Guidelines for “Pointer Ads” to Meet Department of Labor Regulations for Permanent Residency Applications

ISSS staff have read the US Department of Labor regulations for Labor Certification closely and conferred with colleagues at other Big Ten schools and private immigration attorneys about the issue of placing brief “pointer ads” in a national print journal that point to a website with complete information on the job opening. We believe that there is a small risk that this approach will be challenged, but that we can defend this approach as meeting the Labor Certification requirements, as long as we follow certain guidelines and procedures as explained below:

What to Include in The National Print Journal Ad (to be placed in a national professional journal in the field or the Chronicle of Higher Education):

List the job title, duties and requirements:
- List the job title(s) with a statement such as "opening for tenure-track faculty position (or tenure-track assistant professor)" in the field of X, and a start date, e.g. "starting Fall 2007".
- List the duties in general such as “teaching, research and service to the University”.
- Lists the essential job requirements, e.g. "Doctoral degree in X", “Y years of experience doing Z”.

List the location of the job:
- Be sure to list the campus, such as “University of Minnesota-Twin Cities” or “University of Minnesota-Duluth”.

Make a clear referral to website(s) for full details of the job opening:
- Refer to school/college/departmental website for information on complete position announcements, including required and preferred information, application instructions, and contact information.

What to Include in the Website Ad

- Include a complete position announcement, including required and preferred education, training and experience, application instructions, and contact information.

Important Notes About the Timing of the Ads and Keeping Evidence of the Ads

- The print journal ad should be run at least one issue. The website ads that are referred to by the print ad should remain active and online, and have an application deadline at least 30 days beyond the date that the print ad first appears on newsstands.

- Because web pages are temporary and cannot always be retrieved after being taken down from the web, departments must be responsible for printing the website ads during the time they are "up" on the web, and for keeping accurate records of what date the web ad was posted and taken down. This is crucial because we have to include such printouts in our Labor Certification audit file.

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