

Community Relations - activities to enhance long range recruitment goals - e.g., "open house" days, exhibitions, employment of college faculty, publications and speeches by operating officials, assistance to community service projects, news stories on the installation and its occupations.

Publicizing Specific Needs - through such devices as press releases, paid advertising, direct mail solicitations.

Referral Programs - administered by the Commission or agency for separated employees, State Employment or Vocational Rehabilitation Services, alumni and college placement offices, minority group organizations, professional societies, and the agency's own workforce.

Personal Contacts - by recruiting representatives in the field with prospective candidates as well as with placement officers and others in a position to refer quality candidates.

4 Employment Interviewing - are the methods and facilities used for receiving and interviewing applicants such as to give interviewees a favorable impression of the activity? Points to be reviewed include:

Selection and Training of Interviewers - what steps has the activity taken to assure that interviewers have ability to meet the public, receive effective initial and refresher training, and are given timely and helpful evaluations of their performance?

Interview Facilities - is the employment office conveniently located and pleasant in appearance, with provision for prompt and friendly reception and sufficient privacy during the interview?

Treatment of Interviewees - how promptly and by what means are applicants informed of the outcome of the interview? Are they referred to other agencies for possible employment when appropriate? What action has the activity taken to determine and consider applicants' reactions to the interview?

5 Other Factors - a number of other factors should be considered in evaluating the effectiveness of a recruiting program. They include:

Economy - the cost per hire, especially in comparison with the cost figures for previous years.

Reputation - of the agency as a good employer.

Compensation and Working Conditions - as they compare to the best available elsewhere in the community.