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# Electronic Recruiting News

Print Edition

Volume I, Issue 1

January 15, 1998

Published Bi-Monthly

## Winter 1998 Seminars:

Feb 2:  
San Francisco

Feb 4:  
Los Angeles

Feb 6:  
Dallas

Feb 9:  
Atlanta

Feb 11:  
Chapel Hill, NC

Feb 13:  
Columbia, MD

Feb: 16  
Princeton

Feb 18:  
New York City

Feb 20:  
Boston

Feb 23:  
Cleveland

Feb 25:  
Minneapolis

Feb 27:  
Chicago

Mar 2:  
Kansas City, MO

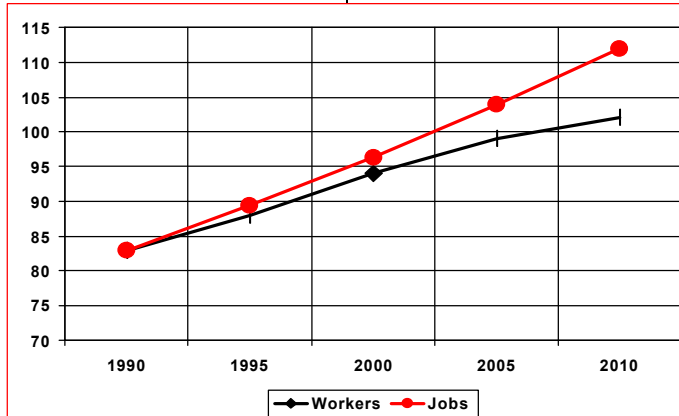
Mar 4:  
Seattle

Mar 6:  
San Francisco

## DEMOGRAPHICS AND RECRUITING: GENERATIONAL LABOR SHORTAGES

This month, unemployment dropped below 3% in 60 Metropolitan Statistical Areas. Solid economic performance coupled with the known declines in

Traditional Recruiting practices and strategies have assumed that there would always be more workers than jobs. HR Departments have



birthrate are changing the fundamentals of Recruiting.

*Available Jobs Will Exceed Available Work-*

operated on the assumption that adequate supplies of the right kind of candidates would

Rather than abundant labor and position shortages, Recruiters face continual candidate shortfalls for many years to come.

simply come in "over the transom". The Recruiting problem has been routinely handled as a data processing issue. For many firms, a large accurate resume database seemed like the answer.

**Generational Labor Shortages!**

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## WEBSITE FLIPPING:

### FINDING HIDDEN CANDIDATES

Key Resources:

**AltaVista**  
[www.AltaVista.digital.com](http://www.AltaVista.digital.com)  
**HotBot:**  
[www.HotBot.com](http://www.HotBot.com)

The best candidates already have jobs and aren't looking. You can search resume databases night and day and never find them. With a few simple tools, you can discover these "hidden" candidates.

The key to mining the web for these desirable employees is a simple search term. **AltaVista** and **HotBot** both allow you to "see" all of the hyperlinks to a particular web page. In **AltaVista**, the search term is **link:URL**

In HotBot, pull down the search menu to:

**links to this URL**  
(a particular page).

## IN THIS ISSUE: RECRUITING TIPS AND TECHNIQUES

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# AWARD WINNING SITES: FREE DAILY RECRUITING TOOLS

At **interbiznet.com**, we take our commitment to the recruiting industry very seriously. Each business day, the little elves in our newsletter department are up early preparing new material for you. We publish three free newsletters each day. They are online at our Website:

<http://www.interbiznet.com>

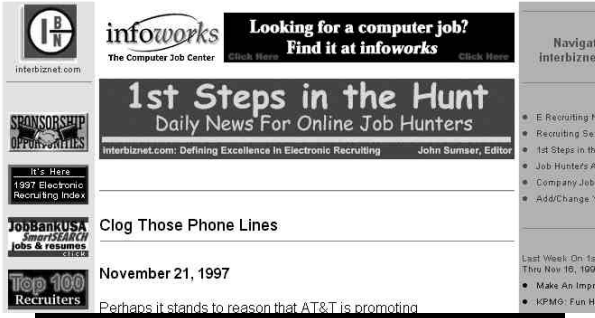
The three free daily newsletters cover the foundations of effective recruiting:

- The Industry
- Candidates
- Marketing

The **Electronic Recruiting News** is a daily newsletter that covers the comings and goings in the Industry. If there's a new Electronic Advertising technique or an interesting new player, you can be sure that we'll tell you about it.



**The Electronic Recruiting News is a free daily newsletter from interbiznet.com. It can be found at:**  
<http://www.interbiznet.com/hrstart.html>



**1st Steps in the Hunt is a free daily newsletter for online job hunters. It features Website reviews and career advice, It includes pointers to over 4,000 companies with online job ads.**  
<http://www.interbiznet.com/hunt>

**1st Steps In The Hunt** covers the marketplace from the job hunter's perspective. It includes site reviews and career advice. It is often rated as the best job hunter's tool on the Web. As a Recruiter, reading this newsletter

regularly will keep you abreast of the changes in worker's availability. It will also give you a keen insight into what works and what doesn't on the Web.

**1st Steps: Marketing and Design Daily** rounds out our offerings. Without solid marketing skills, you won't be seen on the Web. You are competing for attention with over 100,000,000 other pages.

Our Newsletters help you stay competitive in a rapidly changing world.

*You are competing for attention with over 100,000,000 other pages.*

## IBN: INTERBIZNET.COM

**IBN: interbiznet.com** is a Northern California company dedicated to:

**Defining Excellence in Electronic Recruiting.** We publish three free award winning daily newsletters on the World Wide Web at :

<http://www.interbiznet.com>

We also publish an annual survey of the Electronic Recruiting Industry called The **Electronic Recruiting Index**. Each year we review and evaluate all of the Websites from HR Departments, 3rd Party Recruiters, Newspapers and Recruitment Advertising Agencies. We identify the industry leaders, define trends shaping online Recruiting and offer strategic and tacti-

cal advice for companies who use the Internet as a Recruiting Tool.

We deliver seminars around the United States every other month. Our services include enterprise consulting and continuing education for Electronic Recruiters.

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## DEMOGRAPHICS TRANSFORMS RECRUITING

(Continued from page 1)

Well, times have changed.

The chart on page 1 shows the simple relationship between domestic economic growth and workforce growth. You might be surprised to learn that there are already more jobs than workers in the United States.

The chart is measured in Millions...Millions of Workers Vs Millions of jobs.

If Economic Growth continues at a very conservative 1.5% per year, there will be a dramatic shortage of workers 12 to 15 years from now....more than 20 Million. If economic growth is faster, the shortage grows faster. It's a simple relationship.

All of the people on the "workers" line of the graph have already been born. You could count them today if you wanted.

For recruiters, this means a reversal in the traditional workforce dynamics.

This is an economy where anyone who wants a job has one. Waiting for resumes to arrive "over the transom" won't work. Print advertising response rates are way down. College recruiting is a snakepit of competition. The traditional assumption that vacancies will draw candidates is a thing of the past.

Visionary companies (KPMG, Microsoft, Oracle) are grabbing the bull by the horns. They specialize in a kind of

*If economic growth is faster, the shortage grows faster. It's a simple relationship.*

recruiting that is more like college athletic recruiting. They build long term relationships with a candidate pool.

*...these companies make sure that candidates are available when needed.*

They practice "Just-In-Time-Recruiting" (JITR).

Doing this means establishing long term requirements planning. Coupled with a value delivery strategy for candidate pool development, these companies make sure that candidates are available when needed.

Demographic targeting and one to one marketing skills are required for 21st Century recruiting. There are aggressive short term solutions like "poaching". Maintaining growth as a recruiting enterprise over the long haul will involve a more patient development of relationships with potential candidates. Recruiting is about to become the most important strategic function.

## FLIPPING WEBSITES: FINDING HIDDEN CANDIDATES

(Continued from page 7)

These additional searches turn up all sorts of interesting tidbits. You'll discover phone and email directories, associations centered on employee interests, resumes, curriculum vitae, links to subcontractor groups and companies, development plans and teams. Website flipping, as this technique is called, is rooted in the World Wide Web's

greatest strength. It is a vehicle for developing close personal relationships between people with clearly identifiable shared interests.

It is called "flipping" because it turns the standard notion of the Web on its head. Instead of looking at the information as it is presented, you search for people based on your best guess about their interests. Try flipping a competitor's

site.

Use the link: term in **AltaVista** or **HotBot**.

All traffic to a Website comes from links. What you will see is all of the sources of your competitor's traffic. Is there anyone on that list you should have linked to your site? Is there anyone that you're happy to let your competitor have?



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## SEMINAR I: MANAGEMENT, STRATEGIES AND TACTICS

### Internet Recruiting: Management, Strategies, and Tactics This Seminar is for Owners, Recruiting Managers and Human Resource Directors.

With technology breakthroughs announced every week, it's easy to get swept up in the excitement. This is exactly when management has to step back and exert traditional discipline. The problem becomes particularly acute with the Internet. We've watched hundreds of organizations race onto the Web without stopping to exercise fundamental good management. Instead, they seem to say: "Let's build a Web site. We'll make it really cool." Management, caught up in the rush, gives the go-ahead.

Before you jump into an Internet project, go through the same evaluation and assessment you would with any project. Ask:

- Why do we want to pursue this?
- What is the business purpose of the project?
- How does it advance our business objectives?
- How does it support our business strategy?
- What is the return on this investment?
- What will this cost?

If you find yourself pursuing a project simply because the technology is available and your people want to use it, you're serving technology, not the business. There's nothing wrong with pursuing new technology, if you focus on a business objective.

You can get Web sites up quickly and use them to reach customers and candidates in new ways. You also can implement a variety of different approaches. Do it without abdicating your management responsibilities to safeguard the organization's investment and advance its business objectives.

This intense one-day seminar will give you the fundamental knowledge required to navigate an important transition. As demographics transform the recruiting marketplace, new tools are required to succeed.

You'll leave the day with a solid understanding of the real investment requirements and potential payback cycles. You'll be prepared to make the right decisions in Internet Recruiting.

**Sign up today while seats are still available. Save \$100 Register by January 22nd**

#### Seminar Schedule/Outline: Management, Strategies and Tactics

8:30	Registration
9:00	Introductions/Overview
9:30	The Trends
10:00	The Marketplace
10:30	Site Tours
11:00	Electronic Ads
11:30	Research Vs Advertising
12:00	Lunch (Working)
1:00	Research Management
1:30	Site Development
2:00	Traffic Development
2:30	Budgeting Your Efforts
3:00	Developing a Project
3:30	Ensuring Results
4:00	Integration
4:30	End Of Day

## SEMINAR SCHEDULE

<input type="checkbox"/> February 2, 1998 San Francisco, CA	<input type="checkbox"/> February 13, 1998 Columbia, MD	<input type="checkbox"/> February 25, 1998 Minneapolis, MN
<input type="checkbox"/> February 4, 1998 Los Angeles, CA	<input type="checkbox"/> February 16, 1998 Princeton, NJ	<input type="checkbox"/> February 27, 1998 Chicago, IL
<input type="checkbox"/> February 6, 1998 Dallas, TX	<input type="checkbox"/> February 18, 1998 New York, NY	<input type="checkbox"/> March 2, 1998 Kansas City, MO
<input type="checkbox"/> February 9, 1998 Atlanta, GA	<input type="checkbox"/> February 20, 1998 Boston, MA	<input type="checkbox"/> March 4, 1998 Seattle, WA
<input type="checkbox"/> February 11, 1998 Chapel Hill, NC	<input type="checkbox"/> February 23, 1998 Cleveland, OH	<input type="checkbox"/> March 6, 1998 San Francisco, CA

#### Educational Investment

The fee for each workshop is \$995 (\$895 if payment is received by Jan. 22, 1998). The fee includes all course materials and a one-year Website subscription. Limited Enrollment, Register Early.

#### To Register:

Mail form with your check to:  
**IBN 346 Starling Road,  
Mill Valley, CA 94941**  
By phone at **(800) 358-2278** or  
Fax **(415) 383-8676**.



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## SEMINAR II: ADVANCED SEARCHING AND SOURCING

### Internet Recruiting:

### Advanced Searching and Sourcing Techniques

This Seminar is for Recruiters, Research Specialists and Staffing Professionals.

You know! It's taking longer to make each placement. You're dredging the bottom of the skills pool. While the managers discuss the labor shortage, you face it every day. You've searched the online resume databases and talked to the same candidates as everyone else. As more and more recruiters come online, the public resume databases are becoming recruiting ghettos.

Meanwhile, successful recruiters are learning to mine the data fields. They are exploiting the real power of the search engines. They are using commercially available spiders to map and scan huge quantities of data in search of real candidates...gainfully employed professionals making solid contributions in their current positions.

In our advanced searching and Sourcing seminar, we'll teach you the skills and tools used by these visionary recruiters. We'll show you the possibilities and send you home with a polished toolkit and techniques that will work on your recruiting problems. More importantly, we'll teach you the mindset required for long term success as an electronic recruiter.

#### Seminar Schedule/Outline: Advanced Searching and Sourcing

8:30 Registration  
9:00 Introductions/Overview  
9:30 Technology Baseline  
10:00 Key Search Engines  
10:30 Advanced Search Tools  
11:00 Candidate Mines  
11:30 Results Management  
12:00 Lunch (Working)  
1:00 Spiders  
1:30 Candidate Acquisition  
2:00 Agents  
2:30 Email Integration  
3:00 Candidate Pools  
3:30 Other Tools  
4:00 Integration  
4:30 End Of Day

Each graduate of this seminar leaves with a copy of the course materials, a CD chock full of tools and software and a year long subscription to our private Website. The Website includes each of the 100 URLs and approaches covered in the seminar. In addition, it provides a bank of course review material. The site is updated each week with two additional techniques to improve the integration of the Web into your recruiting practice.

We know that one day is hardly long enough to to give you the full benefit of the web. But with busy work schedules, we make do. Our seminar contains integrated material that will help you continue to refine your web skills long after the course is finished. We will help you make a clean move to web recruiting as the principal source of your income.

As the labor shortage expands, you can get a jump start. While the others are busy patting themselves on the back for increasing requisition backlogs, we'll show you how to fill those open slots with viable candidates.

Seats are still available. Save \$100 Register by January 22nd

## SEMINAR ORDER FORM

Seminar I: Management, Strategies and Tactics  Seminar II: Advanced Searching and Sourcing  Location: \_\_\_\_\_

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ URL: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Check Enclosed  \_\_\_ Visa \_\_\_ Master Card  Please Invoice PO# \_\_\_\_\_



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# ELECTRONIC RECRUITING NEWS: SUBSCRIPTION WEBSITE

The key to successful online recruiting is a mindset. The tools change. The opportunities change. The requirements change. The mindset stays the same. The trick is keeping abreast.

Each week we publish a focused, easy to understand set of tips for maximizing your use of the net as it directly applies to recruiting. If you give us 10 minutes a week, we'll keep you current. Not in philosophy. In directly applicable techniques that expand your reach as a recruiter.

Don't trust your learning curve to chance. The Electronic Recruiting News Subscription Site will give you a focused learning program. Let your competitors re-invent the wheel.

A subscription to the Website retails for \$395 per year per desktop. All graduates of our current seminars receive a one-year subscription.

To order, call our office at 800.358.2278.



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### POSTING JOBS

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2. Free Sites
3. Usenet
4. Niches
5. Writing Postings

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3. Resume Robot
4. Informant
5. URL Minder
6. Other Robots

### BASIC SOFTWARE

1. Starter Tools
2. Browser Tips

*If you give us 10 minutes a week, we'll keep you current.*

# 1998 ELECTRONIC RECRUITING INDEX: ADVANCE ORDERS

The 1998 Electronic Recruiting Index (1998 ERI) is in the works. Scheduled for Publication in late February, 1998, this is the third in our annual series of Industry Analyses.

Our research team has been busily evaluating the 15,000 Websites that fea-

tured recruiting information during the past year.

There are two components to the ERI. Part I covers the strategic changes in the industry. It offers a ready reference to changes in Internet Technology. It covers the tactics that will turn your online recruiting oper-

ations into profitable enterprises.

Part II is our evaluation, on a site by site basis, of all online recruiting operations. It will be delivered as a subscription to an online database.

Prepublication price: \$795



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## CURRENT HOT SPOTS: OUR PICKS AND PANS

Curry Business Systems offers an interesting monthly emailed newsletter on Staffing and Interviewing Issues. You can sign up for delivery at

<http://www.curryinc.com/>

They also offer an online training course for Employment Interviewers.

The number of HR Departments with an online presence continues to explode. To get a sense of the diversity of offerings, check out our guide to over 4,000 of these job posting sites at:

<http://www.interbiznet.com/hunt/companies/>

To solve vast shortages in the ranks of qualified technical people, many Recruiting Operations have chosen to offer online training and certification programs. By doing

so, they get the "first crack" at candidates as they complete their training.

Take a look at Manpower's offering:

<http://training.manpower.com/>

The latest version of Microsoft's Internet Explorer (Version 4.0) offers astonishing tools for professional researchers. If you are using the web to source candidates or collect competitive intelligence, using Version 4.0 will yield very significant productivity improvements. Download it from

<http://www.microsoft.com/ie>

Intellimatch, the pioneering online recruiting service, never really seemed to gain a foothold in the marketplace. Rumors of the venture's imminent demise were flying as we went to press. To see why they might have failed, take a look at their online resume submission process. It's no

wonder that such a complex undertaking failed to win the hearts of job hunters.

<http://www.intellimatch.com>

The site offers an object lesson in how **not** to do it.

If you're trying to recruit seasoned high tech employees, make sure that you either have an account on DICE or have a relationship with someone who does.

<http://www.dice.com>

We are permanently impressed with the team at Bernard Hodes Advertising

<http://www.hodes.com>

Their latest moves include a deep "vertical integration" of the Career Mosaic product. They now offer focused market access to:

- Financial Professionals
- Healthcare
- Insurance
- Electrical Engineers

## FLIPPING WEBSITES: FINDING HIDDEN CANDIDATES

*(Continued from page 8)*

and then enter the URL (<http://www.sgi.com/> in this case) in the search block.

The search results include most of the links to the Silicon Graphics Website from around the web. Of particular interest is a small site

called the SGI Employees Web Server at

<http://reality.SGI.com/>

Which includes pointers to hundreds of SGI Employee web pages.

The link: search can be used to find many other

useful pieces of information. For example, you can narrow your search to include only those pages containing the words

**employee,  
directory, or  
phone**

*(Continued on page 3)*

*To solve vast shortages in the ranks of qualified technical people, many Recruiting Operations have chosen to offer online training and certification programs.*



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**WINTER 1998 SEMINAR DATES (SEE INSIDE).....2 SEMINARS EACH DAY, EACH CITY**

Feb 2	San Francisco	Feb 13	Columbia, MD	Feb 25	Minneapolis
Feb 4	Los Angeles	Feb 16	Princeton, NJ	Feb 27	Chicago
Feb 6	Dallas	Feb 18	New York City	Mar 2	Kansas City, MO
Feb 9	Atlanta	Feb 20	Boston	Mar 4	Seattle
Feb 11	Chapel Hill, NC	Feb 23	Cleveland	Mar 6	San Francisco

**In This Issue...** Flipping Websites...Demographics and Recruiting...New Seminars...Subscription Site

**FLIPPING WEBSITES: FIND HIDDEN CANDIDATES**

*(Continued from page 1)*

*You ll discover phone and email directories, associations centered on employee interests, resumes, curriculum vitae, links to subcontractor groups and companies, development plans and teams.*

At first, this might seem like a trivial bit of information. But, if you take a moment to think about it, there's a revelation to be had.

When someone creates a personal web page, what do they put in it? Usually, a personal page includes information about the individual.

Usually included are professional and recreational interests as well as links to other Websites that are interesting to the author.

This means that it is reasonable to predict that a search for links to a company's web page will turn up a variety of links from employee personal web pages. In more sophisticated companies the search will turn up links to company sponsored sites for personal pages.

**This is a gold mine.**

Let's look at a couple of examples:

If you enter the following term in **AltaVista**, you will see a long listing of the links to the **Silicon Graphics, Inc** home page:

**link:**<http://www.sgi.com>  
(In HotBot, simply pull down the search menu to look for:

**links to this URL**

*(Continued on page 7)*