



HRCA Newsletter

Volume 3 Issue 3
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Our Next Meeting...

THE LATEST ON ELECTRONIC RECRUITING

Shally Steckerl Presents an Update on Electronic Recruiting Strategy and Tools.

When: April 25th, 2006
6:00 PM till 8:30pm

Where: Adobe Systems, Inc.
321 Park Avenue. 1st
Floor, Park Conference
Room
San Jose, Ca

Please RSVP to Don Eblen at:
donaldeblen@msn.com

See the full Flyer on the last page!

INTRODUCTION

By Nathan Sanders
Secretary/Board Member, HRCA

Hello fellow HRCA Members. 2006 is off to a great start.. HRCA had a great turn out at our most recent venue while many members and non-members we're introduced to LinkedIn. Our next event is only days away... as we will have **Shally Steckerl** Presenting a update on **Electronic Recruiting** this Tuesday, April 25th. See the flyer at the end of this Newsletter for more information! See you there & don't forget to invite your friends.

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HRCA COMMITTEE CHAIRS

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GTRN Rep	Nathan Sanders	nathan@bridgenex.com
Job Leads Group	Courtney Brubaker	c2b@comcast.net
Newsletter	Nathan Sanders	nathan@bridgenex.com

ARTICLE #1: HOW TO SPOT A WINNER:

By Susan Polo

Google Recruiter



In a world of posting, on our client's job site, the various job boards, user groups, etc. many of us find ourselves reading through a great number of resumes. I have found it useful and interesting to compile the following list of Quality Predictors. Once you determine predictors for your various positions, you may find that it drives your sourcing strategies. I spoke with a number of recruiters and sourcers to get their input and I hope you find our findings helpful in your search for the "best."

The number one predictor of some level of quality is:

The candidate has a job; and most likely they are busy doing it and not spending time posting their resume on the national job boards. They are valued by their employers and know it so are unlikely to let the cat out of the bag that they are considering a change.

Here are some others you should keep an eye out for:

Career Progression – Has the scope and urgency of projects and position changed over time and as the candidate has moved from job to job? Quality employees progress quickly in their field of expertise so look for change in title as well as signs of project importance.

Education – Not always true, but for the most part, the top tier engineering schools continue to turn out the very best engineers. For other professions, the same is true and it is always a good idea to know which schools are churning out the best for the particular skill set you are searching for.

Promotions – Top performers will be promoted so look for indications that the person has been promoted.

Awards – The best in their field will be recognized by employers, peers, Associations, Conferences and User Groups

Patents – Not only are patents a sign of quality, they can also lead you to other quality candidates. Make sure and check on all the contributors!

White Papers – Not only a sign of quality, well written white papers are also a sign of strong communication skills.

Speaking Events – Experts in their fields, quality candidates will be asked to speak at User conferences and the like. This is also a way to look for other potential candidates so check out the events at which they speak and see who else was speaking to the subject!

Any other ideas? I will write a follow up article if you members who know of other obvious resume indicators of quality. Needless to say, calling a candidate will shed a lot of light but we often do not have the time as sourcers/recruiters to call everybody!

Happy Hunting!

Sue Polo, Google Recruiter, based in Mountain View, CA, is a Past President of HRCA and currently sitting on the Board, offering her experience and leadership to fellow professionals in HR.

Mrs. Polo can be reached at spolo@google.com
HRCA's website is <http://www.hrca.com/>.

QUOTE

"Experience is not what happens to you; it's what you do with what happens to you."
--Aldous Huxley

ARTICLE #2: MORE EFFECTIVE WAYS TO SOURCE CANDIDATES (CHAPTER 3)

By Nathan Sanders
Founder/Manager, BRIDGENEX



This is part three of a series I'm writing on effective sourcing strategies. If you have not read part 1 & 2 please visit the HRCA newsletter archive at: www.hrca.com and read the previous newsletters.

This article will identify known resources to use for "**Paid Research**". Is it appropriate to introduce paid research in a series of articles about sourcing? Absolutely... Especially if you are working with a client that is understaffed and you are the only or one of the few resources they use for recruiting. Using paid research has its place and time; and can allow you to be extremely effective even if you're running a one-man/woman show.

There are many research companies out there so you will want to identify which of them you feel are most useful to you & your search needs. Do you need detailed profiles and initial contact to be done by the research company? Or do you just need a solid list of targeted names w/ skill sets from targeted companies? Your specific project and resources you have available should help you to determine this.

Here's a short list of some well known researchers:

#1) RW Stearns (<http://www.rwstearns.com/>)

RW charges about \$50 per name. I've used him twice.. One time the information was very accurate and useful.. The other time the information seemed unverified and titles were not accurate. However, they guarantee accuracy.. so if it's off base.. just let them know and they will replace the name free of additional charge. His pricing seems to be right on target with going rate and the research will be done in 2 weeks or less. I've found this type of research to be good if your looking to really network into a space and you have no leads to start with.. Or if you want to target a specific company and launch a campaign.

#2) HTC (<http://www.htcresearch.com/>)

I have not personally used HTC but have been referred to them on numerous occasions by other recruiters. So far all the feedback on their services has been positive. They've been in business for a little over 10 years and claim to be highly networked. Their pricing is aligned with Stearns at \$50 per name with a 20 name minimum. They say your research will be completed in about 5 days.

If you're going to use them I recommend you ask around a get a direct reference from one of your colleges

#3) D'Andrea & Assoc. (www.dandreaassoc.com)

I've used Don D'Andrea several times. Don's work is very detailed, and I have had very positive results in working with him. Their process is to fully develop candidate profiles prior to presentation through an initial phone screen with each name they identify. You will need to contact Don directly to discuss what the pricing will be. It's a little more expensive than the cost of just buying names due the time and effort that is put into each search. If I recall correctly it takes about 45 to 60 days for the final results, but when you get them they are good and right on target.

#4) TechNames (<http://www.technames.com/>)

TechNames is another one that I personally do not have any first hand experience with. However, was referred to them by other recruiters on several occasions. Their research model seems to be on a custom basis. They've been in business for over 22 years and claim to have completed over 5,000 projects. Their pricing structure is a little different than the others mentioned as they charge \$100/hr and you determine how much time they put into it. I'm including them in this article so you have several resources to compare. If your going to consider using them I'd recommend you find a personal reference who has used them in the past.

Other Research Development Options:

Oryx Search
<http://www.oryxsearch.com/>

Zimmerman Associates
<http://www.zimmermanassociates.com>

Nathan Sanders is the Founder and Manager of BRIDGENEX (Professional Workforce Solutions) and is a current board member and Secretary of HRCA. More information can be found at www.bridgenex.com.

ARTICLE #3: HOW RANKING IN SILICON VALLEY 150 IS DETERMINED

By Jack Davis

The Mercury News

MercuryNews.com

The Silicon Valley 150 ranks public companies headquartered in Santa Clara, Santa Cruz, southern San Mateo and southern Alameda counties on the basis of worldwide revenues ("Sales") for the most recent available four quarters. Most results are for the four quarters ended on or near Dec. 31, 2005.

The 1-year percentage change in sales is measured from comparable results most recently reported by companies for the same periods the year before. Ranks for 2004 are based on revenues reported at the time for those periods.

"Profit" rankings are based on net income applicable to common shareholders, and include results from discontinued operations, restructuring and merger-related expenses, investment gains or losses, gains on extinguishment of debt, as well as any amortized or non-recurring charges.

"Profit margin" is calculated by dividing the company's net income for the most recent four quarters by its sales for the same period.

Market capitalization -- the number of shares outstanding multiplied by the price of a single share -- is as of March 31, the last trading day of the first quarter of 2006.

Dollar figures are in millions. Losses are in parentheses.

The information was compiled by Jack Davis from information supplied by Bloomberg Financial Markets, Securities and Exchange Commission filings and company reports.

To View the 150 Listed Companies go to:

http://www.mercurynews.com/mld/mercurynews/business/special_packages/silicon_valley_150/14290474.htm

QUOTE

"It's kind of fun to do the impossible"

--Walt Disney

ARTICLE #4: ACHIEVING DIVERSITY RECRUITING SUCCESS WITH TARGETED MARKETING

Study By: Tracey di Morsella
Multicultural Advantage.com



The creation and evolution of cable television has revolutionized television advertising. By creating networks and shows for almost every target market imaginable, advertisers have been able to fine-tune their messages to address the specific needs of various target groups. This has led to a dramatic increase in the success of their advertising efforts.

Significant developments as a result of the development and evolution of the Internet have caused recruitment advertising to undergo some significant developments as well. The dramatic growth of minority populations in the US over the past decade has also contributed to this evolution. As a result of this population shift, there has been a demand for the creation of media targeting these ethnic populations. It has also created significant opportunities for employers who use advertising as part of their diversity recruiting strategy.

Targeted Diversity Recruitment Advertising Can Enhance Your Company's Recruitment Program in a Variety of Ways Beyond Simply Filling Employment Openings

While advertising employment opportunities through traditional channels, like major newspapers and large-scale job boards play an important role in recruitment, delivering targeted messages that speak to the needs of the minority job seekers that you are reaching out to is the best way to attract a diverse slate of candidates for your employment opportunities, and ultimately enhance the diversity of your workforce.

In addition to increasing and diversifying your pool of applicants, diversity recruitment advertising can enhance diversity in your employment brand. Some employers make the mistake of assuming that a positive image with their product or service translates into a positive image as employers that embrace diversity. Diversity recruitment advertising can be an effective tool for ensuring that diversity is an important part of your organization's overall brand image. In the form of image advertising, it can also counter the impact of negative events, discrimination lawsuits and rumors of individual incidents, by reinforcing positive perceptions.

Recruitment advertisements should sell more than just the employment opportunity. They should also inform jobseekers about your organization's culture and the people that work there. If you want to attract skilled and talented minority applicants, one of the most important tasks that your recruitment advertisement must do, is relay that your organization embraces diversity. Your diversity print advertisements should be inclusive and must serve to position your company as one where minority employees are welcome and thrive. Mentioning awards, work/life perks, diversity milestones, community outreach, or recognition that your organization has received for being a great place to work is an excellent way to accomplish this.

If you want your diversity recruitment advertisements to be successful, those involved with constructing your diversity recruitment advertisements must have a good understanding of these target markets that you are trying to penetrate. This can be accomplished by gathering input and research to identify what is important to the potential candidates that you are targeting and then integrating the key motivations uncovered into your advertising. Not doing so often results in wasted money, embarrassment, and the possibility of alienating the very minority groups to whom you were seeking to reach.

There are Several Types of Recruitment Advertising Strategies that are Best Suited for Diversity Recruiting

When building a visual identity that communicates the importance of diversity within your organization, use

images that show the various ranges of diversity that exist within it. The average reader is likely to respond negatively to an advertisement in which the company asserts that it embraces diversity if diversity is not reflected in that advertisement. It sends a message that the reader is not wanted in that organization.

While it is easier and more cost-effective in the short-term to deliver the same message to various target audiences, you can bolster the quantity and quality of your candidates from diverse backgrounds by tailoring messages to address the needs of specific target audiences.

One of the most effective diversity recruitment advertisement tools is the profile advertisement. These ads introduce potential employment applicants to a real person or people in your organization. They often use descriptions that include traits that employers desire in potential employees. Doing this also imprints on potential applicants that an employer seeks top performers.

When using this form of advertisement, select people who have longevity in your organization and are successful. Include the employee's name and title, and if possible a quote from the employee stating how your organization helped them to become a success.

When using minority employees, you demonstrate that your organization is one in which people like them (from their ethnic group or race) can thrive. Recruitment advertisements that focus on or profile one individual are very effective when advertising in a publication that targets one nationality. This type of advertising also works well with banners on the Internet.

For targeted ethnic recruitment aimed at a specific career specialty, nothing beats ethnic career publications. They often offer a variety of ways for you to get your opportunities out. Some ethnic professionals associations not only publish national newsletters and journals for their members, but regional ones as well. Most of these associations also have national and local web sites with online discussion lists that are used to promote employment opportunities.

Sometimes budgets don't allow for the luxury of having tailored messages for every group you are targeting. Not to worry. Diversity ads for general audiences can be designed to include a strong message of inclusion along with career issues of general interest -- for example, training, growth opportunities, etc. Demonstrate the diversity of your organization in your recruitment advertising by showing people of different ethnic backgrounds, functional levels, heights, weights,

genders, and ages. Make sure that the images relay that the organization is proud to have these employees, and that they are proud to work there. These types of advertisements are often effective with diversity recruiting because no one seeing your advertisement is likely to feel excluded; and it will not look out of place in publications that are not specifically targeting minorities.

FOUR COMMON DIVERSITY RECRUITMENT ADVERTISING MISTAKES TO AVOID

1. When targeting minority professionals, avoid advertisements that may hold greater appeal to minorities who have less education. Doing so could have these potential job applicants feeling that the advertisement is stereotyping, which often leads to resentment at being targeted with these advertisements. With the new power and reach of the Internet, word can rapidly spread, and your organization could be labeled as one that is racist.
2. Avoid using the word "qualified" in your diversity recruitment advertising. It suggests to the minority professionals that you are targeting that you think that they are generally not qualified.
3. Avoid the use of images showing isolated White males in recruitment advertising targeting minorities, as they will be less likely identify with the character portrayed in the advertisements. Doing so could have readers tune out from your message altogether. If you opting to use advertisements that do not illustrate diversity, use advertisements that have copy only, or make sure that the images used are abstract.
4. Whether you are targeting candidates from diverse backgrounds or not, it is important that you include an EEO statement. Its absence could send a message that perhaps your organization does not value diversity.

BASIC RECRUITMENT ADVERTISING GUIDELINES

The following are some basic guidelines that should be applied to all recruitment advertising. These guidelines are often overlooked in diversity recruitment planning.

1. Use a variety of recruitment venues to enhance your success with the results of your recruitment advertising.

Use online recruitment to enhance the impact of your print advertisements. This combination of media is a great way to steer readers to the company website for

more detailed information about available employment opportunities and information about your organization's diversity initiatives. Print advertisements can also serve to promote your organization's job fairs and open houses.

2. While many companies know to include a link to their web site in their recruitment advertising, they often overlook the option of using a link to their career or diversity sections. This is a terrific way to provide potential candidates with additional information about your organization's inclusiveness. When linking to your web site's diversity section, it is important that there is an easy way to find links to the employment section and even a link to post resumes.
3. You want to give job applicants every possible option available to apply for the position. Make sure that that all of your recruitment advertising provides more than one way for applicants to submit their resume. Remove as many barriers as possible to increase applicant responses. You should include a fax, mail address, web address, and email for resume submissions. Avoid placing restrictions like "no phone calls" in your advertisement. Be sure to include a job code so that you will be able to track ad responses to determine which media are most effective.
4. You can gain the attention of passive jobseekers by placing advertisements in relevant news and features sections of the publications and web sites used.
5. Try to avoid providing too much information in your advertisement, as you could loose jobseekers' attention. Instead, refer job seekers to your company's website for more specific information about the advertised opportunity.
6. It is sometimes also a good idea to list all of your organization's major hiring areas so that potential job applicants won't assume that you are only recruiting in one career specialty.
7. If yours is an organization with employment opportunities across the country, indicate this in your advertisements to prevent readers from assuming that you only have opportunities at your company's headquarters.
8. Many organizations that advertise their company's openings sometimes avoid identifying themselves to avoid having to deal with screening a large number of inquiries via phone or in person. While this approach to recruitment advertising is acceptable, it can sometimes

be a deterrent to potential minority applicants. They are often reluctant to respond to these types of advertisements because they have no way of knowing the organization's reputation with minorities and diversity.

While the variety of mediums for advertising your employment opportunities and number of segment groups to whom you target your recruitment advertising message has increased dramatically in recent years, you should view these changes as opportunities, not obstacles. Knowing how to reach these employment marketing segments and how to use the tools available can significantly boost your efforts in developing and maintaining a talented and skilled diverse workforce.

Biography: Tracey de Morsella is author of The Diversity Recruitment Advertising Toolkit, a 300-page diversity recruiting directory contains over 650 career-focused, national newsletters, magazines, journals, web sites, job banks and job boards targeting college-educated African American, Arab American, Asian American, Hispanic and Native American professionals. She is also the Managing Producer of The Multicultural Advantage, a web site that provides resources designed to help minorities succeed in the workplace and employers increase their diversity recruiting effectiveness. For more information, call 888-750-6132 or visit her we site at:
<http://www.multiculturaladvantage.com/recruit/>

QUOTE

"Practice is the best of all
instructors"

-- Publilius Syrus

2006 CALENDAR OF EVENTS

April 25th, 2006 (Tuesday)

Shally Steckerl

When: 6:00 PM

Where: Adobe Systems, Inc.
321 Park Avenue.
1st Floor, Park Conference Room
San Jose, Ca

To RSVP, Email Don Eblen at: donaldeblen@msn.com

May 2nd, 2006 (Tuesday)

Job Leads Group Meeting

Meet to discuss current contract opportunities if you are looking for a gig.

When: 7:00 PM

Where: Blue Pheasant Restaurant
22100 Stevens Creek Blvd
Cupertino, Ca

To RSVP, Please contact Courtney Brubaker at: 650-983-4311 or c2b@comcast.net

May 9th, 2006 (Tuesday)

Board Meeting

When: 6:30 PM

Where: Chapala Mexican Restaurant
570 N. Shoreline Blvd.
Mountain View, Ca

To RSVP, please call Merrill at 408-349-3248 or email him at: coachmemartin@aol.com

May 10th, 2006 (Wednesday)

The Best of the Best of HR

HR Symposium presents "The Best of the Best of HR". The presentation speaker will be Bob Johnson, institute of the Future. Panelist will be: Deb Barbara, Jean Halloran, Peg Wynn, Eva Sage-Gavin, Gwen McDonald and Mary Jean Connors.

When: Wednesday, May 10, 2006

Where: Santa Clara Convention Center
To RSVP, please call Helen Heath at 408-248-4722 or heathgroup@comcast.net

June 6th, 2006 (Tuesday)

Job Leads Group Meeting

Meet to discuss current contract opportunities if you are looking for a gig.

When: 7:00 PM

Where: Blue Pheasant Restaurant
22100 Stevens Creek Blvd
Cupertino, Ca

To RSVP, Please contact Courtney Brubaker at: 650-983-4311 or c2b@comcast.net

THANK YOU TO: LinkedIn

HRCA would like to thank LinkedIn for their seminar and presentation on how to use their Product; as always it was a success! We appreciate your support.
Visit: www.linkedin.com

Become More Active in HRCA

- **Join the HRCA Board of Directors.** It is a great way to meet dynamic, interesting HR professionals engaged in business and market issues and increase your profile in HRCA and the HR & Staffing community. For more information, please contact Merrill Martin, HRCA President, at merrillm@yahoo-inc.com; coachmemartin@aol.com 408.349.3248 or 650.207.0785

[inc.com](http://www.hrca.com); coachmemartin@aol.com 408.349.3248 or 650.207.0785

- **Submit articles to the HRCA newsletter.** If you've written something recently and would like to share it with other interested HR professionals, please contact Nathan Sanders, Newsletter Chair, at 408-914-8180 or nathan@bridgenex.com.
- **Share ideas for future HRCA meetings.** If you have an HR, Staffing, Policy, or subject area you would like to learn more about, please contact: Merrill Martin, HRCA President, at merrillm@yahoo-inc.com; coachmemartin@aol.com 408.349.3248 or 650.207.0785
- **Advertise in the HRCA newsletter.** Advertising in this newsletter is a great way to contact people in the HR Consulting community. For more information, please contact: Nathan Sanders, Newsletter Chair, at 408-914-8180 or nathan@bridgenex.com.

JOIN HRCA!

If you are a Human Resources professional with the knowledge, experience and desire to join and strengthen our association, we encourage you to become a member of the Human Resources Consultants Association. Just visit us online at: www.hrca.com and fill out the membership application form, you'll also find a regularly updated directory listing of all members. If you are not a member, we encourage you to complete the membership application form and submit the appropriate membership dues to:

HRCA Membership
P.O. Box 1089
San Leandro, California 94577-012

Membership Dues are currently \$150 for regular membership. HRCA membership year runs from September 1st to August 31st.

For more information, please visit our web site: www.hrca.com or contact "Fara Chan" at fchan18@comcast.net



HRCA Presents Shally Steckerl

Don't miss this one!

The Dynamic Shally Steckerl Returns to Speak for HRCA

**Where: Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704**

When: Tuesday, April 25, 2006 6:00 - 6:30PM, nibbles & networking
6:30 – 8:30PM presentations

Where: Adobe Systems, Inc.
321 Park Avenue (corner of Park & Almaden)
East Tower, 1st Floor, Park Conference Room
San Jose, CA
Map link: <http://www.adobe.com/aboutadobe/pdfs/sjmap.pdf>

Parking: 151 Almaden Blvd., Almaden Tower Garage (between Almaden and East Towers before Park Ave.). Register early to avoid delays at garage.

RSVP: Make your reservation(s) by contacting Don Eblen at donaldeblen@gmail.com by April 23. Free to HRCA members, \$25 to non-members at the door (check or cash). Refreshments provided. Directions will be provided upon registration.

Mr. Steckerl provides the latest on Electronic Recruiting.

Shally Steckerl is a talent acquisition strategist, speaker, and recruitment consultant originally from Colombia, South America, now residing in Atlanta, Georgia. Mr. Steckerl currently manages the Research arm of Microsoft's Core Technical Central Sourcing team. Prior to joining Microsoft he has consulted with leading organizations such as Google, Genentech, Disney, Wal-Mart, Coca-Cola Enterprises, Cisco Systems, and Motorola where he has been instrumental in architecting centralized recruitment models. Because of his passion for the Internet

as a recruitment tool and his continually innovative methods, Mr. Steckerl has developed a reputation as an authority in Internet search, and a pioneer in recruitment research. An accomplished author, consultant and trainer, Mr. Steckerl is a frequent contributor to many industry forums and speaker at leading conferences. He is the founder of JobMachine, Inc. and <http://www.jobmachine.net/>. He is the 2005 Recruiting.com Winner of the Best Recruiting Research Blog Award for his blog, Cybersleuthing: <http://www.erexchange.com/blogs/SSTECKERL>. Learn more about Shally here: <http://www.jobmachine.net/shally>.

About HRCA

The Human Resources Consultants Association is devoted to providing client companies with a selection of HR Consultants with a vast array of specialties including staffing, benefits and compensation, diversity, HRIS, outplacement, training and development, and organizational development. Our association provides a forum for our members to communicate, associate, and learn from fellow HR professionals on a national level.

Find out why you should join by contacting:

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Fax: (510) 553-0402
E-mail: hrca@comcast.net

www.hrca.com

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<http://hrca.com/jobs/cgi/database.cgi>

Are you a member but don't know the username and password?
Contact: Courtney Brubaker at: 650-983-4311 or c2b@comcast.net