Advertisements for search and screened positions are to be placed by the chair of the search and screen committee, or by the hiring official in consultation with the committee chair. Design of the advertisement (its content, and where it should be placed) is covered in the body of the Handbook. This Appendix is intended to provide guidance in the steps to actually place the advertisement.

1. Determine the wording and size of the advertisement, and whether or not it is to be a display ad with the University logo. All ads for employment must contain the statement, “A member of the State University System of Florida.” Advertisements must also include the words, “An Affirmative Action/Equal Access/Equal Opportunity Employer.”

2. Complete a requisition to place the advertisement.

3. Walk the requisition to Purchasing in order to request an emergency purchase order number, if necessary.

4. Contact the publication and obtain the date(s) the advertisement is to run, and the approximate cost. These date(s) and cost must appear on the requisition when it is sent to Purchasing for a confirming Purchase Order.

If the ad is to be placed by telephone, use the emergency purchase order number for billing purposes. If the advertisement is to be placed by mail, include the emergency purchase order number with the ad copy.

If a position is advertised locally, the advertisement must be placed in minority as well as majority press. The most commonly used local publications are:

- Miami Herald/El Herald
  1 Herald Plaza
  Miami, FL 33131
  350-2222

- The Miami Times
  900 N.W. 54 Street
  Miami, FL 33127
  757-1147 (published weekly on Thursday)

Nationally, the most commonly used publication is:

- Chronicle of Higher Education
  1255 Twenty Third Street, N.W.
  Washington, D.C. 20037
  (202) 466-1000 (published weekly)
To target African American applicants on a national level, an effective recruitment source is:

Display Advertising Department  
Black Issues in Higher Education  
10520 Warwick Avenue, Suite B-8  
Fairfax, VA 22030 703-385-2981 (published biweekly)

For Hispanic applicants, highly recommended publications include:

Hispanic Outlook in Higher Education  
HACU, the Voice of Hispanic Higher Education  
17 Arcadian Avenue  
Paramus, N.J. 07652  
201-587-8800 (FAX 201-587-9105)  
17 Arcadian Avenue  
Paramus, N.J. 07652  
201-587-8800 (FAX 201-587-9105)

For female applicants, the most effective general journals are:

Women in Higher Education  
2325 West Lawn Avenue  
Madison, WI 53711  
608-233-5233 (FAX 608-233-5233)  
2325 West Lawn Avenue  
Madison, WI 53711  
608-233-5233 (FAX 608-233-5233)

The following (free) networks are also suggested:

Office of Women in Education  
American Council on Education  
1 Dupont Circle  
Washington, D.C. 20036

Project on the Status and Education of Women  
Association of American Colleges  
1818 R Street, N.W.  
Washington, D.C. 20009