



Special Interest Articles

Web 2.0 Tools To Network, Source And Recruit

A Guide To Boolean Search Vs. Semantic Search

Behavioral Interviewing Seminar

Upcoming Events

Employer Services

Next "Finding Talent" Event

Sept. 22, 2010

Panel Discussion-

Best Social Media Practices to Engage Talent and Brand

8:30 – 10 a.m.

200 S. Wacker Drive, Chicago

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IUAA Alumni Career Center helping employers find experienced talent



Web 2.0 Tools To Network, Source And Recruit

Blogging, social networks, videocasts – should these Web 2.0 tools be used for recruiting? That's still a hotly debated subject. Web 2.0 technologies comprise the fastest growing media source in today's world. With competitors and job seekers already using Web 2.0, most early adopters believe these tools are critical to stay competitive in recruiting top talent. Falkow mentioned that non-users remain concerned about such issues as confidentiality, security, and even damage to the company's reputation. A report by Taleo, a leading e-recruiting software company, emphasizes that recruiters must become more adept at using social networking and other Web 2.0 technologies to find the best candidates, and also should familiarize themselves with how the different applications work and the audiences these applications, sites, and networks attract.

Web 2.0 Growth

Since 2006, the use of such Web 2.0 tools as blogs, social networks and videocasts has increased enormously. The advantage of using these tools will, however, diminish as more non-users become adopters and newer, more cutting-edge tools emerge. To maintain the Web 2.0 recruiting advantage recruiters will have to continually be aware of the latest online tools and understand how to maximize them in the recruitment process.

Recruiting and the Future of Social Networking

Referrals and networking tend to be very effective techniques for sourcing quality candidates. Now, more and more of these referrals are coming through online communities. While LinkedIn is still the top professional networking site on the Web, other niche sites that manage networks include: Doostang, Naymz, Affiinty Circles, Xing, Viadeo and Tianji.

Blogging and Microblogs

Blogs and microblogs are being used to build brand. According to Taleo's report, twitter can be used to network, engage talent and market their company. Technorati, Blog Catalog and Google Blog Search can help identify and search for talented passive candidates who blog and comment, while Friendfeed, Digg, Del.icio.us can offer channels to source and maintain candidate relationships.

Passive Candidates and Social Networks

The future of recruiting passive candidates will be based on sharing preferences and experiences and building a community of friends, according to Jason Blessing at Taleo. Through social networks, recruiters may be able to develop relationships with passive candidates and then persuade them to consider taking a position. Many social networking sites target specific countries and populations. Recruiters should identify which sites best target the talent they seek.

Conclusion

Some employers do not know enough about Web 2.0 and its

various social media tools. Web 2.0 technology may have started as a trend, but it is here to stay, and it is changing the face of recruitment. Taleo's report mentioned that companies must keep using proven sourcing techniques and that recruiters who master online tools and integrate these tools into their daily workflow will find that they can hire better candidates in less time.

SOURCES:

Sally Falkow, "Companies Have Social Media Concerns," www.infocomgroup.net/falkow/?p=693

Taleo Corp., "Social Networking: How It Changed Recruiting and the Next Generation of Online Tools," 2009 Business Edition Summary Report

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A Guide to Boolean Search vs. Semantic Search

"Boolean searches can be used on recruiting systems including LinkedIn and Monster and many internal applicant tracking systems."

Boolean search and Semantic Search are techniques that can help recruiters achieve more meaningful candidate search results. The difference between these two techniques is that Boolean searches develop strings of keywords to match the candidate search. In Semantic Search the search string tries to find the intended meaning between the words.

Boolean searches can be used on recruiting systems including LinkedIn and Monster and many internal applicant tracking systems. Semantic Searches can only be used on search interfaces and engines that support proximity searching.

Five elements of syntax apply when creating a Boolean search: AND, OR, NOT, () and ". Timothy Marston defines each function as follows:

AND- terms that follow an AND search command must appear in the result. For example:

engineer AND "senior developer"

will give results that include both the word engineer and the phrase "senior developer."

OR- is used to create a list of possibilities for which only one match is important. For example, the following search phrase would give results that contain one or more of the stated words:

hospitality OR catering OR hotelier

NOT- is used if a term is to be excluded. If there are closely related terms that mean very different things, then usage of the NOT command is extremely valuable. An example could be as follows:

architect NOT "software architect"

If you are searching in the construction industry this would be very useful.

This Boolean search would give results that contain the word architect, but leaving out any that use the phrase "software architect."

""Quotation Marks- the "" expression has already been used in some of the above examples, wrapped around particular keywords. These quotation marks are used to capture a phrase that is to be kept intact, in the precise word order stated. Not using "" around a phrase will mean that each word is treated separately, usually with an assumed AND in between each one. For example:

pork sandwich

would give results that contain "pork" and "sandwich", but not necessarily in the same sentence or paragraph!

"pork sandwich" would give results that only contain the phrase "pork sandwich"

() Brackets- are essential for complex search strings. A

clause within brackets is given priority over other elements around it. Brackets are most commonly applied by recruiters in the use of OR strings. For example, a bracket string could target the names of one or more companies where a candidate may have worked. The command may be constructed as follows:

IBM OR Oracle OR "Red Hat" OR Microsoft

Any search with large companies such as these is likely to generate many results. To find only manager or director level individuals, use the following command:

"Manager" OR "Director"

To combine both commands into one search, use brackets to tell the search engine that these are separate conditions. In order to tell the search engine that results should contain either manager or director and also one of IBM, Oracle, Red Hat, or Microsoft, they should be grouped such as:

("Manager" OR "Director") AND (IBM OR Oracle OR "Red Hat" OR Microsoft)

Semantic Search

The drawback to Boolean Search writing among recruiters is that the search results are a collection of words that do not necessarily have a relevant match or

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Find Talent Through Informational Recruiting

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increasing your visibility or brand with University of Illinois alumni?

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Seminar may be the solution.

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Contact Bernice Allegretti in Employer Relations at 312/575-7836 or e-mail ballegre@uillinois.edu to learn more about how an

Informational Recruiting Seminar can assist you in connecting with top talent.

The UIAA Alumni Career Center is one of a few comprehensive career centers in the nation focused on bringing alumni and employers together.

Back by Popular Demand: Behavioral Interviewing Seminars

The UIAA Alumni Career Center and our partner, Crowe Horwath LLP, are pleased to offer a set of professional development and Networking Seminars on "Promoting Behavioral Interviewing."

Promoting Behavioral Interviewing seminars are designed to accommodate recruiters with different levels of skills and knowledge in behavioral interviewing. Recruiters will learn the process of using behavioral interviewing in recruiting and will be given the opportunity to practice in between seminars and return, if needed, to the next session level of expertise in behavioral interviewing. Each seminar is conveniently offered in the morning in downtown Chicago in the Illini Center.

Choose your beginning behavioral interviewing seminar session based on your current skills and knowledge and come learn, practice and, if needed, advance to the next session of expertise in behavioral interviewing. Seating is limited to the first 60 people.

Session 1

May 4, 2010, 8 a.m. to 10:30 a.m.

Session 2

June 8, 2010, 8 a.m. to 10:30 a.m.

A light breakfast will be served, with the seminar beginning promptly at 8:30 a.m.

Price: \$35/per session

For seminar details or to register, click on the link below. If the link does not work, cut and paste it into your browser.
<http://tinyurl.com/PromoteBehavIntrv>.

University of Illinois Career Fairs

Chicago Alumni Job Fair

Date: May 12, 2010

Contact: Tarek at tpertew@gmail.com

Visit: www.myworkster.com/jobfair

Washington DC Alumni Job Fair

Date: June 18, 2010

Contact: Tarek at tpertew@gmail.com

Visit: www.myworkster.com/jobfair

Campus Recruiting Forum 2009

The 7th Annual Campus Recruiting Forum is your opportunity to learn what's new in campus hiring – from social networking tools to hiring trends to the changing nature of Gen Y, your future workforce.

The University of Illinois Alumni Association is proud to be a sponsor of the upcoming Campus Recruiting Forum in Chicago on May 18th.

Visit www.CampusRecruitingForum.com for more details or to register. Please contact the Forum manager, Carly Pisterzi, carly@brainstorm.ca, if you have any questions.



The **Midwest ACE annual conference** is a cost-effective professional development event for recruiting and career services professionals to exchange best practices, learn about trends, network & develop business.

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A Guide To Boolean Search Vs. Semantic Search

meaning for what the recruiter is looking for. However, Semantic Search may change that, because it is designed to find the intended meaning between the words, thereby returning a more relevant search result.

According to recruiting consultant Glen Cathey, a Semantic Search can best be achieved using search interfaces and engines that support proximity searching. Proximity search functionality allows a recruiter to control

how closely specific words are mentioned in relation to other words.

According to Cathey, there are three types of proximity searches, of which the fixed proximity search and configurable proximity search are the most powerful. Fixed proximity searches enable recruiters to search for words or phrases that appear near other specific words or phrases, with the fixed range being between one to 10 words. Configurable proximity searches allow

recruiters to precisely control the maximum distance between specific search terms and to return even more relevant results than the NEAR operator.

Semantic Search will certainly change the future of sourcing from finding and matching keywords to targeting candidates based on what they DO, rather than just the words they use in their resume.

SOURCES:

Glen Cathey, "Semantic Search for Sourcers and Recruiters," www.booleanblackbelt.com/2008/12/semantic-search-for-sourcers-and-recruiters/

Timothy Marston, "A Recruiter's Guide To Boolean Searching And The Worlds Largest Free CV Database," www.ere.net/2009/10/06/a-recruiters-guide-to-boolean-searching-and-the-worlds-largest-free-cv-database/

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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. 22, 2010

Panel Discussion-Best Social Media Practices to Engage Talent & Brand

200 S. Wacker Drive, Chicago
8:30 – 10 a.m.

RSVP: ballegre@uillinois.edu

Thank You to Our "Finding Talent" Presenter

The Alumni Career Center would like to thank our alumna and presenter Toby Nathan, Principal of RecruitStar, for discussing how to engage and enhance the candidate experience utilizing Web 2.0 tools in a recruitment strategy and for demonstrating Boolean Search techniques for finding top talent. Nathan's expertise as a seasoned talent acquisition consultant and entrepreneur adds another dimension to the professional quality of the "Finding Talent" employer program series. Nathan's time and recruiting knowledge shared at the "Finding Talent" employer program was very much appreciated. Contact Nathan at toby@RecruitStar.com, follow her on [Twitter](https://twitter.com/toby_nathan) or visit her web site – www.recruitastar.com.



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