

WORKPLACE MATTERS

Right tools can save recruiters time and money

Even with a stubbornly high unemployment rate, recruitment for good employees can still be a challenge for employers.



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“Businesses need talent, as well as workers who are ready to perform,” said Ryan Estis, a business performance expert at Minneapolis-based Ryan Estis and Associates. “A business can’t always find the talent it needs.”

In a recent Lane County survey, employers were asked what methods they use to recruit employees. The top four methods used were:

1. Employee referrals (100 percent)
2. Print announcements (93 percent)
3. Craigslist (79 percent)
4. Company websites (71 percent)

Several local employers provided additional information on their recruiting strategies.

An Oregon Community Credit Union representative said the organization actively recruits people who demonstrate its values. One of those values is simply being nice.

“Nice can be demonstrated in a number of ways,” said Tracey Keffer, human resources manager. “When we get great service at a coffee shop or meet a great candidate at the university who meets this qualification, we reach out to them to further investigate if they meet our other values. And if they do, we invite them to apply to attend a group interview.”

There are also a number of tools available that can help businesses save time and money in recruiting.

Some companies say they use the National Career Readiness Certificate to help determine if a potential employee has the necessary literacy, math and problem-solving skills. It also helps reduce employer costs by shortening the interview process and

helping to find people who require less training after they are hired.

Dick Sabbath, Agate Healthcare’s compliance officer, said, “I’d (previously) looked at more than 60 applications over a four-month period. Using the NCRC as a screening tool, I got the interview process down to a three-week period.”

Many employers use iMatchSkills, a free tool available from Worksource Oregon, to obtain a quality match with job seekers.

“I found that the iMatchSkills candidates ... most closely matched the job I had posted,” Sondra Holliday of Oregon Spine and Physical Therapy said.

Enterprise Holdings has found that community involvement can be helpful. Enterprise has sponsored events such as the Eugene Marathon, the Eugene Celebration and others.

“We ... promote our brand, and sometimes that recognition leads to applicant interest,” Enterprise recruiter Melissa Hurley said. “I attend these events, and chances are someone there knows someone looking for a new career. And I can give them information.”

The Neighborhood Economic Development Corp. takes advantage of internship programs at the University of Oregon and Lane Community College when it is recruiting.

“As a local nonprofit employer, there is no greater resource than these programs,” said Claire Carpenter-Seguin, executive director of NEDCO. “The students offer incredible interest and energy.”

More about the NCRC and iMatchSkills, is at www.laneworkforce.org and click on WorkSource Lane or stop by WorkSource Lane at 2510 Oakmont Way in Eugene.

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