

June 5, 2017

To: Department Chairs and Directors (via SBCHR-L)

From: Alison Butler, Associate Vice Chancellor  
Academic Personnel

Re: JobElephant Ad Placement Service

The Academic Personnel Office is pleased to announce the availability of JobElephant, an advertising agency with which departments are encouraged to engage in order to efficiently and effectively manage their academic search advertising. JobElephant, which is based in San Diego, specializes in academic position recruitment advertising, and has clients nationwide, including numerous colleges and universities.

**Cost-effective and customizable – JobElephant:**

- Does not charge rates above that departments would pay if ads were placed directly. JobElephant gets a bulk rate and charges clients the direct rate, collecting the difference.
- Is able to customize and separate invoices as needed for cross-unit cost sharing.
- Tailors customized advertising plans for specific recruitments and disciplines and provides graphic design as requested. JobElephant's broad reach means that they are aware of a wide variety outlets and can make recommendations to get the most return on advertising dollar investment.
- Tracks click rate using proprietary software for every ad placed, even ads appearing in print only. Using data analysis, JobElephant advises about where the ad dollars are likely to be most and least effective.
- Can tailor diversity-specific advertising efforts in a variety of venues, identifying those outlets with broadest or specialized reach.

Recent changes in Department of Labor (DOL) employment regulations now make it possible for departments to use online-only advertising to recruit for university teaching positions while satisfying DOL visa and work authorization requirements. However, federal visa and work authorization documentation requirements remain stringent and require careful management. If the selected finalist is a foreign national and requires labor certification, specific advertising evidence must be provided as part of the required DOL documentation.

Starting with the upcoming recruitment cycle, departments that use JobElephant may forgo the campus requirement of placing at least one print ad for each Senate faculty search (this change in policy will be reflected in the next round of Red Binder updates). Departments that wish to avoid the expense of a print ad are encouraged to use JobElephant because of the service the agency provides in recording advertising evidence.

**JobElephant addresses several key department recruitment concerns by:**

- Providing one-stop shopping for advertising needs – JobElephant can place any ad in any media, eliminating the need for departments to arrange advertising in separate venues and track multiple deadlines.
- Unifying invoicing per recruitment rather than per ad, enabling reduction in staff time devoted to invoice management. Departments need to manage only one invoice per recruitment.
- Collecting proof of advertisement. JobElephant snapshots online ad tear sheets on day one, and (by request) on day 30, thereby meeting DOL regulations associated with labor certification documentation requirements.
- Archiving all advertising records, including electronic tear sheets, for several years. Clients may access and download these records 24 hours a day.

Many other UC campuses have been using JobElephant successfully for some time. They report that staff time required to manage advertising of academic recruitments has declined significantly. While the use of JobElephant is optional, it is an alternative approach that can help modernize academic recruitments, enhance outreach efforts, and allow limited resources to be used effectively and efficiently.

If you have questions about this message, please see the enclosed Questions & Answers page, or contact June Betancourt at x5728 or [june.betancourt@ucsb.edu](mailto:june.betancourt@ucsb.edu)

If you have questions about setting up a JobElephant account, please see the JobElephant flyer attached to this message, or contact Andy Boom of JobElephant, 800-311-0563 or [andy@jobelephant.com](mailto:andy@jobelephant.com)

cc: Academic Business Officers and Analysts

## JobElephant

### Questions & Answers:

Q: What is JobElephant?

A: Company Profile (from JobElephant.com): “Founded in 2000, JobElephant is a full-service advertising agency specializing in recruitment (job posting) advertising. We are recognized worldwide by a variety of print and digital media outlets as an authorized agent for employment advertising. As a leader in the recruitment advertising space, our clients span the public and private sectors, including Fortune 500 conglomerates, small non-profit organizations, and many of the most prestigious colleges and universities in America. JobElephant has gone from processing hundreds of ads per month to hundreds of ads per hour over the course of our 17+ years.”

Q: Does our department need to process a contract through campus Business and Financial Services in order to use JobElephant services?

A: An existing system-wide agreement is in place with University of California Office of the President, so there is no need for your department to process an agreement through BFS Contracts and Property.

Q: How does our department get started with JobElephant?

A: Contact information for Andy Boom, our JobElephant campus representative, is attached to this announcement. Each department must contact Andy directly in order to set up a department account.

Q: Are departments required to use JobElephant?

A: No. The use of JobElephant is optional but is strongly recommended as a way of controlling faculty recruitment costs by eliminating the need for print ads, ensuring that ad evidences are captured in a timely fashion, and as a way for departments to save staff time and ease workload associated with ad placement and invoicing.

Q: With the loosening of the campus print ad requirement, does that mean that the department no longer needs to collect proof of advertising for Senate faculty searches?

A: No, Department of Labor documentation requirements are separate from campus requirements. Departments are encouraged to consult with Office of International Students and Scholars at the start of a faculty recruitment.

Q: Will JobElephant collect proof of the advertizing that the department chooses to place directly?

A: If a department opts not to use JobElephant, it accepts full responsibility for independently collecting and recording proof of advertising, as has been the case in years past.

Q: Can our department use JobElephant for our Non-Senate faculty recruitments and for our Research titles searches?

A: JobElephant can work with any academic position advertising.

Q: How does the department incorporate JobElephant within UC Recruit? Do we submit a Search Plan before or after we consult with JobElephant?

A: Once you are aware that you need to recruit to fill a position, reach out to JobElephant with information about the position and they will work with you to formulate an advertising plan. Discuss your needs with the representative and he will obtain information on pricing, deadlines and will provide ad proofs. He will also make recommendations for outreach and diversity sources based upon the discipline. You will then have the information that you need to enter into the Advertisements section of your Search Plan. Once your Search Plan has been fully approved in UC Recruit, you will advise JobElephant that they may post the advertising. As part of the service, they will also provide your department tear sheets (ad evidences).

Q: What if JobElephant comes up with a plan that the department prefers not to follow?

A: The advertising plan is client-driven. Departments do not relinquish control of their advertising plans.

Q: Does JobElephant also send outreach emails to listservs or associations on the department's behalf if those activities are part of the Search Plan's advertising and outreach efforts?

A: No, departments are responsible for completing their targeted outreach efforts.

Q: Our department has no budget for advertising for a temporary Unit 18 lecturer. Will JobElephant still place our ads?

A: Yes. JobElephant will post any free ads at no charge as an added client service. Since they track ad clicks, they benefit from the data which they collect, even on free ads.

Q: Does a Search Plan still have to go through UCSB's Office of Equal Opportunity and Discrimination Prevention (EODP) review if JobElephant has provided targeted diversity advertising venues?

A: Yes. UC Recruit approval workflows are not affected by the use of JobElephant. In fact, departments and search committees are encouraged to schedule EODP diversity briefings to review outreach and advertising guidelines.

Q: Our department still wants to place a print ad for our Senate faculty recruitments. Can we do so, and if so, will JobElephant post the advertising for us?

A: Yes, JobElephant can place advertising in any electronic or print media. If your department wishes to continue to place print ads, we recommend that you work with JobElephant to identify the venues that offer the most return on investment.



# Welcome to JobElephant

Jobelephant is the recruitment advertising agency of record for UC Santa Barbara. We look forward to working with you. Andy Boom is your main point of contact and will manage the day to day needs of your account. Email Andy with any questions or quote requests you need; [andy@jobelephant.com](mailto:andy@jobelephant.com)

## Getting started is easy with these simple steps:

1

Send us an email with the written ad or link to the job page along with the list of publications you want to advertise in. If you don't know where to advertise, then just let us know and we can make recommendations.

2

We will reply the same day with a prepared ad proof along with our quote sheet with prices, run times and any additional information on this order. You will also receive recommendations listed in order of value (ROI) based on AppTrkr.com data.

3

Upon your emailed approval, we will submit all the ads to the publication vendors within 24 hours for processing.

4

We email an invoice to you unless you specify someone else to receive. Every person will automatically receive a login and passwords to access our cPortal to retrieve tear sheets online (proof of publication).

That's it! Starting with Jobelephant is easy! No contracts to sign and nothing to set up. This ensures that we always work hard to keep your business.

(800) 311-0563 | [jobelephant.com](http://jobelephant.com)