

The Hire Authority

Special points of interest:

- > Social Media News
- > Diploma Mills
- > Talent Drive
- > Talent Acquisition Strategies and Solution Benefits

Spring has Sprung!



Top 10 USA Hot Springs

<http://www.trails.com/toptrails.aspx?area=10534>

Volume 2, Issue 2

Social Media News—Recruiting and References

Is social media a part of your recruiting strategy? If not, it probably will be soon. In the old days, you ran a news paper ad and you received resumes and letters from serious candidates. But with the advent of the internet and social media you may be inundated with resumes from unqualified candidates. To overcome this, some organizations limit their social media recruiting to sites like Linked In or The Ladders where the candidate profiles can be reviewed by other members. This limits their ability to embellish their accomplishments.

Most companies have a policy that prohibits provid-

ing non-neutral reference information about former employees to prospective employers. This policy defends the former employer from defamation lawsuits. We usually think about this in terms of the traditional telephone based reference check. Social media sites such as Linked In or Plaxo have changed the way reference information is provided. According to SHRM 20% of employees use professional networking sites and 16% use social networking sites. Linked In serves as a job search site as well as a professional networking site, and it includes a Recommendation function. With just a few key strokes, your employees could be providing a non-neutral reference on former employees. Employers

should update their policies about references to include professional networking and social media sites. It may be necessary to educate employees on what is acceptable and unacceptable. Here's an example of something that might be unacceptable: "I worked with Joe, and his department never made their budget." This may not be an accurate statement or may not match company records. Here's an example of something that may not be a problem: "I have known Joe for 10 years and found him to be energetic and innovative." Since this is an opinion, it should not represent a problem for the former employer.

Diploma Mills

If you are a member of the professional network service LinkedIn, you can easily perform this simple exercise. Go to the Advanced People Search at www.linkedin.com/search. Enter Almeda in the college box, and click on search. You will see a list of people or connections who are touting their degrees from Almeda.

The problem is Almeda is a Diploma Mill. Merriam-Webster's online dictionary describes a Diploma Mill as:

a usually unregulated institution of higher education granting degrees with few or no academic requirements

A Diploma Mill issues a paper diploma paid for by the student and the student performs little or no actual study. Some schools, such as Almeda, offer degrees based on life experiences. There are some diploma mill factories that even provide a phone number or email address for students to submit to employers or employment screeners to use for

verification. This contact point leads to a bogus registrar's office with a very convincing, fake registrar who will confirm the school's existence and even get uppity if you suggest there is fraud.

By the way, the first page on the LinkedIn list with Almeda "degrees" includes a corporate security director, a security consultant, a VP of Human Resources, an employee of one of the nation's largest public record vendors, and a chapter chairman of ASIS.

Recruiting Environment in 2010 and Beyond

TalentDrive, the creator of TalentFilter, recently surveyed 10,832 professionals from Fortune 1000 companies. The respondents provided information about their hiring expectations and practices in 2010 and beyond. The survey identified these key items:

- 44% of the companies have increased their hiring budgets for 2010
- 50% plan to begin hiring actively in Q2 and Q3
- The top tools listed for recruiting new talent were:
 - ◊ Proactive Recruitment Marketing – 52%
 - ◊ Sourcing Technologies – 31%
 - ◊ Social Media – 60%
- 38% are afraid the competition will recruit their top talent
- 75% are not prepared for the return of hiring



One of the emerging trends is the move away from spending on traditional job board posting and employment advertising. Instead employers are utilizing sourcing technology, social media, and their own company website to target and filter qualified candidates.



Talent Acquisition Strategies

According to the Aberdeen Group, a successful talent acquisition strategy must include a proper mix of process, organizational knowledge, technology, and performance measurement. Organizations who are considering implementing or upgrading a talent acquisition system should consider the following:

- Identify and define top performance in terms of attributes, behaviors, skills and aptitudes. Also determine what it takes to fit within the organization or team.
- Collect and utilize candidate data. Realistically, this requires some technology which is capable of retaining candidate data for future analysis and use.
- Don't forget about passive candidates. Human resources professional should be augmenting their candidate pool with information from passive candidates. Top candidates may not be actively looking to change jobs so locating and communicating with them is essential.
- Identify the best sources for candidates. Employers should focus on those sources that provide the best quality candidates. Many find that their current employees are an excellent source for top candidates.
- Establish quality of hire metrics. Employers should have a system in place to measure how well and how quickly a new hire achieves the desired performance level.
- Start the onboarding process earlier. In most organizations onboarding starts on the date of hire, but by starting early the employer can reinforce the decision and have positive influence on the new employee's performance.
- Collaboration between HR and hiring managers is a key. In order to achieve the desired results the necessary skills and competencies must be mutually understood by all involved in the recruiting and hiring process.
- Align the talent acquisition strategy with the company strategy. A long-term view of the company's direction will dictate what skills and competencies are needed.

Look Closer

Look Faster

Look Deeper

Look Smarter

Look Better

Integrated Talent Acquisition Solution Benefits

According to recent Aberdeen Group research, employers can realize substantial benefits by implementing a comprehensive talent acquisitions strategy. According to the research, the following measurable improvements have been achieved:

- 34% year-over-year average improvement in quality of hire
- Hiring 90% of top-choice candidates
- 25% year-over-year average reduction in time-to-hire
- 24% year-over-year average increase in new hire retention in the first year of employment



To achieve these objectives, employers have increased collaboration between hiring managers and recruiters, been more aggressive at communicating job openings to current staff, and used their corporate website as a tool to brand their organization for recruitment purposes.

Additionally, organizations are increasing their focus on integrating the talent acquisition tools with the rest of their hiring process. The research indicates there is a lot of room for improvement in this area. Less than 25% of organizations have achieved integration, but the research indicates that more than 50% have plans to integrate in the next 12 months.

The research also identified a number of other challenges in the hiring process. They include:

- A lack of resources
- Inadequate applicant tracking and management processes
- Uncertainty about identifying passive candidates
- Lack of understanding on how younger applicants should be recruited
- A lack of flexible work programs for semi-retired or part-time workers

These items plus the economy, overall skill shortages, and a fluid marketplace are driving the need for integrated talent acquisition solutions.

SNEAK PREVIEW

UPCOMING NEWSLETTER JULY 2010

◆ Credit Check

Current federal law requires employers to have written permission from applicants to check their credit history, but legislation to further restrict employee credit checks has been introduced that would amend the Fair Credit Reporting Act (FCRA) to prohibit the use of consumer credit checks against employees "for the purposes of making adverse employment decisions."

◆ Megan's Law

California's Megan's Law provides the public with certain information on the whereabouts of sex offenders so that members of our local communities may protect themselves and their children. Megan's Law is named after seven-year-old Megan Kanka, a New Jersey girl who was raped and killed by a known child molester who had moved across the street from the family without their knowledge.

Inquirehire

320 LeClaire Street
Davenport, Iowa 52801

Office: 563-323-5922
Fax: 563-323-5441
E-mail: editor@inquirehire.com



At Inquirehire, we help U.S. organizations of all types and sizes make outstanding direct hire, volunteer, and tenant decisions by providing a full suite of integrated services and software solutions. Our services include applicant tracking and management systems, web-based reference checks, pre-hire and post-hire assessment testing, comprehensive background checks, drug testing, and I-9/E-Verify systems. Whether your organization needs a simple background check program or an enterprise level hiring process overhaul, we can help. Our solutions are backed by world class customer service and industry leading turnaround times. To find out how we can help your organization, please call us at 1-800-494-5922.



Your Input Is Important to us!

Do you have a question? Is there a topic you'd like to see covered in a future issue?

Please email editor@inquirehire.com.

Feel free to share our newsletter with your friends and colleagues.

To receive future newsletters simply email kris@inquirehire.com, and you will be added to the distribution list.

VISIT US ON THE WEB!

WWW.INQUIREHIRE.COM