

Recruitment Strategies

Consider the following recruitment strategies, combining or tailoring them to meet your specific needs:

➤ **Reach a broad audience, including one that uses multimedia sources.**

Strategy: Advertise using multimedia sources, for example:

- Job Boards (USAJOBS, educational institutions, etc.)
- Agency's career website
- Organization's career website
- Social Media (LinkedIn, Facebook, etc.)
- Industry-specific professional organization's websites
- Niche websites
- Community-specific websites

➤ **Address gap in pipeline (i.e., too few qualified candidates in labor market) by creating talent pools of specialized workers with the right degrees, experience, and/or skill sets.**

Strategy: Build long-term partnerships with academic Institutions (elementary school through graduate level colleges/universities), for example:

- Develop recruitment strategies with area colleges, universities, community colleges, technical schools, vocational schools) to encourage students to pursue a career in the particular field and with the Federal Government
- Recruit students while they are still in school and pay for them to attend post-secondary school with an agreement that they work for the agency for a specific time period after graduation
- Develop course curriculum or provide input to ensure courses are taught that align with Federal qualification requirements
- Guest lecture in academic institutions (high schools, colleges/universities, technical and vocational schools, graduate schools, etc.)
- Create mentoring programs
- Conduct agency or technical presentations
- Conduct joint studies
- Regularly visit so faculty members know the agency/organization
- Donate hardware and/or software
- Sponsor work-study programs
- Provide mentored internship opportunities
- Invite students at local high schools or colleges in targeted fields to spend a day at your organization shadowing an employee

- **Attract entry-level general and/or targeted education/skills.**

Strategy: Recruit at on-campus job fairs

- **Attract a broad range of skills and experience levels.**

Strategy: Recruit at job fairs sponsored by state workforce development agencies

- **Attract specific technical and/or specialized skills.**

Strategy: Present at professional conferences in the targeted field

- **Find and attract needed skills when not available in the immediate hiring area, especially when you need highly technical/specialized skills and/or executives.**

Strategy: Use employment agencies (“head hunters”)

- **Bring highly technical or specialized skills onboard combined with quick time-to-productivity and experience from other organizations.**

Strategy: Rehire former employees

- **Show your organization is an employer worth considering.**

Strategy: Conduct workshops on job-related topics such as, career planning; resume writing; interview skills, etc.