

## Career Builders

By Deborah Spalding

### An Underused Employer Recruitment Tool

Ask a business about their top workforce needs and you will (almost) always hear the word “recruitment.” Businesses need quality employees. For Human Resources professionals, economic developers and those who regularly work with businesses, this is no secret. For years, people in Human Resource departments have been telling us that when baby-boomers retired, the labor pool would get tight. That time is now.

So what does it mean to have a tight labor pool? It means that jobseekers often have many choices among employment opportunities. It also means that employers may have to be more creative in their recruitment tactics. For jobseekers, the decision is how to make a quality choice when more than one employer may be making a job offer. How do they determine which particular employer would be the best fit?

One solution to all of these questions is the On-Site Recruitment option offered by local Workforce New York Career Centers. An on-site recruitment is an opportunity for an employer representative to meet in person with jobseekers at a neutral location -- the local Career Center office.

On-site recruitments are offered at no cost to the employer. The space they use at the Career Center is free of charge. It is recommended that the employer advertise the date of the recruitment in the local newspaper to attract a wider applicant pool, however, if they do this in conjunction with their normal recruitment advertising, they incur no extra costs.

On-site recruitments are advertised on the NYS Department of Labor web site on the **AT NO COST** page. This “job fair” page is the most frequently visited section of the entire NYS Department of Labor web site ([www.labor.state.ny.us](http://www.labor.state.ny.us)).

On-site recruitments can also be tailored to meet the employer’s schedule -- early morning, mid-day or later in the afternoon. They can be as short as two hours or as long as a full day. Or, an employer can consult with Career Center personnel to find out when their location sees the heaviest traffic by jobseekers, to take advantage of that flow.

On-site recruitments can accept employment applications or conduct face-to-face interviews, either prescheduled or walk in. The Columbia Greene Career Center, which is located at the college, has the advantage of offering employers the option of putting their recruitment table near the Student Center. In this way they are seen by every college student eating lunch or getting a snack.

On-site recruitment notices are posted at the Career Centers in advance of the employer visit. This is one more way that job seekers are notified of an upcoming event.

On-site recruitments work for job seekers, also. Typical written or web site job advertising offers jobseekers the opportunity to submit an application, but frequently give little information about the employer, their working environment or

their corporate culture. Attending an on-site recruitment event offers job seekers the opportunity to come face-to-face with a personal representative of a potential employer. This is the time for jobseekers to ask questions about the total employment experience offered by that particular employer, not merely inquire about their job duties and skill set requirements. They get an opportunity to discuss the employers' salary and benefit structure; training and advancement opportunities; physical premises; specific policies, performance management system, commitment to employee health and safety and many other issues.

This is also a chance for the jobseeker to make a quality impression on the employer. At an on-site recruitment, applicants are no longer merely the words they use to describe themselves on their resume. This is a face-to-face opportunity for a successful pre-employment interaction in a neutral and supportive environment.

Job seekers need to prepare a verbal sales pitch. This "thirty second sell" should begin with an explanation of the type of position being sought, and include a description of their career interests, work experience, and related extracurricular activities. It should focus on their work strengths and should be relevant to the needs of the company.

After the meeting job seekers should send a thank-you letter to the business representative they met. Because most people will not take the time, sending a short, professional letter attached to another copy of their resume will really impress the recruiter. It is another way job seekers can help themselves stand out from the crowd.

On-site recruitments are excellent networking tools that work equally well for both businesses and workers.

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