

Policy 601

NOTE: For purposes of all Appalachian State University policies, references to SPA (subject to the State Personnel Act [former terminology]) shall be interchangeable with SHRA (subject to the State Human Resources Act [current terminology]); and references to EPA (exempt from the State Personnel Act [former terminology]) shall be interchangeable with EHRA (exempt from the State Human Resources Act [current terminology]).

## **1 Introduction**

1.1 This statement is adopted to establish policies and procedures to ensure the production of uniform and consistent employment advertisements representing opportunities at Appalachian State University.

## **2 Scope**

## **3 Definitions**

### **3.1 Display Advertisement**

Any employment announcement incorporating the Appalachian bird logo, set in print and appearing in any off-campus publication.

### **3.2 Classified Advertisement**

Any employment announcement set in print and appearing in any off-campus publication.

### **3.3 University**

Refers to Appalachian State University, a constituent institution of The University of North Carolina, with its main campus located in Boone, North Carolina.

## **4 Policy and Procedure Statements**

### **4.1 Institutional Employment Advertising Policy**

#### **4.1.1 General Policy - Display Ads**

4.1.1.1 Display advertisements for positions at Appalachian State University should be formatted in one of three sizes (see Administrative Policy, Appendix Statement 1).

4.1.1.2 Departments wishing to add a descriptive paragraph about the institution should utilize the following text:

Appalachian State University, founded in 1899, is located in Boone, North Carolina, near the borders of Virginia and Tennessee and in one of the most popular year-round recreation areas in the eastern United States. A member institution of The University of North Carolina system, Appalachian State University has an enrollment of 11,500 students and offers both undergraduate and graduate degrees in over 170 different program areas

#### 4.1.1.3 EEO Statement

4.1.1.4 The following EEO Statement MUST be included within all display ads:

Appalachian State University is an Equal Opportunity Employer.

4.1.1.5 It is strongly recommended that the following additional optional clause be included with the EEO statement:

Appalachian State University is strongly committed to hiring women and minorities.

#### 4.1.2 University Logo

4.1.2.1 The University logo should be utilized as a signature and placed at the bottom of the ad ( see Administrative Policy, Appendix Statement 1?).

#### 4.1.3 When to Use a Display Ad

4.1.3.1 Positions at Chair and above should utilize the display ad treatment.

#### 4.1.4 Typeface

4.1.4.1 All display ad copy should be set in Baskerville type to conform to the University's publications policy wherever possible. (Note: The Chronicle of Higher Education has Baskerville type.)

#### 4.1.5 Ad Placement

4.1.5.1 The Office of Printing and Publications will typeset and apply the proper format to display ads for \$10, providing the ads are submitted on a high density floppy disk at least seven working days prior to publication deadline. Utilization of this office will ensure consistency. The office will mail the ad to the publication.

### 4.2 General Policy - Classified Ads

There is no prescribed format for classified ads. Departments wishing to add a descriptive paragraph about the institution should utilize the following text:

Appalachian State University, founded in 1899, is located in Boone, North Carolina, near the borders of Virginia and Tennessee and in one of the most popular year-round recreation areas in the eastern United States. A member institution of The University of North Carolina system, Appalachian State University has an enrollment of 11,500 students and offers both undergraduate and graduate degrees in over 170 different program areas.

#### 4.2.1 EEO Statement

4.2.1.1 The following EEO Statement MUST be included within all classified ads:

Appalachian State University is an Equal Opportunity Employer.

4.2.1.2 It is strongly recommended that the following additional optional clause be included with the EEO statement:

Appalachian State University is strongly committed to hiring women and minorities.

#### **4.2.2 When to Use a Classified Ad**

4.2.2.1 Positions below the level of chair should utilize classified ad treatment.

#### **4.2.3 Typeface**

4.2.3.1 Classified ad copy should be set in Baskerville type whenever possible, in order to conform to the University's publications policy wherever possible.

#### **4.2.4 Ad Placement**

4.2.4.1 The originating department is responsible for working with the Office of Human Resource Services or Provost's Office in making contact with the advertising vehicle for placement of the ad.

### **4.3 Advertising Formats**

4.3.1 A copy of the display advertising format for positions at Appalachian State University can be obtained by contacting the Office of General Counsel.

## **5 Additional References**

## **6 Authority**

## **7 Contact Information**

## **8 Original Effective Date**

## **9 Revision Dates**