



## Plan Your Recruiting/Sourcing Strategy

Sourcing is the collection of activities that help an organization to attract qualified applicants for vacancies that include recruitment, advertising, networking and establishing its brand recognition as an employer. Sourcing identifies applicants from a variety of different places by utilizing many different techniques to cultivate a rich pool of talent. There are a number of sources available to find applicants and the source used depends upon the particular job and the timeframe for the search. Some typical sourcing strategies include recruiting and advertising, employee referrals, attending career fairs, or using search firms.

Sourcing activities can be included under the two broad categories of recruiting and advertising. Advertising involves announcing a vacancy in various media. Recruiting consists of targeted efforts to announce an opening to candidates who are not actively looking for work as well as to those who are in the job market. A list of different types of advertising and recruitment sourcing options is provided below.

While advertising has intuitive appeal, it does not guaranteed finding the right candidates for any job since it allows applicants to determine who gets into the pool for consideration. Recruiting has the advantage of allowing the organization to define the ideal type candidate sought and then taking efforts to pursue that ideal. In almost every situation, a successful search involves the right mix of recruitment and advertising activities. The sourcing method used and when depends largely upon the type position that is being filled.

| <b>Potential Advertising and Recruitment Sourcing Options</b>        |   |
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| <b>Advertising Sources</b>   | <b>Recruitment Activities</b>   |
| Newspaper  | Networking  |
| Journal and professional publications                                | Ask for referrals from coworkers, peers, etc.   |
| Minority Publications  | Hire search firm/headhunter   |
| Websites   | Attend conferences, job fairs, and public bulletin boards   |
| Electronic Job Boards (Monster.com, Indeed.com, etc.)                | Send position announcements to colleges/schools with programs in area of interest   |
| Professional Associations (job boards, and listservs)                | Send to local chapters of professional associations.  |
| Other non-traditional publications                                   | Seek nominations from others  |
| Announce and advertise internally (newsletters, memos, e-mail, etc.) | Develop relationships with minority organizations to encourage referrals  |
| Posting at conferences and other professional events                 | Use temporary agencies and professional employment organizations  |
| College and university placement offices                             | Obtain lists and mail letters to the membership of professional associations  |
| Career Fairs   | Develop sourcing pipeline programs to cultivate future applicants (apprenticeships, affirmative action programs, internships, etc.) |
| Use Radio, TV and other media  |   |