

Recruitment for Organizational Success

April 24, 2013



A Fresh 'VU' on People Practices



The VUA Team

Tracey Johnson

□ 26 years in the non-profit and private sectors:

- Business Services
- Facility Management
- Insurance
- Professional Services
- Publication
- Utilities

Veronica Utton

□ 29 years in the non-profit, private and public sectors:

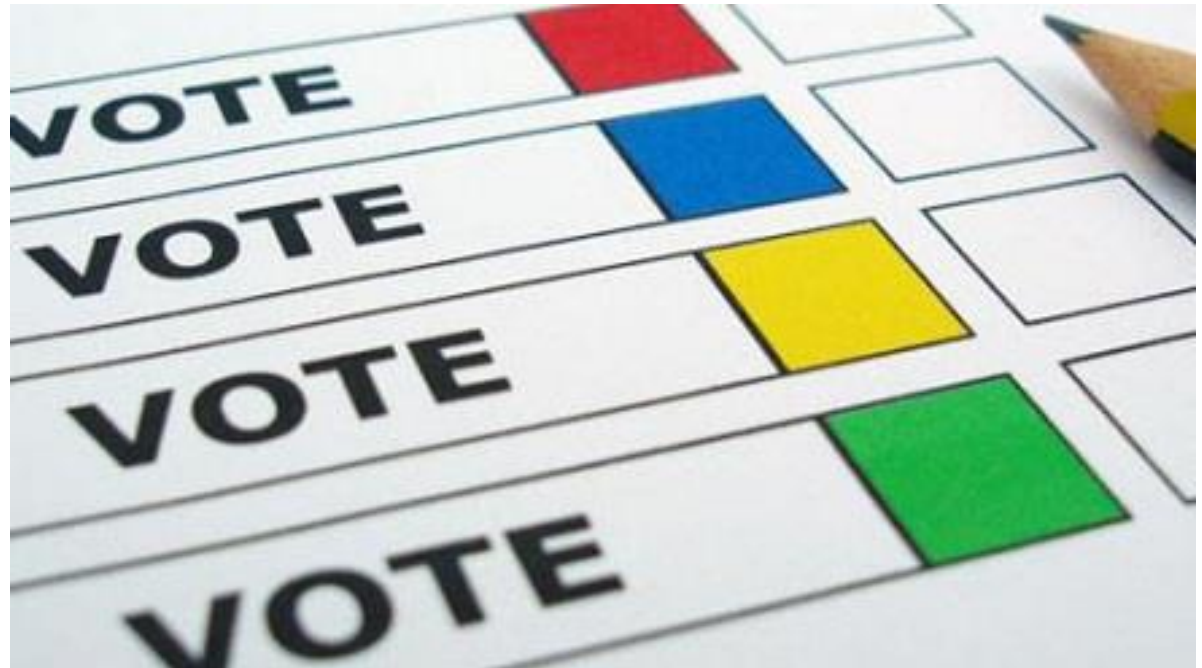
- Charitable
- Construction
- Education
- Finance
- Government
- Retail
- Professional Services

Learning Objectives

By the end of the session you will:

- Be aware of the recruitment and selection and process
- Gain an awareness to commonly practiced recruitment approaches
- Be oriented to the key components of applicant assessment methodologies

Survey Says...



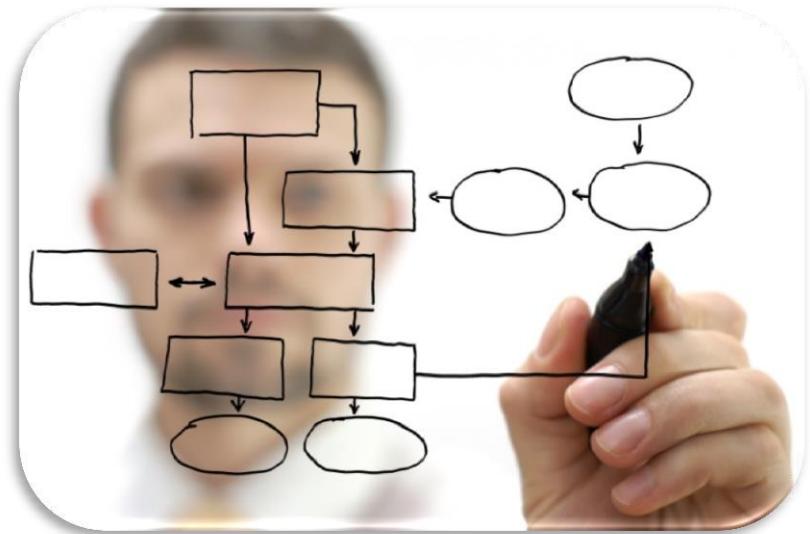
Using the polling function to respond...

Does your organization have a recruitment strategy in place?

- It's in the planning stage.
- Yes, we have one in place, too bad no one knows about it!
- Yes, we have one in place and our managers know about it.
- Strategy? Don't we just get people when we need them?

Why Have a Recruitment Strategy?

- Attraction road map
- Aligns to organizational goals and objectives
- Facilitates ongoing success (fundraising, community service, member service)



What Does Recruitment Success Look Like?

- The process aligns with the organization's values
- You achieve the desired ROI
- Anticipated goals and objectives are realized



Checklist of Strategy Considerations

Recruitment



Organization Values



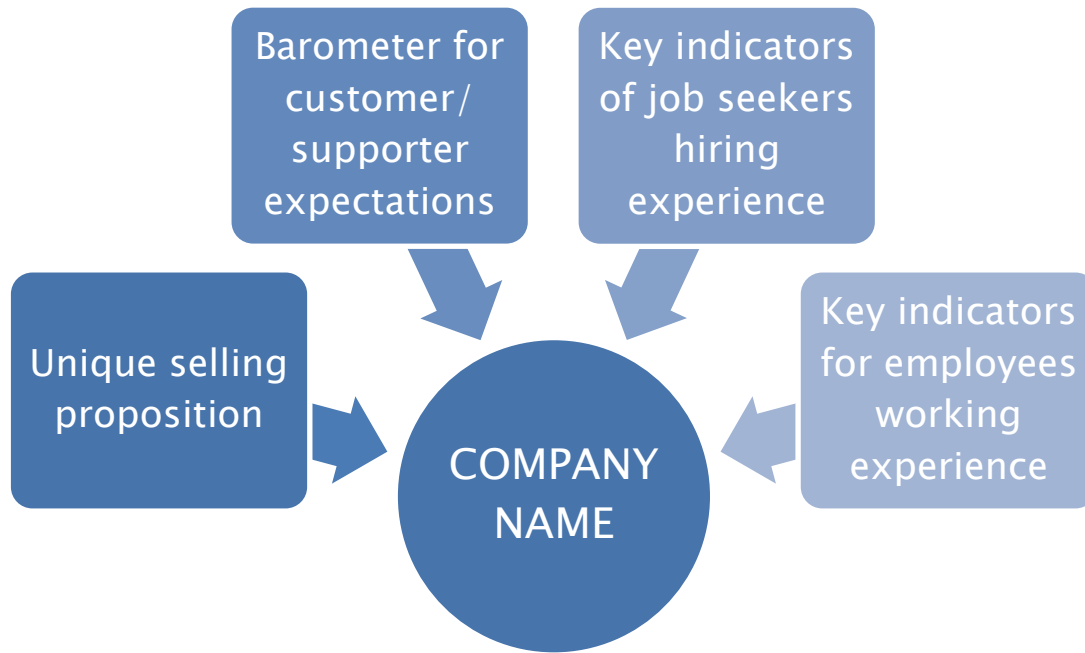
Philosophy on People



Desired Position in the Sector



Managing Your Brand

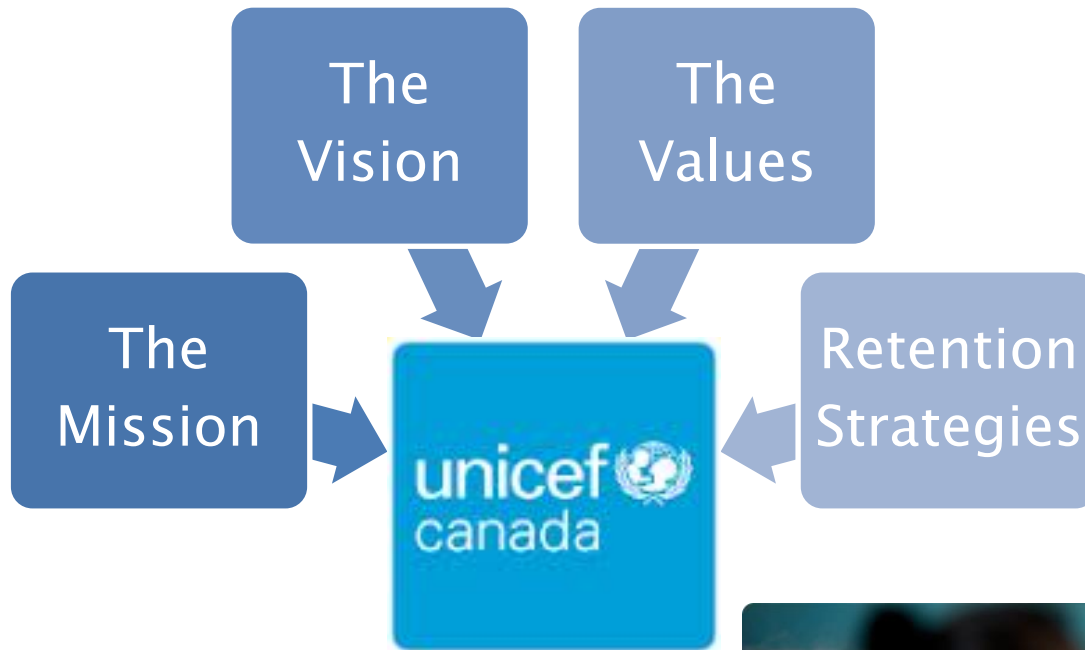


Your brand is one of the most important business elements...it is a key contributor to a company's overall success



Source: YWCA Toronto

Managing Your Brand – Case Example



Overview of the Recruitment & Selection Process



Recruitment

Key Outcomes

- To generate a pool of qualified applicants
- To achieve management goals and objectives, while meeting current legal requirements
- To be broad in reach and transparency (inclusive of internal postings, employee referrals, job boards etc.)

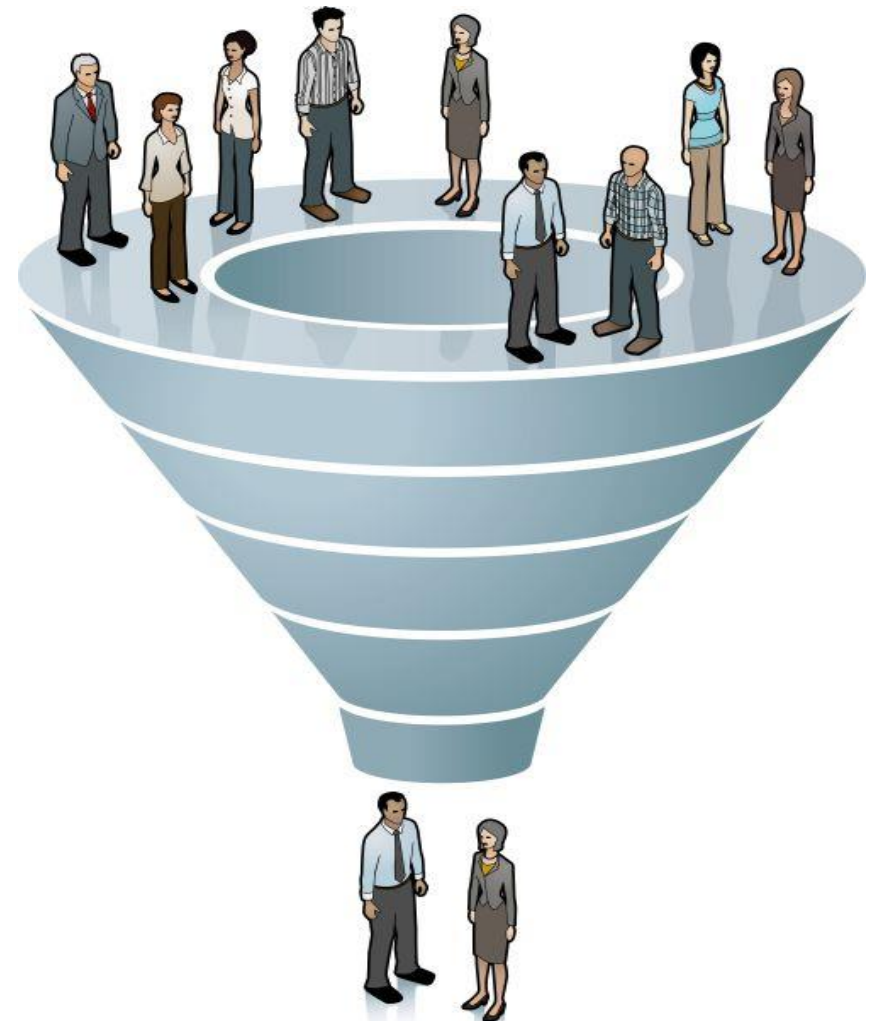
Source: Adapted from Nelson Canada



Selection

Key Outcomes

- To identify key job criteria for successful performance in the job
- To identify qualified candidates relative to job criteria
- To validate the job criteria through the process of interviews, assessments and relevant background checks



Recruitment & Selection Process

- Offer Acceptance
- Orientation
- Process Feedback
- Reporting Analytics

- Link with Strategic Plan
- Link with Operational Plan
- Managerial Coaching/Training



- Selection Tools
- Structured Interviews
- Assessments & Background Checks
- Offer and Closeouts

- Budget
- Job Description
- Work Space

- Define Job Criteria
- Assess Resumes
- Telescreen for fit

- Branding
- Posting
- Networks

Plan

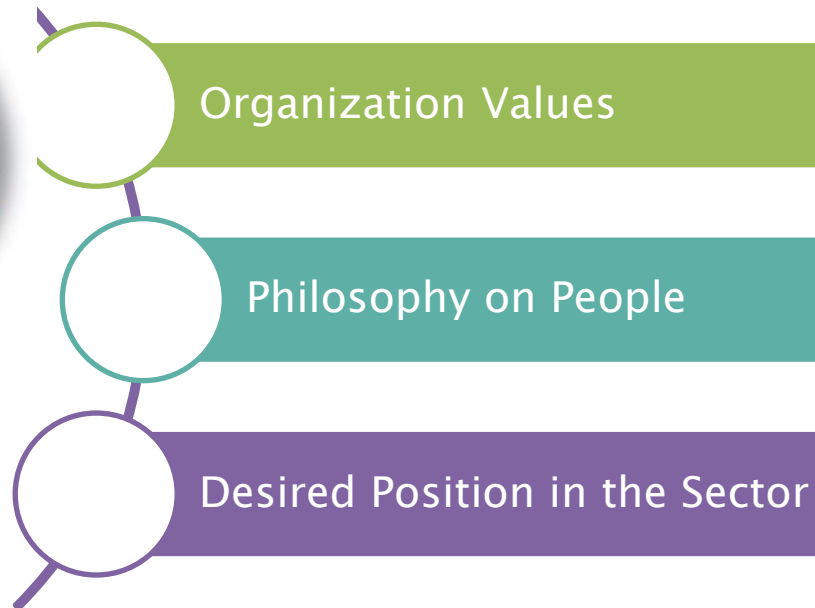
- Link with Strategic Plan
- Link with Operational Plan
- Managerial Coaching/Training



Plan

Talent Pool Considerations

Recruitment



1. Women
2. Visible Minorities
3. Aboriginals
4. Disabled

Approvals

- Budget
- Job Description
- Work Space

MCHUMOR.com by T. McCracken



“According to the budget, we’ll have to count on body heat to keep the offices warm.”

© T. McCracken mchumor.com

Source

Attracting Your Talent Pool



Source

- Branding
- Posting
- Networks



Source

Posting @



Jobs » Employers Post Job » Employers Welcome

Employers Welcome

We're Canada's favourite site for connecting with qualified nonprofit professionals



Since 1995, Canada's charities and nonprofits have trusted us to help recruit for more than 100,000 openings and RFPs.

Today, we're the leading Canadian job site for nonprofit professionals from executives to entry-level positions, and across all sectors, from education to social services and the environment.

More than 300,000 unique visitors come to CharityVillage each month in search of new job opportunities. Even better, every job posted on our site comes with our [100% satisfaction guarantee](#).

Want more information or statistics about CharityVillage? Visit [CharityVillage under the microscope](#).

Check out [what our clients say](#)

Post A Job Now

[100% Satisfaction Guarantee](#)

Rates: \$257 per job for nonprofits
\$457 for [qualifying for-profits](#)

[Ask about our multi-job rates for volume savings](#)

Fundraising Assistant

Stratford, ON

Contract, Full Time

Reference #: CV 348

AN EXCITING OPPORTUNITY

Under the supervision of the Manager, the Fundraising Assistant will act as a clerical and fundraising support to the Fundraising Coordinator, related to their community fundraising inquiries, activities and events.

PRIMARY RESPONSIBILITIES

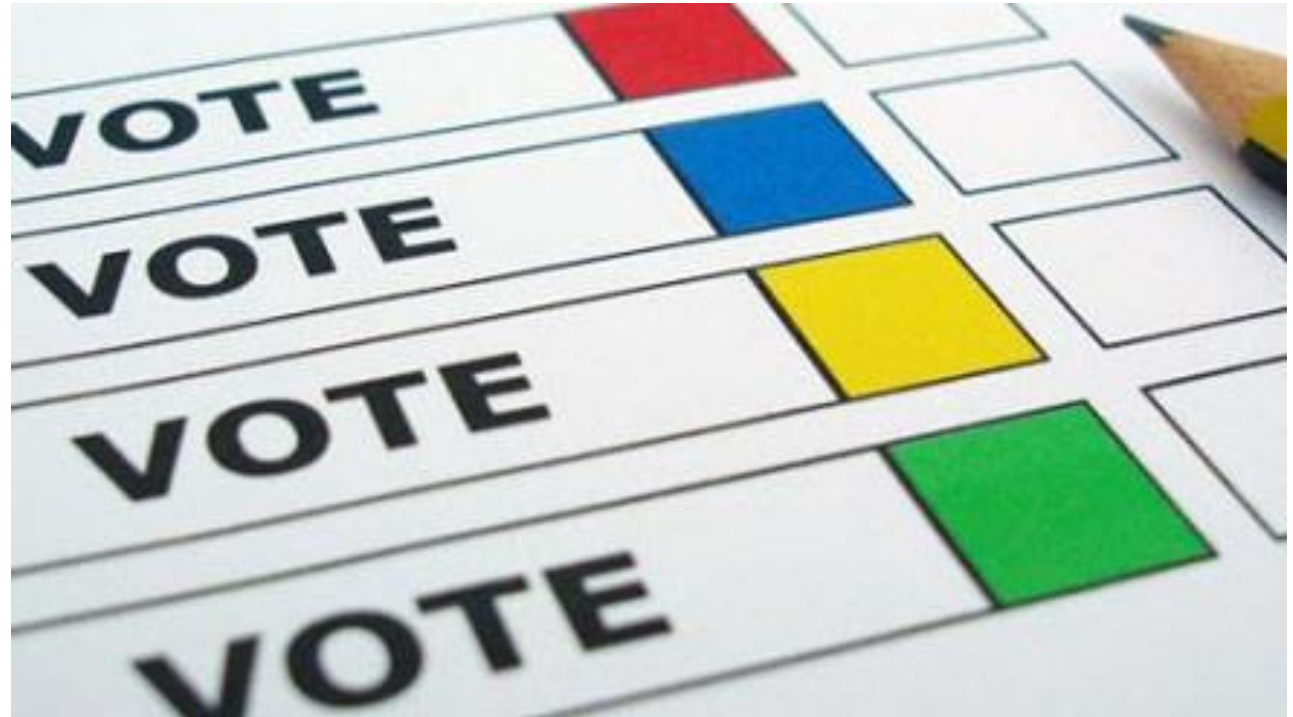
Primary Functional Duties

- Coordinate residential campaign and ResCan data
- Assist Fundraising Coordinator(s) with all fundraising events including, but not limited to, the Daffodil Campaign, *Relay for Life*, and other special events
- Provides administrative support to the Fundraising Coordinator, including adherence to financial compliance regulations and provincial operations practices
- Records and prepares receipts for donations. Verifies receipts prepared by volunteers and students to ensure accuracy and identifies corrective action
- Setting up and updating participant information into Convio database
- Responsible for the coordination of records management for fundraising events
- Assists with the collection, coordination and development of fundraising data and statistics and reports for fundraising events
- Assists with orientation and facilitation of volunteers
- Maintains inventory, collates, and prepares fundraising and event materials for distribution to communities and/or participants
- Provides support for fundraising meetings within communities
- Assists with volunteer and donor stewardship
- Attends events as required



A Fresh 'VU' on People Practices

Survey Says...



Using the polling function to respond...

**Have you tried using social media
as an attraction method?**

- Yes
- No, still exploring

Maximizing Social Media



Definition

- *Social media* refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and network.



Social Media Impact to Hiring Manager?

- Sourcing – 92%
- Screening – 86%
- Selection – 89%



Job Seekers are hooked on Social Media...

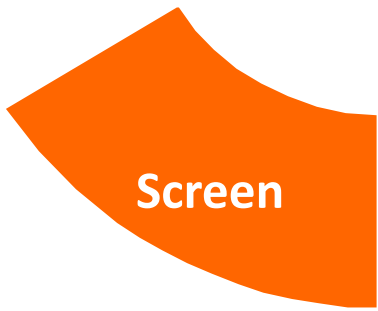
- Job Search Activity - 73%



Screen

- Define Job Criteria
- Assess Resumes
- Telescreen for Fit





Sample screening tool

[Insert position title]
Tele-Screen

Applicant:	
Date:	

Evaluator Guidelines

- Confirm to applicant that you are contacting select candidates to determine suitability for the vacant position as part of the selection process
- Confirm the candidate is free to speak openly or schedule a time convenient to both parties
- Confirm the applicants continued interest in the position
- Provide a brief overview of the vacant position with your recruitment timelines
- Proceed with format below (you are free to expand the inquiries below to better suit your particular vacancy)
- A copy of the completed Tele-Screen will need to be forwarded to HR for the search file

Your responses to the following questions/statements will help us better understand your experiences as they relate to this opportunity:

General & Professional Requirements	Comments
Are you currently employed?	
If yes , why do you wish to leave your current place of employment?	
If no , why did you leave your last place of employment?	



Select

- Selection Tools
- Structured Interviews
- Assessments & Background Checks
- Offer and Closeouts



Select

Selection Tools

Application

123

Job Application

Name *

First Last

Email *

Phone *

What position are you applying for? *

Job 1

Available start date *

MM / DD / YYYY

What is your current employment status? *

Employed Self-Employed

Unemployed Student

How do you prefer to submit your resume? *

Upload file Provide URL

Upload your resume

Upload

Interview
Guide



Assessment



Interview Methodologies

Select



One-on-One

Interview Type

(one-to-one, panel, group)

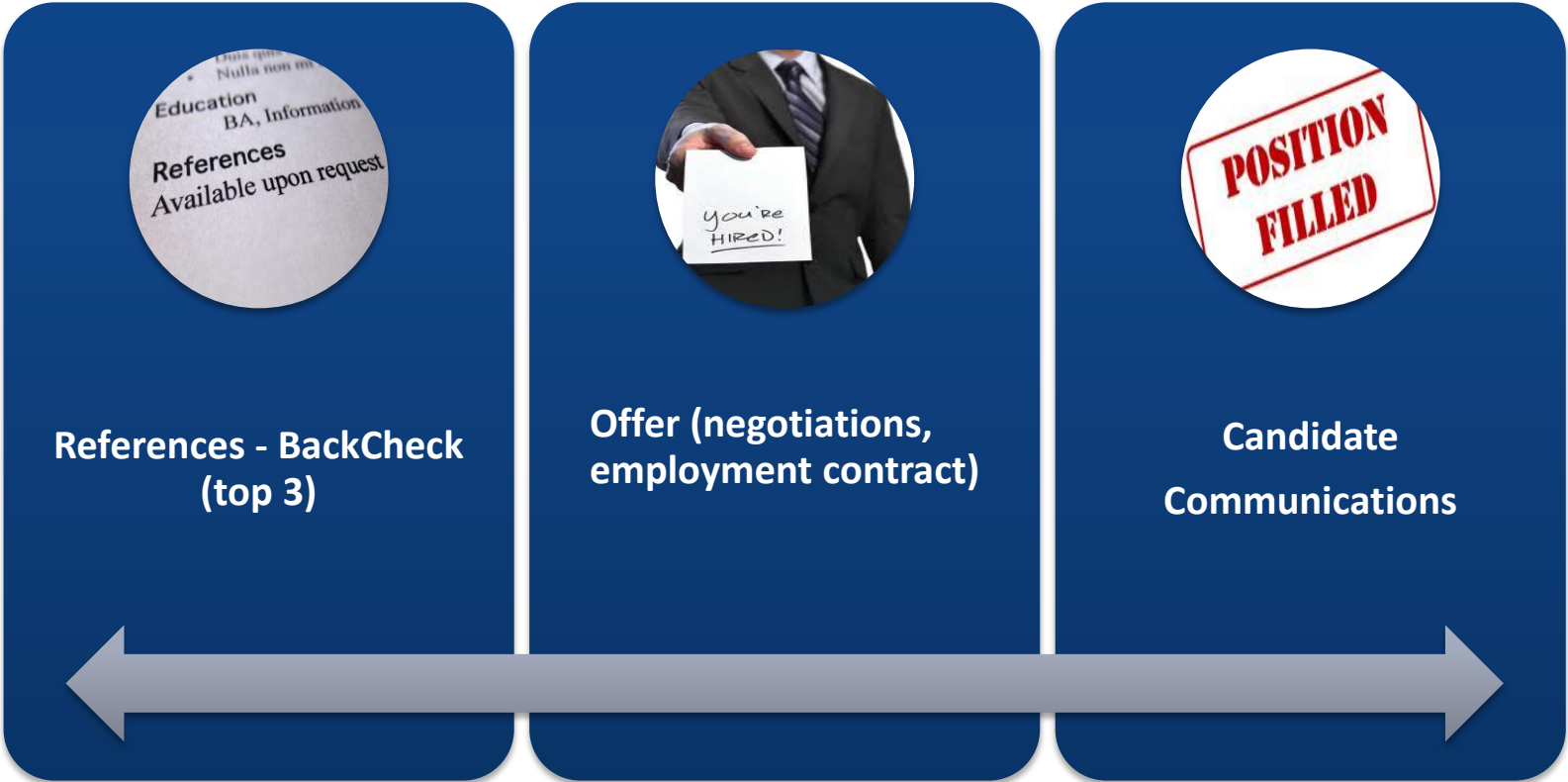


Interview Style

(behavioural, scenario, etc.)

Closing The Process

Select



You Never get a Second Chance to Create a Great First Impression

Onboard

- Offer Acceptance
- Orientation
- Process Feedback
- Reporting Analytics



Your next steps...

- Translate the process of recruitment and selection as it relates to your organization
- Apply the recruitment approaches that make best sense for your organization
- Consider how you might enhance your current applicant assessment methodologies

Any Questions?



Thank You!

- We value your opinion and welcome any feedback you have on today's session.
- Please take a couple of minutes and complete the online survey, enjoy the rest of your day!

