area)
  - Diverse Issues in Higher Education
  - 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.
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
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 $1200 to be placed in the Morning Call for one Sunday, and $500 to be placed in the Chronicle of Higher Education. 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.