

RECRUITING STRATEGIES

For Professional and Classified Staff Position Openings

Recruiting and retaining high quality faculty and staff is critical to Western's mission. Below are some suggestions to attract top talent in a market where talent is thinner and competition is fiercer.

1. Review the [Recruitment Procedures](#).

Have approval plans in place so that there are no stalls in your process.

2. Write An Attractive Job Description.

The job description should not only profile the requirements and responsibilities but highlight the reasons someone will want the job. Studies show that top candidates want to work for winning institutions and in an environment where they are truly valued. In most cases, they are looking for an employer that will allow them to make an impact and provide opportunities for advancement.

The first few words on job announcements and short ads (following the job title) will either entice a candidate to explore our position further or move on to the next ad. When written and displayed appropriately, the job description should communicate the most exciting and often, important aspects and benefits of the position first.

Example opening statements:

The ... will develop and execute strategies for growth...

The ... will provide counseling to business owners on financial analysis...

The ... organizes all communications, marketing... promote interests and activities of the College.

The ... provides support of information systems, independently performs consulting...

Contact [the Employment Unit at x3774 for assistance](#) with language for your position announcement, ad campaigns, and in creating email communications.

3. Network Your Position Opening.

Employee referrals can be a powerful tool in recruiting top talent. Our reputation as an award winning institution and a preferred employer give us great recruiting strength.

When creating your network plan, include communication of the announcement:

- Throughout your department and across campus,
- With related professional associations and venues specific to the profile, and with
- Publications and on-line sites that generate the traffic you are interested in.

For assistance with your network plan review the [Recruitment Outreach Resources Guide](#) and contact [the Employment Unit \(x3774\)](#).

4. Develop a Screen and Interview Plan.

Set the bar high when communicating expectations. Top candidates expect to compete for good positions and be challenged in the interview process. Applying should be easy; getting the job should be hard.

The interview process should be executed efficiently. While we are judging candidates, they are judging us on our efficiency and professionalism through the selection process. Here are some suggested guidelines for executing an efficient selection process:

- Select a review or closing date that gives your applicants enough time to respond to the job postings ideally no more than a month out.
- Following completion of the job announcement, meet with the search committee to:
 - a) Determine a short time-line for completing review of the applications and to determine the semi-finalists/finalists. The review of the applications should be completed ideally within one week but no more than 2 weeks from the review/closing date.
 - b) Create an interview plan. An ideal interview plan will have some form of activity each week which moves the process forward until the position is filled. At a minimum, there should be direct and personal communication with your finalists regarding their individual status with the search.
 - c) Discuss the duties and qualifications so there is consistency when committee members review applications and rate candidates.

5. Make the First Day of Your New Employee as Welcoming as Possible.

A positive “on-boarding” experience has a great impact on retention rates and creates an accommodating and supportive environment. A satisfied new employee can be a positive referral source for future hires to your department and the university. Your employment consultant can assist you in preparing an on-boarding plan.

Note: This document is designed to grow and improve with time. Your feedback on what works and what doesn't work will help us all. Suggestions for other best practices are encouraged.