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# Strategic Recruiting

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# Strategic Recruiting

- What is it? Why should I care?
- Active vs Passive Candidates
- Elements of Strategic Recruiting
- Tools & Resources



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# My Employee Quits...

## ...Now What?

# This is an opportunity!



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# Hiring Official & HR

- [http://www.youtube.com/watch?feature=player\\_detailpage&v=bPEDCh7LaoU](http://www.youtube.com/watch?feature=player_detailpage&v=bPEDCh7LaoU)



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# Take the Opportunity

- Align with mission & goals
- Re-work the position description
- Generational differences
- Become better



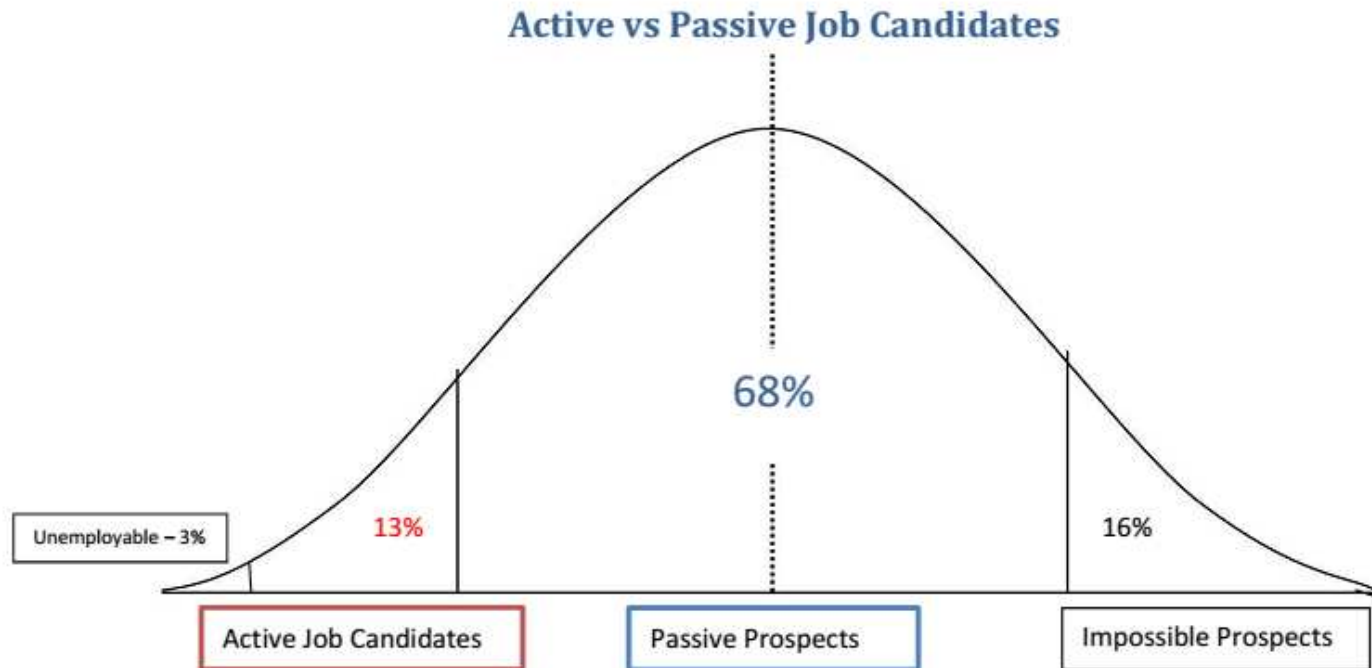
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# Types of Applicants



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# Active Candidates

- 80% of open jobs are filled by active candidates
- 40% of active candidates are unemployed
- Advertising on job boards/help wanted almost exclusively focus on active candidates



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# Passive Candidates

- Requires a different sourcing technique to find these candidates
- Usually happy & successful in current job
- Not looking at job advertisements
- 120% more likely to want to make an impact
- 33% more likely to want challenging work
- 17% less likely to need skill development





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# Who do you want?

- Active vs Passive
- Passive requires a different process and includes many elements of Strategic Recruiting



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# Elements of Strategic Recruiting

- Have a plan/outcome
- Branding
- Sourcing
- Pipeline
- Competitive
- Recruiting Culture
- Diversity
- Candidate Experience
- Prioritize
- Data Driven Decisions



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# Have a Plan

- What are the outcomes you want
- What are your needs
- KSA
- Advertise/Recruit
- Timeline
- Sell your job...Sell Virginia Tech



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# Branding

- #1 – What do people see, hear, read
- External image
- Knowledge of the product
- VT brand:
  - Great Place to Work
  - Live/Learn/Work
  - Invent the Future
  - Hands on Minds on
  - Top 25

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# Sourcing Candidates

- #2 in terms of importance
- What are the right tools
  - Advertising, recruiting, employee referrals, professional events, resume search, etc.
- Shifts depending on level & how critical
- Post & Pray vs. Impact the candidate pool



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# Pipeline

- On-going
- Networking/Relationship Building
- Pre-need approach
- Workforce Planning (turnover, retirements)
- Global
- Active & Passive



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# Competitive

- Fight for your candidates (really good)
- What is your competitor doing to attract top candidates?
- Move on the candidate's timeline
- You are selling & trying to get the candidate to buy.
- Be your best for the best



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# Recruiting Culture

- On-going
- Everyone can be a talent scout/recruiter
- Always represent the brand
- Networking
- Materials





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# Diversity

- Encourage different perspectives and ideas that drive innovation
- Global environment
- Prepare our students for the world
- Legal requirements
- Variety of candidate experiences



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# Candidate Experience

- 2014 National Focus
- Not just about you and your needs
- What does the candidate want/need
- He/she may be happily employed – why leave
- Customer Service – Follow-up
- Speed

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# Prioritize

- Level of the position
- Difficulty in finding candidates
- Not all jobs have the same impact
- Use limited resources wisely



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# Data Driven Decisions

- It's the way we've always done it
- Fast changing environment
- Hire with facts – not emotions
- Hire the best



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# Tools & Resources

- Advertising Contract
- Outreach/Networking
- Graystone
- Human Resources



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# Advertising Contract FY13/14

**A great place to work**

 **Now hiring!**  
[www.jobs.vt.edu](http://www.jobs.vt.edu)

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**Virginia Tech ranks 6<sup>TH</sup> in the "Best 377 Colleges - Quality of Life" survey.**  
Princeton Review®

**A top 30 public research institution.**

 **Virginia Tech ranks 28<sup>TH</sup> nationally among public universities.**  
U.S. News & World Report®



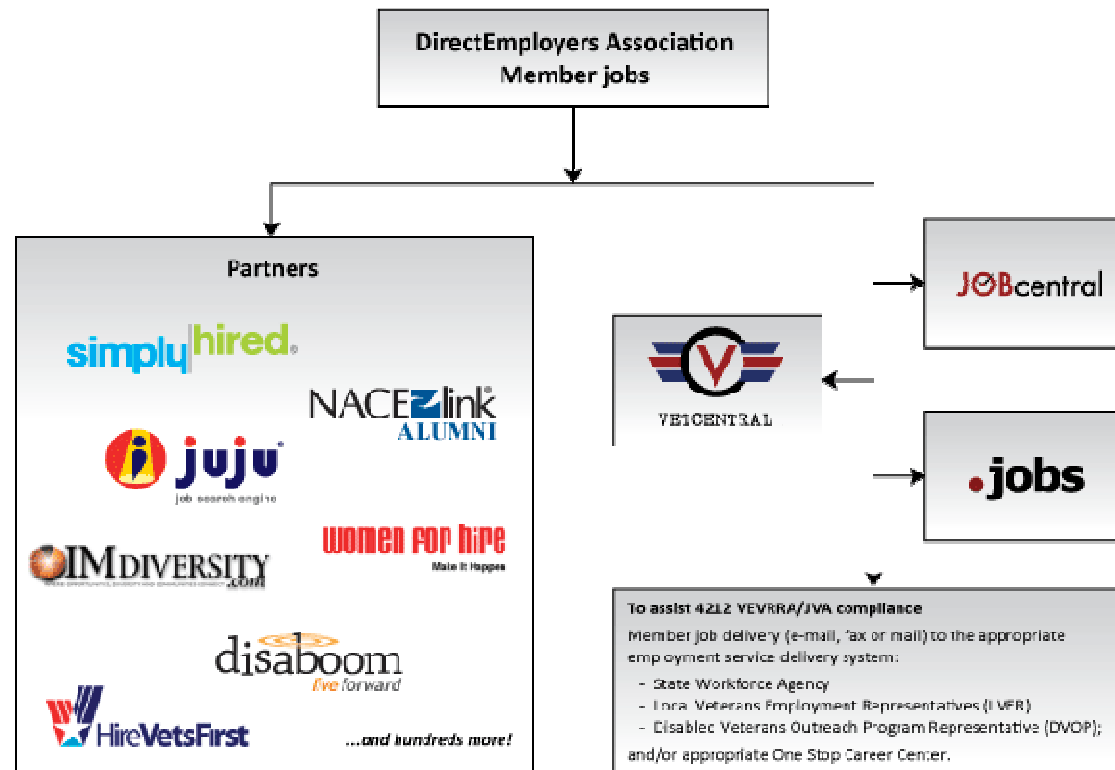
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# Job Central Contract



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# Additional Contracts

**THE ROANOKE TIMES**  
[roanoke.com](http://roanoke.com)

**Linked in**®

**Dice**®  
*The Career Hub for Tech Insiders™*

  
**HigherEdJobs**

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## 2008 to 2013 Comparison

- CY08 – 23,000 applications
- CY13 – 54,000 applications
  
- Cut university advertising costs in half  
and saved approximately \$700,000



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# Community Outreach

- **20+** visits (Jan 13 – Mar 14)
- Includes VEC, DBVI, DARS, Roanoke Event, Community Visits, Henry Street & Latino Festivals, etc.
- Locations: Blacksburg, Christiansburg, Pulaski, Dublin, Radford, Salem, Roanoke

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# Job Fairs

- **27** general job fairs (Jan 13 – Mar 14)

Blacksburg, Radford, New River Valley, VT Campus,  
Radford Campus, Wytheville, Galax, Salem, Roanoke,  
Petersburg, Richmond, Norfolk, Lynchburg  
Bluefield, WV; Charlotte, NC; Greensboro, NC;  
Washington D.C.



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# Veteran Focused

- **11** recruiting events/job fairs (Jan 13 – Mar 14)
- Richmond, Salem, Norfolk, Petersburg, & Bluefield WV



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# Diversity Focused

- **8** recruiting events/job fairs (Jan 13 – Mar 14)
- Norfolk, VA; Petersburg, VA; Charlotte, NC; Greensboro, NC; Bluefield, WV



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## 375+ Member Listserv

- Job listings monthly
- Local agencies/churches/community leaders
- 30 regional HBCUs
- Local Community Colleges
- High School Counselors



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# Social Media



**twitter**

<http://www.twitter.com/VaTechJobs>



**facebook**

<http://www.facebook.com/VirginiaTechJobs>



**rss feed**

<http://hr.vt.edu/jobsrss>



[www.m.jobs.vt.edu](http://www.m.jobs.vt.edu)



[www.jobs.vt.edu](http://www.jobs.vt.edu)

Virginia Tech has a strong commitment to the principle of diversity, and in that spirit seeks a broad spectrum of candidates including women, minorities, veterans, and people with disabilities. Individuals with disabilities desiring accommodations in the application process should notify the hiring department by the application deadline.

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# Graystone Advertising Contract

- University Contract
- Discount pricing
- One contact – one bill
- Print/Web/other
- Suggestions

- [http://www.hr.vt.edu/employment/hiring/advertising/graystone\\_contract.html](http://www.hr.vt.edu/employment/hiring/advertising/graystone_contract.html)

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# Human Resources

- Employment Consultants
- EO/AA Consultants
- Dual Career Manager
- Compensation Team
- Data (reports, analytics, research)
- Help & Assist



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# What do you need from HR?

- How can Human Resources help you hire the best?
- List and rank by importance to your group



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# Department of Human Resources

- 300 Turner Street, Blacksburg
- HR Service Center
  - [HRServiceCenter@vt.edu](mailto:HRServiceCenter@vt.edu)
  - 504-231-9331
  - Live chat
- [www.hr.vt.edu](http://www.hr.vt.edu)