

AIRS Sourcing Report

 Volume
03

Monthly tips, tricks and groundbreaking technologies to help you find the best talent online.

Welcome

Welcome to the third edition of the AIRS Sourcing Report. Each month we'll explore tips, tricks and groundbreaking technologies to help you find the best talent online.

My days are spent scouring the internet for best practices so you stay on top of industry trends. Once again, I'm really pleased with the diversity sourcing information we've brought you this month!

Have a sourcing question or topic you'd like covered?

Drop me a line at kdingee@airscorp.com!

Kelly Dingee
kdingee@airscorp.com

Kelly Dingee is a technical writer and sourcing researcher for AIRS—a company of The RightThing.



Grand Prize Winner - Diversity Sourcing Games 2008

Our grand prize winner in the 2008 Diversity Sourcing Games is Brent Rogers, a Recruiter for Cisco, who titled his string:

“Google Search for Diverse Engineering Students at Universities or Colleges”

Brent culled a list of diverse engineering organizations and then dove into the 'net creating two incredible strings to locate candidates using his XLab skills and combining a PowerSearch with an XRay to locate candidates. See a sample of his work below:

SEARCH STRING: (@shpe.org OR @henaac.org OR @maes-natl.org OR @shpefoundation.org OR @nacme.org OR @hacu.net OR @swe.org) (alumni OR student) (officer OR president OR secretary OR member OR roster OR alumni OR attendee OR speaker OR treasurer OR committee) site:edu

If you'd like to see Brent's complete methodology, join us for CDR 2008 – Strategic Diversity Sourcing. Brent's winning search and three runners-up are included with the course materials.

Questions? We welcome your questions. Here's one of the many we received this past month...

Hi Kelly-

I just noticed your message about the x-rays. Can you give me any advice on how to find only resumes, profiles, bios, etc or even speakers at conferences or people attendees for SAP? Whenever I do my searches, I come back with tons of job postings. How do I avoid the job postings coming back in my search?

SAP Sourcer

Dear SAP Sourcer-

You need to make sure you use these commands on the end of your strings to weed out job postings:

-job -jobs -submit

Best,

Kelly

Table of Contents

- ▶ Grand Prize Winner - Diversity Sourcing Games 2008
- ▶ Favorite Finds - Viewzi.com Beta
- ▶ Questions? We welcome your questions. Here's one of the many we received this past month....
- ▶ How Do You Find Diversity Colleges & Universities?
- ▶ UK Recruiters: Expert Learning Series in May
- ▶ Sneak Peek: Certified Diversity Recruiter 2008
- ▶ Want to see an AIRS Trainer at a conference or event? Check out these dates!

Favorite Find: Viewzi.com



We have been diligently seeking out replacements for our beloved Pagebull - and we hit the jackpot this month with searchme: and Viewzi.com - both visual search engines in beta. But hands down, Viewzi.com gets my vote. It's amazing! Viewzi says “If a picture is worth a thousand words then Viewzi's rich, visual Views are worth a million searches.” And I have to say I agree!

Type in a name - like your own - as a test and see your results in a variety of formats. My favorite views included Web Screenshot View, 4 Sources View and Video x3 Views. Web Screenshot allowed me to flip through multiple pages that had my search referenced, and 4 Sources View compared results from Yahoo, Google, Ask and MSN. And Video x3 Views will pull results from Youtube, Blinkx and Veoh.

Want in on the beta? Visit the link below:

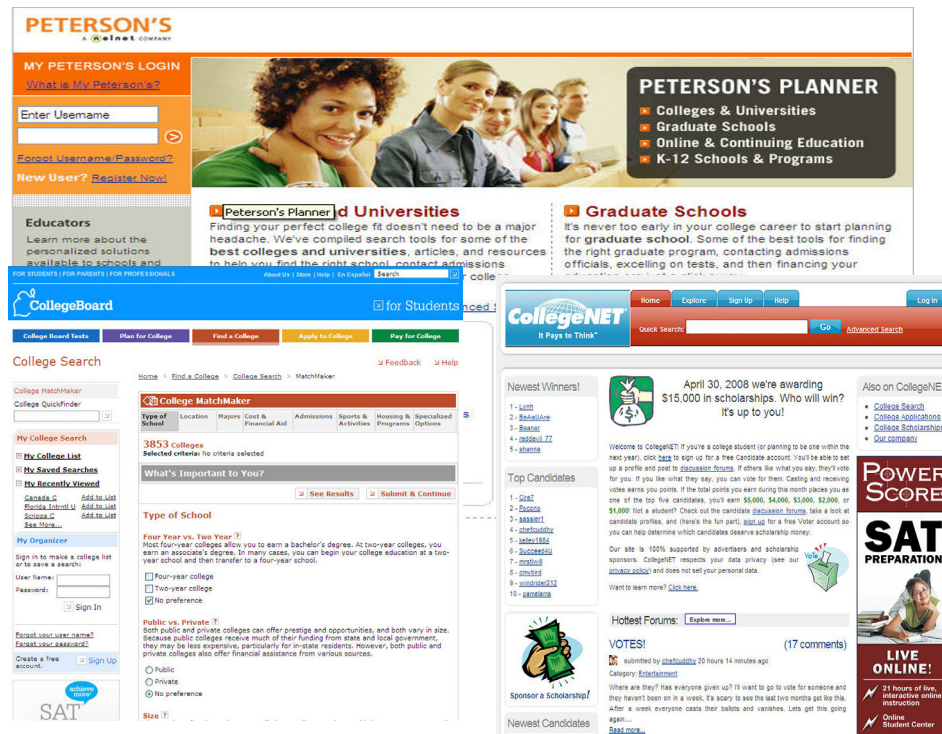
<http://corp.viewzi.com>

How do you find diversity in Colleges & Universities?

We've got three sites that we like to help us in our hunt for schools:

www.collegeboard.com
www.petersons.com
www.collegenet.com

All of these sites have options for us to tailor our searches to Women Only, HBCU and Hispanic Serving institutions.



The image shows three screenshots of educational websites. The top screenshot is from Peterson's, featuring a login section and a 'Peterson's Planner' for finding colleges and universities. The middle screenshot is from CollegeBoard, showing a 'College Search' interface with filters for location, major, and cost. The bottom screenshot is from CollegeNET, displaying a scholarship contest announcement for \$15,000 in scholarships and a 'Power Score SAT Preparation' advertisement.

Sneak Peek: Certified Diversity Recruiter 2008

If you are like 56% of the respondents to our 2008 AIRS Diversity Recruiting Survey and have no budget for your Diversity Recruitment - you really need to attend our completely overhauled Certified Diversity Recruiter course for 2008.

It is now known as Certified Diversity Recruiter 2008: Strategic Diversity Sourcing and is eight amazing hours of just sourcing for diversity candidates from extremely key destinations like organizations, universities, companies, and networks.

We'll touch on fee-based sites and job boards, but more importantly we'll show you how to kick your search strings up a notch to locate your diversity candidates online without a lot of out-of-pocket costs.

Sign up now and be ahead of the competition when it comes to diversity sourcing.

http://www.airsdirectory.com/mc/training_cdr_8.guid

View the AIRS Diversity Recruiting Survey 2008 here:

http://www.airsdirectory.com/mc/diversity_survey_results.dbprop

But what about finding universities outside of the U.S.? The sites above do search colleges in Canada, but for the UK we suggest visiting sites like Braintrack or HERO as a starting point. UK recruiters can also use one of our favorite tools, XRay, and try this:

site.ac.uk (diverse OR multicultural) (statistics OR population OR demographics)

We found reports, web sites, etc. that listed detail on diversity demographics at UK universities, definitely helpful as you source!

UK Recruiters - Expert Learning Series in May

Join Laura Stoker, Senior Director of Training, for one of several courses in our Expert Learning Series during the month of May. Topics include Social Networking in the UK, Googling Extras for UK Recruiters, and Finding Passive Candidates - Tools & Tactics to Improve Your Search Skills. Learn more about the UK Expert Learning Series at:

http://www.airsdirectory.co.uk/mcgb/training_expert_learning_series.guid

Want to see an AIRS Trainer outside of the classroom? Check them out at upcoming global conferences and events:

May 14, 2008 - Pre-Conference Workshop Kennedy Recruiting- Las Vegas, NV - Laura Stoker

May 29-31, 2008 - CSP- San Diego -Lisa Brusack

June 3, 2008 - Onrec - UK - Laura Stoker

June 5, 2008 - AACE - Arkansas Association of Colleges and Employers - Chris Forman

June 11, 2008 - SMA - Seattle - Laura Stoker

June 24, 2008 - Consulting Magazine Best Practices Event - Recruitment and Retention in Consulting - Chicago - Laura Stoker

July 17, 2008 - Kansas City Association of Staffing Professionals - Lisa Brusack