

Trend Watch

*On-line recruiting has come a long way . . .
How does your organization stack up?*

10 Point E-recruitment Assessment

Prepared by:



www.northstarhr.com

the war for talent...bring it on!

Benchmark your on-line recruiting performance

... the pressure is on to get in the game

A tight labor market and intense competition for top talent is putting tremendous pressure on organizations.

If your organization is using your corporate careers website primarily as a broadcasting channel for job vacancies, rather than a tool to ease the recruitment process, you're likely being out-manuevered in the war for talent.

There is much more to on-line recruitment than establishing an employment page on your website and inviting candidates to e-mail their resumes. When considering e-recruitment it is important to measure the benefit of streamlining administration and reducing workload, which results in:

- *Decreased time in filling job vacancies;*
- *Increased caliber of candidates; and*
- *Reduced cost per hire.*

How does your corporate careers website stack up?

See how your corporate careers website stacks up to leading organizations by completing this 10 Point Assessment:

Does your corporate careers website:

Yes No

1. Display current employment opportunities as well as future consideration areas to build a talent pool even when you are not recruiting for these jobs?

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Consider this scenario . . .

*A high quality candidate visits your site and browses your available jobs. After a few minutes of browsing it becomes apparent that there is nothing suitable at this point in time. **What happens next?** . . . The candidate likely leaves your site (without registering any details) in search of positions on your competitors' website.*

So what could you have done differently?

TIP:

Offer visitors information on potential career paths within your organization and a channel to submit a resume for future consideration. This lessens the potential for 'losing' candidates to the competition. Topping up your future 'talent pool' is an excellent way to proactively build and manage a database of pre-screened candidates, which you can draw on as the need arises.

2. Automatically acknowledge and inform candidates of the status of their application using personalized e-mail messages?

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TIP:

Leading companies have re-adopted the proven practice of acknowledging and informing candidates of their application status (including notifications to unsuccessful applicants). Recruitment software automates this process while ensuring consistent corporate branding and written communications to candidates.

3. Instantly profile, pre-screen and rank applicants quickly, identifying the most qualified candidates?

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TIP:

Sophisticated on-line tools allow you to quickly and easily distinguish candidates with good skills and cultural fit. Applicants can be ranked using targeted job-role questions allowing you to quickly screen to a quality short-list and take immediate action on HOT candidates.

4. Generate instant reports that place state-of-recruitment information and strategic insight into the hands of decision-makers?

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TIP:

Generating manual reports can be a time consuming task. Recruitment software effortlessly automates the creation of reports including Employment Equity/EEO & Diversity Reporting, Vacancies Status, Sources of Hires and Time-to-Fill Reports.

Knowing where you spend recruiting money and the sources that generate your best hires is a key benefit of recruitment software. Asking candidates how they first learned of a job or employment with your organization will greatly improve source effectiveness reporting.

Does your corporate careers website:

Yes No

5. Offer a channel that supports and links to your employee referral program?

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TIP:

Employee referrals are tough to beat and leading companies attribute 20 – 40% of new hires to this proven method of finding top talent. Many organizations offer incentives to employees who provide candidate referrals. Recruitment software can simplify and automate the collection, tracking and reporting of your employee referral program.

6. Allow you to import resumes arriving by e-mail, fax and mail, in addition to capturing on-line applications?

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TIP:

A key advancement in on-line recruitment systems is the ability to import multiple sources of candidates (e-mail, fax, mail) directly into a searchable database. This creates a usable, comprehensive repository of available candidates.

7. Equip you with a searchable database of candidates?

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TIP:

Recruitment software allows you to create detailed search filters based on any candidate information collected and applies these filters to candidates who have applied for a particular job, or across your entire database. These searches return suitable candidates according to how closely they meet the filters.

8. Automate the collection and reporting of employment equity/EEO and diversity information, while preserving candidate privacy?

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TIP:

Leading organizations have automated employment equity data gathering using recruitment software to eliminate many hours of data collection, analysis and tracking typically spent in generating formal employment equity reports.

9. Offer you automated applicant tracking?

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TIP:

Recruitment software automates resume management and tracks the flow of applicants throughout the recruitment and selection process. This technology allows a recruiter to instantly and effortlessly view who has applied for a position, as well as who has been short-listed, interviewed, removed from consideration, etc.

Does your corporate careers website:

Yes No

10. Encourage and support collaboration with hiring managers by offering them access to vital recruitment information?

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TIP:

Leading organizations engage hiring managers into the recruitment process using recruitment software. Decision makers can easily view and short-list applicants, and search and update candidate records, even when operating across multiple offices and remote locations.

Total (of Points 1 – 10):

Yes No

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The pressure is on to get in the game. . .

If you are not satisfied with your results on this assessment, contact North Star to learn how you can quickly and affordably equip your organization with recruiting software that will offer you all of the capabilities outlined above.

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Sherry Panciera, founder and president of North Star Human Resources Inc., is recognized as a leading E-recruitment expert. North Star equips organizations to win the war for talent through 'state of the art' resume management and applicant tracking technology.

Interested in a complimentary staffing assessment and E-recruitment Report? . . . contact Sherry Panciera at sherry@northstarhr.com or visit www.northstarhr.com.

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