

RECRUITMENT BASICS

Overview

The best source of new employees is your current workforce. Employee referrals usually render high quality prospects. The second best source is your customer base, followed by candidates in your area. With this in mind, you can plan a targeted recruitment campaign. Plan execution and evaluation would follow. Plan evaluation provides the necessary information to determine whether one method doesn't work so you can move on to another method.

Employee Referral Program Ideas

It is important that you clearly communicate to your staff the job requirements of the position you wish to fill. The Employee Referral Program should be specific and well defined. (e.g., Payout or prize awarded will occur upon the referred candidate being hired) The value of the award should be proportionate to the position you are trying to fill. (e.g., award for veterinary technician would be higher than award for kennel help or award for office manager would be higher than award for receptionist).

1. Monetary Rewards - awarded to the referring employee after he/she has referred a candidate that you have hired.
2. Gift Rewards – awarded in the same way as monetary awards. Employee who makes a successful referral may choose an item from a predetermined list of items such as: merchandise or restaurant gift certificates, movie passes, CD's, sports or concert events, or other prizes.

All too often employee referral programs fail because the payout is not done in a timely manner or not done at all. If your employee(s) refers a candidate that you decide to hire, after you've conducted the interview and reference checks; then reward you employee immediately and make it announce it all!

Customer Recruitment

The second best source for new employees is your customers. Customers are typically local. Job requirements and next steps the candidate would need to take, could be made readily available to your customers. A brief recorded message on your office answering machine can also alert customers of the job opportunity. The best part of recruiting customers is that you don't have to go to them, they come to you!

External Recruitment

Recruiting potential employees from your trade area may not be as effective as the employee referral program and as convenient as customer recruitment however it

does have an advantage. It is easier to recruitment from within your trade area than trying to reach a broader area covered by the local newspaper or radio station.

- **Flyer Placement** – school bulletin boards, senior citizen centers, church halls are just a few examples of flyer placement in strategic neighborhood locations. Information in the flyer should be professional looking and should contain the job requirements and contact information.
- **Employment Offices** – the local employment office is a valuable resource of potential employees. It is however, critical that the job order you place, include clearly defined job requirements and explanations of what the job entails.
- **Media** – Typically the more expensive way of conducting a recruitment campaign is through media such as newspaper, radio, and TV. It is best to contact your local newspaper, radio station, or TV/Cable Station to obtain specific advertising/recruitment information.
- **Internet Recruitment** - Whether your practice has a website or not, posting jobs on the internet can be viable source of potential candidates. www.monster.com, www.flipdog.com, www.careerbuilders.com are just a few of the many website that employers can. Search these sites to see specific veterinary related job postings.