

"PERM" ADVERTISEMENT GUIDELINES

Advertisement language:

- The following language must be included in the advertisement:
 - The name of the employer and campus location
 - Specific job title (Assistant, Associate, Full Professor)
 - Detailed accounting of duties for each title if more than one is included in the same ad
 - All minimum requirements (for non-Ph.D. holders to qualify, language such as "ABD considered" or "degree must be completed by start date" or similar language must be in ad)
 - Specific method by which applicants can submit applications

Advertisement placement:

- Must run in at least one national professional journal (*not* HigherEdJobs.com & *not* psu.jobs)
- If electronic, the ad must run for a minimum of 30 consecutive days
- Employers must keep evidence of the start and end dates of the ads:
 - If print:
 - Obtain an original tear-sheet that contains the name of the publication and the date that it was published
 - Obtain an invoice or receipt showing both the ad text and duration of posting
 - If electronic:
 - Obtain a screen-shot of the actual ad from the journal's website on the 1st, 15th, and 30th day
 - Obtain an invoice or receipt showing the ad text and duration of posting

Essential Information:

- Multiple positions can run in one ad but each position must include the above language (title, duties, etc.)
- "ABD" or "degree received before start date" only acceptable if it is clearly indicated in the ad
- Penn State can determine when the successful applicant will meet the minimum requirements, either by selection date (offer letter) or by date of appointment (start date), but must be clearly stated in the ad – an ad that does not identify which date will be used implies the selection date (offer letter)
- Preferences used in advertisements will be considered "implicit requirements" and the international employee must meet those requirements at the time identified in the ad