

Special Interest Articles

Sourcing Trends and Phone Tricks of the Trade

Improving Recruitment Processes

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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UIAA Alumni Career Center helping employers find experienced talent



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Sourcing Trends and Phone Tricks of the Trade

There is a shift occurring in how a company sources, recruits and hires active talent, according to Lou Adler's article, "Sourcing Trends and Predictions 2010." The following are some trends and predictions Adler mentions in the article, based on his current work experiences with major companies and his recent online survey results:

1. Job boards will become obsolete.
2. The traditional requisition-based advertising model will switch to a search-engine-optimized (SEO) talent hub and spoke model.
3. Compensation and counter offers will increase once the economy recovers as a result of massive hiring due to huge voluntary turnovers.
4. Twitter and Facebook will become new spokes within the SEO talent hub model to source active candidates.
5. Sourcing and recruiting passive candidates will increase and become more aggressive with LinkedIn, ZoomInfo and Broadlook being key tools to find passive candidates.
6. Companies will use just-in time hiring and virtual recruiters.
7. Employee referral programs will become the primary driver for sourcing
8. "Hiring A-level talent" training for both recruiters and hiring managers will increase.

According to Adler, companies that use SEO talent hub and spoke and use virtual recruiters will be

able to hire more passive A-level candidates. Companies that have not implemented these strategies might have to rely on using external agencies to hire passive candidates.

Knowing how to effectively phone source a passive candidate will be a critical skill recruiters will have to develop to source and recruit passive candidates. In the article "Top 10 Phone Sourcing Rules," Maureen Sharib recommends the following helpful rules:

Rule 1: Say hello and state your name.

Rule 2: Repeat the person's name back to them. For example, "Hello, Anne, this is ... Can you please transfer me to...?"

Rule 3: Ask for one thing at a time.

Rule 4: Don't lie. Sharib does not recommend telling a story to fish for the name and title of an individual unless that exact title exists within the organization.

Rule 5: Listen and hear what is in the gatekeeper's voice. Sharib recommends tuning in to their level of maturity, experience on the phone and affect. The manner in which the recruiter interacts with the gatekeeper will set the tone for the level of cooperation she gives the recruiter. Sharib provides examples in the article.

Rule 6: Never, argue with the gatekeeper.

Rule 7: Understand that phone sourcing may not be your cup of tea.

Rule 8: Lose the 'stinkin' thinking.' Anticipate reactions by preparing a sound byte that is positive, decisive and bold.

Rule 9: Be humble. Accept and laugh at your foibles.

Rule 10: Give back.

Furthermore, when sourcing, time, patience, and placing a company name and area code in a Google search box can yield a recruiter a wealth of information about a company's telephone directory. According to Sharib, if a company uses only one prefix for the main number and their employees, chances are the "direct dials" are going to lie somewhere "around" the main number. For example: dialing 703/456-2001 and then 2002 and then 2003 will, many times, reveal employees seated behind those numbers. Numbers that appear to fall in ranges, for example the 5000, 6000 and 7000, can help to

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"Recruiters still believe that their job is to fill requisitions when their job should be to bring in people who will impact the business, according to Brian Wilkerson, at Watson Wyatt's talent management consulting group."



Improving Recruitment Processes

Recruiters still believe that their job is to fill requisitions when their job should be to bring in people who will impact the business, according to Brian Wilkerson at Watson Wyatt's talent management consulting group. Improving the recruiting process begins with knowing the steps in the process, then identifying which steps need improvement. In the article, "The Steps Of The Recruiting Process And How To Identify Failure," Sullivan discusses the following steps and failures in an effective recruiting process:

Step 1: Determine your ideal recruiting target. Define your talent target, including performance and experience level, and if they are an active job seeker. Common failure: Define your target, but fail to design the approaches used to recruit and hire that target.

Step 2: Understanding your target's decision criteria. Identify the key factors, known as "job acceptance criteria," necessary to convince a qualified prospect to apply for and accept a job at your firm. Common failure: Omitting this step and producing messages that the recruiting team finds compelling versus what the target talent needs to hear.

Step 3: Know where your target "hangs out." Identify "hangouts" and the communication channels most effective for recruitment messages. Common failure: Omitting this step and deploying easy-to-reach employment branding and recruitment marketing

messages.

Step 4: Employment branding. Proactively develop and deploy content telling your target why your organization is a desirable place to work. Common failure: The employer brand message is not authentic or believable.

Step 5: Learn your target's job search process. Understand how your targets look for jobs and create a campaign that advertises and makes jobs visible to them. Common failure: Omitting this step.

Step 6: Post jobs for active candidates where they can be found easily. Common failure: not gathering data on candidate "hangouts."

Step 7: Directly source "non-active" prospects, because "non-active" prospects are not in job search mode.

Common failure: recruiting functions do little direct sourcing and as a result, they are forced to select from a smaller pool of primarily active candidates.

Step 8: Provide prospects with additional information before they decide to apply. Make it easy for potential candidates to find positive information about your firm and its jobs. Common failure: not identifying what information candidates are most interested in.

Step 9: Easy job application process. Common failure: Most application processes are tedious or frustrating, and there is no feedback mechanism to find out why applicants drop before they

complete the process.

Step 10: Sorting the highest quality applications by job. Common failure: no metric or feedback mechanism to measure the percentage of applications that were routed to the wrong job.

Step 11: The initial screening of applications and resumes.

Qualify applicants to prevent them from being "sorted out." Common failure: No metric or feedback mechanism is used to measure the misclassified applications or ones that advanced without meeting minimum standards.

Step 12: The initial phone screen. Gather additional information on the candidate's qualifications and "fit."

Common failure: No metric is completed to assess the screening process accuracy.

Step 13: Interviewing and selling qualified applicants.

Rank order the candidates on level of desirability and on providing a positive candidate experience that sells the best candidates this job. Common failure: no feedback to identify problems in the process leading top talent to opt out before the process is completed.

Step 14: The final interview.

Confirm your initial desirability ranking and set expectations among those most likely to receive an offer. Common failure: The very best have been previously screened out by mistake or voluntarily dropped out of the process.

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Sourcing Trends and Phone Tricks of the Trade

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assess the size of the company's location. Finding the name of the person associated with various numbers can be identified by dialing a long list of consecutive numbers after hours and on weekends. Listening to a person's voice-mail message may reveal their name, direct phone or cell number, title, e-mail address or

even a colleague's contact information if the person is out of the office. This information can be cross referenced with a tool such as Hoovers to verify the correct spelling of a person's name.

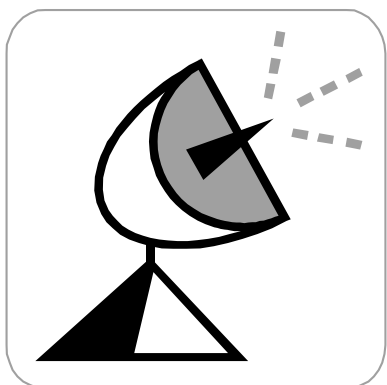
SOURCES:

Lou Adler, "Sourcing Trends and Predictions 2010," <http://www.ere.net/2009/06/26/sourcing-trends-and-predictions-2010/>

Maureen Sharib, "Top 10 Phone Sourcing Rules," <http://www.ere.net/2010/01/13/top-10-phone-sourcing-rules/>

Maureen Sharib, "Direct-dial Directories: How to Research Staff via Phone Numbers," <http://www.ere.net/2009/03/30/direct-dial-directories-how-to-research-staff-via-phone-numbers/>

University of Illinois Career Fairs



Illinois College of Business Career Fair

Date: Sept 14-15, 2010

Call: 217/ 265-0864

Illinois College of Engineering Career Fair

Date: Sept. 15 -16, 2010

Call: 217/ 333-1960

UIC Fall Diversity Job Fair

Date: Sept. 23, 2010

Contact: jaimbev@uic.edu

UIC Graduate and Professional School Fair

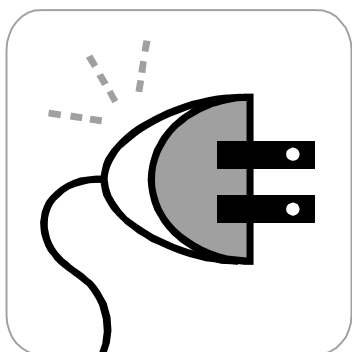
Date: Oct. 7, 2010

Contact: agarza@uic.edu

UIS 2011 Springfield Collegiate Career Fair

Date: Spring 2011

Contact: 217/ 206-6508



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 and develop business.

Aug. 1-3, 2010
Marriott City Center
Minneapolis

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

Improving Recruitment Processes (continued from page 2)

Step 15: The reference checking process. Validate the perception of your assessment team using references by gathering additional information on the finalist(s) and ensure the information is not erroneous. Common failure: An underfunded reference checking process leaves no one accountable.

Step 16: The offer process. Create an offer that meets the company's boundaries and most of the candidate's "job acceptance criteria."

Common failure: No one is held accountable and there is not an effective mechanism to analyze failures or process improvement feedback.

Step 17: Post-offer acceptance process. Ensure those that accept the offers don't back out as a result of a counteroffer or second thoughts. Common failure: This step is omitted.

Step 18: On-boarding process. Contrary to popular belief, the goal of on-boarding is to provide resources and information that enable new

hires to become productive as fast as possible. Common failure: poor budget "handoff" between the recruiting and on-boarding functions.

Step 19: Feedback and new hire monitoring. Assess if the overall recruiting process is producing quality hires, and using new hires to determine what elements of the process need improvements. Common reason for failure: Step is omitted.

In the end, improving the recruitment process, as cited by Wilkerson, comes down to

measuring the impact that hires have on the business.

Sources

Fay Hansen, "Recruiting Inside The Loop," www.workforce.com/archive/feature/25/45/83/index.php?ht=

Dr. John Sullivan, "The Steps Of The Recruiting Process And How To Identify Failure," www.ere.net/2010/05/10/the-steps-of-the-recruiting-process-%E2%80%A6-and-how-to-identify-failure-points/

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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

Employer Service: Informational Recruiting

If your future hiring strategies include reaching out to passive, experienced talent, recent graduates or increasing your visibility or brand, an informational recruiting session is a service to consider through the Alumni Career Center. An invitation will be sent to

a targeted alumni audience based on your hiring specification.

To learn more about how an informational recruiting session can assist you in connecting with top talent, contact Bernice in Employer Relations at

312/575-7836 or
e-mail ballegre@uillinois.edu.

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

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