

MANUAL: Personnel
Chapter Series CC--Commissioned Corps Personnel Manual
Part 2--Commissioned Corps Personnel Administration

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
Public Health Service

Chapter CC23--Staffing
Subchapter CC23.1--Recruitment; General
Personnel INSTRUCTION 2--Use of Paid Advertising and Employment
Agencies for Recruitment of Candidates
for the Commissioned Corps

Section A. Purpose

This Instruction expresses service policy regarding the use of paid advertising and fee-charging employment agencies for the referral of candidates for the Commissioned Corps. It also states procedures to use in obtaining these services.

Section B. Policy

1. It is Public Health Service policy to make full use of its existing recruitment facilities to obtain candidates for the Public Health Service Commissioned Corps. The publication of recruitment material and its distribution to appropriate groups, regular contacts with colleges and universities, and attendance at meetings and conventions of professional associations by recruiters and other staff are encouraged as recruitment methods. Along with these methods, Service officials may wish to consider the use of paid advertising. The extent to which paid advertising is used by the Public Health Service will be determined by staffing needs and the availability of funds for this purpose.
2. Occasionally, in special circumstances, the above-mentioned methods may not be wholly adequate to accomplish the recruitment task. Therefore, provision is being made in this issuance for limited use of non-profit, professionally sponsored employment agencies for assistance in the recruitment program. This aid will only be used in circumstances where there is a positive indication that it is necessary to meet Service needs in the particular situation, and then only with advance approval of the Director, Commissioned Personnel Operations Division, Office of Personnel and Training, DHEW. If a person referred by such an employment agency is commissioned by the Public Health Service, the Service will pay the employment agency all fees that would normally be charged to the individual.

Section C. Approving Officials

Officials who are authorized to approve the use of paid advertising in recruiting personnel for the Commissioned Corps are the Director, Commissioned Personnel Operations Division, OPT. This same official will approve requests to use

employment agencies in recruiting for the Commissioned Corps.

Section D. Use of Paid Advertising

Agency Heads, or their designees, will take the following action:

1. Determine the need for the use of paid advertising.
2. Authorize the development of draft advertisements. Advertisements should be comparable to those usually placed in the particular publication or medium regarding size, format, type, etc. They must contain a statement on nondiscrimination and identify the vacancies as being in the Commissioned Corps of the Public Health Service.
3. Send a draft of the advertisement; a memorandum stating the need for the advertisement and its approximate cost; and a copy of the publication in which it will appear, or a statement identifying the radio or television station and duration, and times per day or per week it will be announced, to the Director, Commissioned Personnel Operations Division, OPT, for approval.
4. If approval to use paid advertising is received, request the appropriate procurement or purchasing official to place the advertisement. The request should state the publication and issue in which the advertisement will appear, or the station, dates, and times for radio or television advertising. A copy of the advertisement will be attached to the request. This request will contain the appropriation and allotment numbers to be charged and a statement that funds are available. The salaries and expenses appropriation for the activity should be used.

Section E. Use of Employment Agencies

1. Public Health Service officials may make limited use of nonprofit, professionally sponsored employment agencies for recruitment of candidates for the Commissioned Corps. The agencies used must be legally established as nonprofit organizations under the laws of a state and be sponsored, underwritten, or administered by a bona fide professional society.
2. Agency Heads, or their designees, will:
 - a. Make the initial determination that a specialized recruitment need exists, which might be met through the use of an employment agency.
 - b. Obtain information from the employment agency regarding the approximate fees normally charged for the type of service requested. Since it is PHS policy to pay all fees involved when a candidate referred by an employment agency is commissioned, no requests for referral of candidates may be made at this time.
 - c. Send a memorandum to the Director, Commissioned Personnel Operations

Division, OPT, stating the need for the use of an employment agency, the name of the agency or agencies proposed, and the approximate cost involved.

3. The approving official will:
 - a. Review and evaluate the request for use of a fee-charging employment agency.
 - b. Approve or disapprove the request and return it to the originating office.

4. If approval to use the services of a fee-charging employment agency is received, Agency Heads, or their designees, will send a request to the appropriate procurement or purchasing official for necessary action. The request should indicate that the agency is required to refer candidates without regard to race, creed, color, sex, or national origin; that the agency will return any fees collected by it from an applicant who, as a result of referral by the agency, is subsequently commissioned by the Public Health Service; the appropriation and allotment numbers to be charged; and that funds are available. The salaries and expenses appropriation for the activity should be used.