Guidelines for “Pointer Ads” to Comply with Department of Labor (DOL) Regulations for SHLC Permanent Residency Applications

If your department has a policy/practice of only placing brief advertisements (so-called “pointer ads”) in a national print journal that point to a Web site with complete information on the job opening, please follow the following guidelines in order to meet the DOL Labor Certification requirements.

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 specific job title(s) by stating “openings for tenure-track and tenured faculty positions” in the field of “X” and start date, e.g., “starting Fall 20__.”
- List the duties in general such as “teaching, research and service to the University.”
- List the essential job requirements, e.g., “Doctoral degree in X,” “Y years of experience doing Z.” If you are willing to accept individuals who have not yet defended their dissertation, please state when the applicant must complete their Ph.D. requirements, such as “Ph.D. earned by position start date.” All experience requirements must be quantified in specific terms of months and/or years.
- If you list an application deadline, it should be at least 30 days from the date of publication.
- If there is no application deadline, but the search committee will choose final candidates by a certain date, the print ad should be up for at least 2 weeks before that date.

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

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

What to Include in the Web site 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 in at least one issue. The Web site ads that are referred to by the print ad should remain active and online for 30 days from the issue date of the print journal, and state an application deadline (if there is a deadline) that is at least 30 days beyond the issue date of the print ad. If there is no application deadline, but the search committee will choose final candidates by a certain date, the print ad (and online ads referred to therein) should be up for at least 2 weeks before that date.
- Because Web pages are temporary and cannot always be retrieved after being taken down from the Web, departments must be responsible for printing the Web site 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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