

Special Interest Articles

Web 2.0 Impacts Recruiting Strategies

Protecting Your Company During Layoffs

Survey Results for Recruiting Experienced Talent

Upcoming Events

Employer Services

Next "Finding Talent" Event

Sept. 24, 2009

Legal Issues: Background Checks & Electronic Communications

6 – 7:30 p.m.

200 S. Wacker Drive, Chicago

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Helping employers find experienced talent



Web 2.0 Impacts Recruiting Strategies

Recruiting technology in the 21st century has shifted from being a tool for information storage, sorting, searching and retrieval to one focused on interactive relationship-building. According to Kevin Wheeler, president of Global Learning Resources, Inc., successful and truly value-added uses of recruiting technology lie in using the technology to facilitate communication with prospective candidates, to educate, sell, and screen them and to build global networks of contacts and prospects.

For candidates, Web 2.0 technologies are enhancing their job searches and impacting recruiting strategies. In his article, Doug Berg noted that Web 2.0 technologies enable today's candidates to be faster, smarter and more connected. Candidates can use job aggregators to access jobs faster. The Internet can be used to gather salary and corporate performance information and social networking sites are used to identify insiders at an employer before or after applying for a position. As a result, employers may be challenged during the interview to know how their salary compares to their competitors. According to Berg, access of information also means that candidates can now see if there are bad previous bosses or old enemies working within the company. According to Berg, the candidates will reason that if your company

hires personalities the candidate dislikes, it indicates that your culture prefers those types of individuals. This will have an impact on your employer brand and whether you get a chance to enter the conversation or not. He mentioned that this also puts new pressure on employers to create a working culture that will attract these Web savvy candidates.

Engaging and attracting top candidates to an employer's Web site is becoming more challenging because candidates use interactive virtual networks to build and maintain relationships continuously throughout the day. To be successful in attracting and recruiting talent, a company's career site must be an engaging social network that provides useful interactive information in the form of videos, blogs, and chat rooms. Additionally, it must provide the tools for candidates to find out for themselves through networking what it's really like to work within the company.

In his article, Wheeler offers five ways to build Web 2.0 into your career site:

1. Move from a career site to a social network. Tools such as *Ning* or services specializing in recruiting networks such as *Standout Jobs* can be used to create a social networking site.

2. Write a blog. Blogging can be an effective tool to keep prospective candidates returning to your site and to develop your relationships

with those candidates.

3. Create a chat room.

Chat rooms can be used by recruiters to hold ongoing discussions with the candidates. According to Wheeler, recruiters should spend more time building traffic in the chat rooms by offering seminars on the company and profiling various jobs by having someone in that position answer questions.

4. Hold webinars. Webinars can be used to build traffic, helping candidates learn about your organization and how they might fit into your organization. If these webinars are recorded they can be used later as podcasts.

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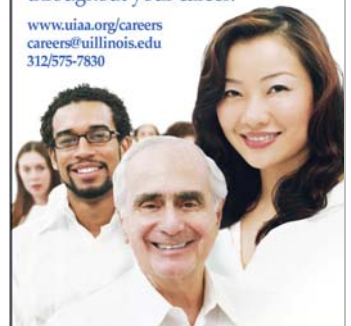
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"According to Kevin Wheeler, president of Global Learning Resources, Inc., successful and truly value-added uses of recruiting technology lie in using the technology to facilitate communication with prospective candidates, to educate, sell, and screen them and to build global networks of contacts and prospects."



Protecting Your Company During Layoffs

Deciding the best way to communicate a coming layoff and minimizing the risk of litigation is critical. Paul Bressan, in his article noted that companies faced with downsizing can minimize the risk of litigation by taking the following steps in the reorganization process:

1. Consider the documents: Employment agreements must be considered, but an employee handbook should establish severance requirements.

2. Reason for the layoff: During a recession employees may understand the need for the layoff; however it is still critical to establish a business justification for the staff reduction.

3. Scope of the layoff: The layoff may be companywide or a company may see a need to reduce employees in certain departments or levels, while retaining its current sales force.

4. Timing of the layoff: Federal law requires 60 days' notice to affected employees. There may also be state or local law requirements. According to Kathryn Yates, global director of communication consulting at Watson Wyatt, informing employees to far in advance can be risky. She mentioned that you want to keep people focused on work and you want to be straightforward with them.

You also want to minimize the possibility of losing your most marketable employees first.

5. Selection of employees: Make the selection of those to be laid off as clean as possible, by establishing the selection criteria, educating decision-makers on illegal considerations in the selection process (such as age, race, national origin, sex, disability and leave status) and reviewing the tentative selections with labor counsel.

6. Notification: Two notices are generally used: a general notice to all employees regarding the reorganization and the reason for the layoffs, and a specific notice to the affected employees regarding the details of their separation, including the date and the severance package.

7. Severance packages: Without a contractual commitment, the law generally does not require a company to provide severance packages to laid-off employees. Severance packages should be considered because they tend to avoid litigation costs later.

8. Dealing with others: In addition to notifying the affected employees, companies will need to determine: how to respond to

job reference requests, how to notify customers of the changes, whether a press release is advisable and how to handle the employees who remain after the reorganization, in the context of uncertainty and their increased workload and responsibilities.

9. The overriding principle: How you do carry out a layoff is important. Employees who are treated with dignity and respect in this difficult transition period are far less likely to seek legal redress for their termination than employees who receive a modern-day version of the "pink slip." Greg Thiessen, director of manager and employee services at Weyerhaeuser, indicated that employees who believe they have been treated well amid dispiriting circumstances might fill out a Weyerhaeuser job application again once the economy rebounds.

SOURCES:
Paul Bressan, "Nine Ways To Protect Your Company During Staff Reductions," www.workforce.com/archive/feature/25/52/02

Charlotte Huff, "Communicating Benefits During Layoffs Can Be Tricky," www.workforce.com/section/02/feature/26/18/70

Web 2.0 Impacts Recruiting Strategies

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5. Hold a contest. Contests and games can generate excitement and build relationships. They provide instant feedback and interactivity for candidates. They also tend to generate repeat visits to your Web site which can be another opportunity to recruit candidates, have

conversations with them and keep them excited about your organization.

SOURCES:

Kevin Wheeler, "Get Candidates Engaged- 5 Ways To Implement Social Network Concepts and Attract the Best," www.ere.net May 16, 2008

Doug Berg, "The Web 2.0 Job Seeker: Faster, Smarter And More Connected," www.ere.net Oct. 1, 2008

University of Illinois Career Fairs

Illinois College of Engineering Career Fair

Date: Sept. 1, 2009

Call: 217/ 333-1960

Illinois College of Business Career Fair

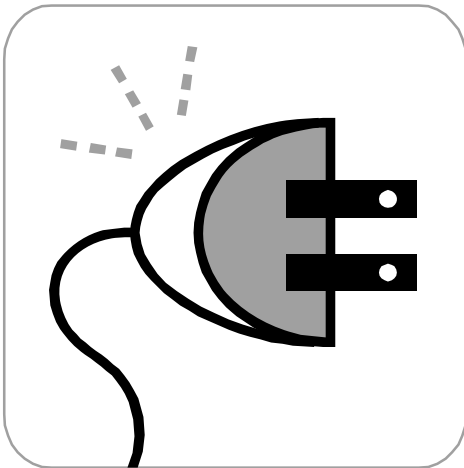
Date: Sept 15-16, 2009

Call: 217/ 265-0864

UIC Fall Diversity Job Fair

Date: Sept. 17, 2009

Contact: jaimev@uic.edu



Midwest ACE Conference

The Midwest Association of Colleges and Employers offers several networking and professional development opportunities for recruiting and career services professionals.

Aug. 2-4, 2009
Lombard, IL.

Business NOT As Usual

Visit www.mwace.org to get involved or for more information

Campus Recruiting Forum 2009

Are you looking for more effective ways to hire on campus?

Learn to adapt your recruiting processes and tactics to the changing marketplace at the 4th annual *Campus Recruiting Forum* in Chicago on April 21st.

The UIAA Alumni Career Center is a proud sponsor of the Chicago *Forum* which enables us to offer you a special \$50 discount on the registration fee.

The *Forum* is the premier conference focused exclusively on enhancing the knowledge and skills of employers hiring college students and graduates. The *Forum* delivers the most current expertise in the field of campus recruiting through a series of workshops, keynotes, and networking opportunities.

Visit www.CampusRecruitingForum.com for more details or to register and use our Special Discount Code: UIAA9.

Survey Results for Recruiting Experienced Talent

The UIAA's Alumni Career Center would like to thank the employers who participated in the survey. The results are based on 68 responses, from employers who have 300 or fewer employees or more than 3,700 employees.

Employee referrals, internship programs, Internet job posting, networking and career fairs are the top five recruiting methods used by employers. Nearly half of the employers who use social or professional

networking sites rated their effectiveness "neutral" or "somewhat effective." Employers rated Sourcing A-players from competitors "somewhat effective" (26 percent). The majority of employers who use other Web 2.0 applications rated their effectiveness "neutral."

The top three screening tools used by employers are (rated in order): the interview, a reference check and a criminal background check. More than

half of the employers used a structured or behavioral-based interview, and 41 percent of the employers used a panel to interview candidates. The majority of employers are willing to schedule evening interviews to accommodate candidates, while interviewing during the weekend was evenly split.

The most important hiring qualities employers look for in candidates are experience in function, skills, culture fit, communication skills and drive/passion.

The metrics used by employers to evaluate talent acquisition are number of hires per period (33 percent), open positions by recruiter (30 percent), cost per hire (29 percent) and aggregate or functional time to fill (23 percent each). Nearly half of the employers use manager feedback post-hire and performance appraisals within the first year to evaluate quality of hire, while 39 percent of employers use the first annual performance appraisal.

**University of Illinois
Alumni Association
Alumni Career Center**
200 S. Wacker Drive
First Floor, MC 200
Chicago, IL 60606

Phone
312/ 575-7830

Fax
312/ 575-7832

E-mail
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"Finding Talent" Series

Through the "Finding Talent" newsletters and events, the University of Illinois Alumni Association Alumni Career Center aims to offer networking and professional development opportunities for people with hiring, interviewing or recruiting responsibilities. The series has covered a wide range of topics, including technology

tools, trends, marketing and behavior-based interviewing.

"Finding Talent" has something to offer both new and seasoned recruiting professionals. Events are hosted in the spring and fall. Please contact me with suggested topics and if you would like to share your expertise as a presenter.

SAVE THE DATE

Next "Finding Talent" event
Sept. 24, 2009

Legal Issues: Background Checks & Electronic Communications

200 S. Wacker Drive, Chicago
6 – 7:30 p.m.

RSVP: ballegre@uillinois.edu

Thank You to Our "Finding Talent" Presenter

The Alumni Career Center would like to thank our presenter Kevin Wheeler, President of Global Learning Resources, Inc., for discussing what Web 2.0 is and illustrating the benefits of using it to create robust recruiting solutions. Kevin's global expertise as an entrepreneur, speaker, author, teacher and consultant in human capital acquisition added to the professional quality of the "Finding Talent" employer program series. The time and recruiting knowledge he shared at the "Finding Talent" employer program were very much appreciated.

Kevin Wheeler may be contacted at kwheeler@glresources.com



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