



# 1998 Internet Recruiting Survey

interbiznet.com

Welcome to the Annual IBN:interbiznet.com Internet Recruiting Survey. Your input on this survey will help shape the industry to meet your needs. We estimate that the survey will take about 30 minutes of your time to complete.

As a way of expressing our gratitude for your time and effort, we are offering a series of incentives described in Part D (page 10). They include a copy of our "Recruiter's Internet Survival Guide" (a \$100 Value) and a \$100 Discount on our seminars. The offers are extended to any professional recruiter who completely fills out the survey. The Results will be published in September, 1998.

The survey is divided into four areas:

- **A: Recruiting Tools** (the importance of various tools in Net Recruiting)
- **B: Vendor Evaluations** (the performance of various Internet based services)
- **C: Recruiter's Needs** (Does Internet Recruiting Work for you?)
- **D: Finishing Touches** (Name, Organizational Info, Incentives For Completing The Survey)

Please fill out all four areas completely. You may use a dark (Number 2) pencil or a pen. Many of the questions involve making a mark on a scale from 1 to 5. In all cases, a score of one represents a low score and a score of 5 represents a high score. Make your mark directly on the answer you want to record.

Examples:

1            2            3            5            or            2—3—4—5



## Part A: Recruiting Tools

interbiznet.com

Please evaluate the following Internet tools in terms of their importance to your overall Recruiting Program	<b>Importance:</b> 1= Unimportant 2= Somewhat Unimportant 3 = Somewhat Important 4 = Very Important 5 = Required				
1. Internet Job Posting at Individual Sites	1	2	3	4	5
2. Broadcast Internet Job Posting (multiple postings from one site)	1	2	3	4	5
3. Targeted Internet Job Posting (pick posting targets from one posting site)	1	2	3	4	5
4. Response Management (a service that handles and filters responses to ads)	1	2	3	4	5
5. Advertising Agency Salesperson / Media Planner	1	2	3	4	5
6. Free Online Resume Databases	1	2	3	4	5
7. Fee Based Resume Database / Research Services	1	2	3	4	5
8. Your Corporate Web Page	1	2	3	4	5
9. Links To Your Corporate Web Page	1	2	3	4	5
10. Internal Coordination Between Recruiters	1	2	3	4	5

# Part B: Vendor Evaluation



interbiznet.com

Service	Heard Of It?		Used It?		Job Postings	Resume Quality	Postings Results	Overall Rating
	Yes	No	Yes	No	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
@Work	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
4 Work	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Ad One	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Alta Vista	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
America's Job Bank	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Best Jobs USA	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Builder	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Cast	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career City	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Finder	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Magazine	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Mosaic	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Path	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Post	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Shop	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Career Web	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
CareerSite	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Classifieds 2000	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Computer Jobs Store	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Dice	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Dream Jobs	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
ESpan	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Get A Job	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Headhunter.net	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Heart	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Helpwanted.com	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Hot Jobs	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Info Works	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
ITTA	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Job Engine	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Job Trak	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
JobBankUSA	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Jungle	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
MBA Central	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
MedSearch America	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Monster Board	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Net Temps	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
OCC	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Recruiter's Online Ntwrk	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Talent Scout	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Tripod	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Virtual Job Fair (Westech)	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Wall St Journal	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
World.hire	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Yahoo	___	___	___	___	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5



# Part C: Recruiter's Needs

interbiznet.com

Draw a line through the answer that best describes your level of satisfaction with the following aspects of Online Recruiting.

## 1. Quality of candidates

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 2. Number of candidates

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 3. Ease of Use

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 4. Speed Of Responses

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 5. Relevance of Responses (Resumes) To Your Requirements

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 6. Compatibility With Your Existing Systems

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 7. Pricing (compared to other recruiting alternatives)

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 8. Customer Service / Technical Support

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

## 9. Relevance of Responses To Your Requirements

Very Dissatisfied    Somewhat Dissatisfied    No Opinion    Somewhat Satisfied    Very Satisfied

Place a check mark (  ) next to the best answer for each question.

1. Does your company post jobs on the local newspaper's website?  
 Yes     No     Don't Know
2. Do you experience labor shortages outside of the High Tech arena?  
 Yes     No     Don't Know
3. Does your company have formal procedures for Internet Recruiting?  
 Yes     No     Don't Know
4. Does your company use its website for Recruiting purposes?  
 Yes     No     Don't Know
5. Is it easy to get your job openings posted on your company's site?  
 Yes     No     Don't Know
6. Do you get adequate results from posting on your company's site?  
 Yes     No     Don't Know
7. Has your company tried to build traffic to its website?  
 Yes     No     Don't Know
8. Have you personally participated in efforts to increase traffic?  
 Yes     No     Don't Know
9. Are there special techniques that make job postings more effective?  
 Yes     No     Don't Know
10. Do you use an special techniques to improve job postings?  
 Yes     No     Don't Know
11. Do you think effective Internet Recruiters require formal training?  
 Yes     No     Don't Know
12. Is Internet Recruiting training available in your organization?  
 Yes     No     Don't Know
13. Have you had any training in Internet Recruiting?  
 Yes     No     Don't Know
14. Do you belong to a professional group that helps improve your skills?  
 Yes     No     Don't Know
15. Have you ever used a Spider?  
 Yes     No     Don't Know
16. Do you use the latest versions of Internet Tools (browsers, email)?  
 Yes     No     Don't Know
17. Have you ever visited or read a "Newsgroup"?  
 Yes     No     Don't Know
18. Has your company ever purchased "online banner advertising"?  
 Yes     No     Don't Know
19. Do you have an email account at work?  
 Yes     No     Don't Know
20. Can you get on the Internet from your desktop?  
 Yes     No     Don't Know

# Part D: Finishing Touches



interbiznet.com

Thank you very much for taking the time to fill out this year's survey. In gratitude for your investment of time and energy, you may request any of the following. Check the boxes that apply. Please note that these offers are available only to Professional Recruiters who have completed the survey in full. Responses must be received by July 15, 1998.

- Send Me A Coupon For An Additional \$100 Discount On An IBN Seminar
- Send me my copy of the Recruiter's Internet Survival Guide (limited to first 500)
- Please make sure that I stay on your mailing list
- Please send me a copy of the Executive Summary of this survey (mid September 1998)

Name	Company	Title
_____	_____	_____
Address		Email Address
_____	_____	_____
City	State      Zip	Primary Industry
_____	_____ , _____	_____
Are You A _____ Recruiter In HR	Education: _____ Completed HS	Size of Company: _____ 1 to 100
_____ Contract Recruiter	_____ Some College	(# of Employees) _____ 101 to 1,000
_____ 3rd Party Recruiter	_____ Undergraduate Degree	_____ 1,001 to 5,000
_____ Internet Research Professional	_____ Postgraduate	_____ over 5,000

Fold along this line, tape or staple and drop into a mailbox

Fold along this line, tape or staple and drop into a mailbox



interbiznet.com

Internet Recruiting Survey  
**IBN: interbiznet.com**  
 346 Starling Road  
 Mill Valley, CA 94941

(staple or tape here)