

Talent Technology's 2011 Recruiting Status Survey

Background

In late 2010, Talent Technology invited 9,800 recruiters and Human Resource professionals (responsible for recruiting) to share their opinions on recruiting in the current economy, their recruiting practices, and their expectations for 2011. 369 individuals from organizations in the United States and Canada responded. The following is a summary of the results from that survey:

Number Of Respondents

- 78 – Large organizations (>5,000 employees)
- 102 – Medium organizations (750 - 5,000 employees)
- 137 – Small organizations (<750 employees)
- 52 – Recruitment Agencies (0 - 500 employees)

369 Total Respondents

- 87.4% - United States Respondents
- 12.6% - Canadian Respondents

Economic Outlook

Talent Technology's **2011 State of Recruiting Survey** reveals a far more optimistic view of the recruiting practices outlook than the survey we released in late 2009. Signs the economy is picking up due to increased hiring or business activity were seen by 69.1% of respondents, compared to 55.5% in late 2009. Company size was a significant factor in recruiter optimism with 72.2% of recruiters working in large organizations (5,000+ employees) reporting signs of economic improvement while 67.1% mid-size organizations (750 – 5,000 employees) and 60.5% small-size organizations (<750 employees) reported the same. Positive signs of economic growth were reported by 89.6% of recruitment firms.

Expectation of internal growth over the next six months was another indication of positive economic outlook with 59.9% of all respondents expecting their organization to grow. This growth was up 26.7% from late 2009 when only 33.2% of all respondents anticipated growth. Respondents in large organizations (5,000+ employees) and recruitment firms reported the greatest growth expectation at 67.1% and 73.5% respectively. This is a dramatic increase compared to late 2009 when only 26.1% of large organization recruiters and 27.6% of staffing agency recruiters expected their organizations to grow.

Recruiting Challenges:

Today's fundamental recruitment challenges of sourcing candidates, filling positions quickly, and engaging hiring managers remain the same as reported in late 2009. However, this year's results show that recruiters are facing increased hiring pressure to fill skilled and executive level positions (up 14% and 9% respectively) compared to their hiring challenges in late 2009.

Hiring Practices:

One sign of increased hiring pressure on recruiters is the time they spend sourcing, reviewing and filling positions today compared to late 2009. Today, the average recruiting professional spends 2.67 hours a day on sourcing activities and 3.7 minutes reading each resume in detail (after pre-qualification). This is down from 4.6 hours a day to source and 6 minutes to read resumes in late 2009. Recruiting professionals in larger organizations report spending an average of 3 minutes on each resume, while recruiters in mid- and small-size organizations average about 4 minutes per resume. Time spent per day on sourcing was the same for both recruiting professionals in large-size organizations and agency professionals at 3 hours. On average, organizations are taking 40.1 days to fill positions. Large-size organizations take the most time at 49 days, mid-size organizations take on average 45 days, small-size organizations take on average 35 days and recruiting agencies take the least at 30 days.

Overall, the primary ways that organizations source candidates continue to be through their corporate job boards, employee referrals, corporate website and internal applications. Social networking sites are reported to account for just 14.6% of recruiter's sourcing activity.

Conclusion:

While it is clear from this data that the economic outlook for 2011 is positive and that recruiters can anticipate particularly strong growth within recruitment firms, the most telling thing about recruiter's lives today is that recruiters are spending 40% less time sourcing candidates and reviewing resumes to fill positions than they were in late 2009. At the same time the pressure to find quality candidates for positions continues to grow with an increase of 24% recruiters expecting more difficulty in filling positions today than they did in late 2009. Missing from the equation is a clear sign that organizations are going to start hiring more recruiters to handle the growing workload. Until that happens, recruiters are going to need to continue to be smart about the tools they use in leveraging their networks, and managing their workload.

About Talent Technology

Talent Technology is a leading provider of talent generation solutions that enable organizations to **source**, **market** and **engage** a pipeline of high-quality talent that delivers the right hires, more satisfied managers and measurable results. Our award-winning HireDesk Applicant Tracking System, and Resume Mirror resume parsing technology are used in organizations ranging from Fortune 1000 firms to independent recruiting/staffing agencies to process 80 million applicant resumes per year.

To Learn More:

Learn more about Talent Technology's talent generation solutions at www.talenttech.com or call **1.866.747.3375** for additional details.

Survey Questions:
1. Are you seeing signs that economic pressures are starting to ease up?

Organization Size:	All	>5,000	750 - 5,000	<750	Recruitment Firms
Yes:	69.1%	72.2%	67.1%	60.5%	89.6%
No:	30.9%	27.8%	32.9%	39.5%	10.4%

2. Does your organization expect to increase in size over the next six months?

Organization Size:	All	>5,000	750 - 5,000	<750	Recruitment Firms
Increase:	59.9%	67.1%	59.5%	50.0%	73.5%
Decrease:	4.9%	5.5%	7.1%	3.3%	4.1%
Remain the Same:	27.7%	21.9%	26.2%	36.7%	16.3%
Don't Know:	7.5%	5.5%	7.2%	10.0%	6.1%

3. By what percent do you think your organization will change?

Organization Size:	All	>5,000	750 - 5,000	<750	Recruitment Firms
Median:	5.0%	5.0%	6.0%	5.0%	11.0%
Average:	6.22%	5.1%	5.09%	5.88%	11.12%

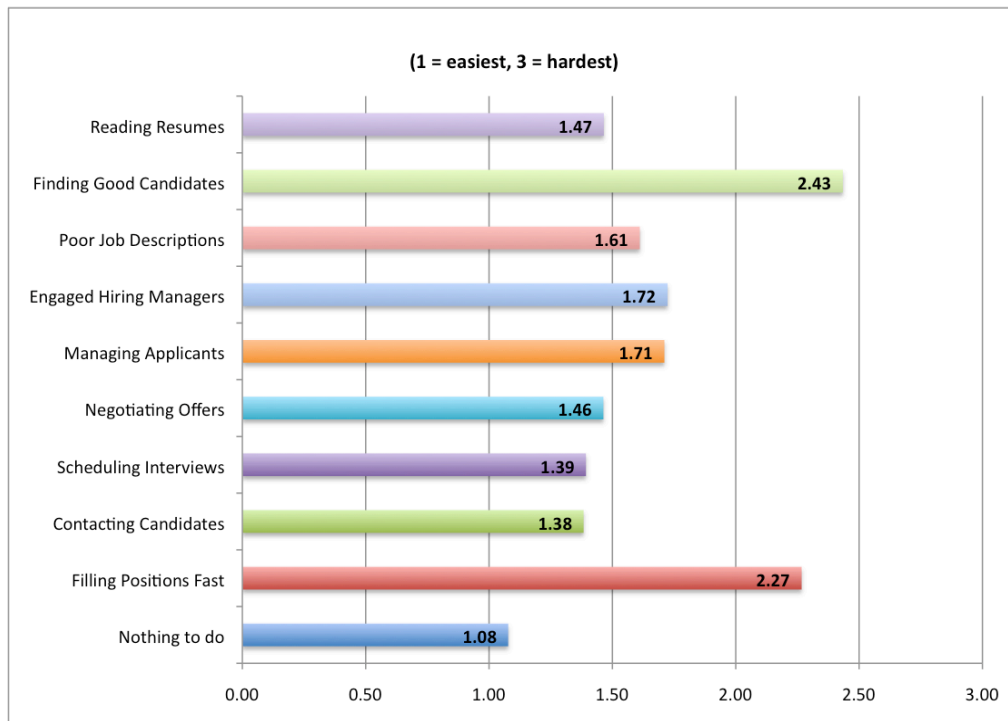
4. In your opinion, will it be difficult to re-hire positions you let go over the last 18-months?

Organization Size:	All	>5,000	750 - 5,000	<750	Recruitment Firms
Easy:	11.0%	9.9%	16.3%	6.8%	12.5%
Back to Normal:	34.5%	33.8%	40.0%	37.6%	18.8%
Difficult:	24.8%	31.0%	18.8%	21.4%	31.3%
Unsure:	37.0%	25.4%	25.0%	34.2%	37.5%

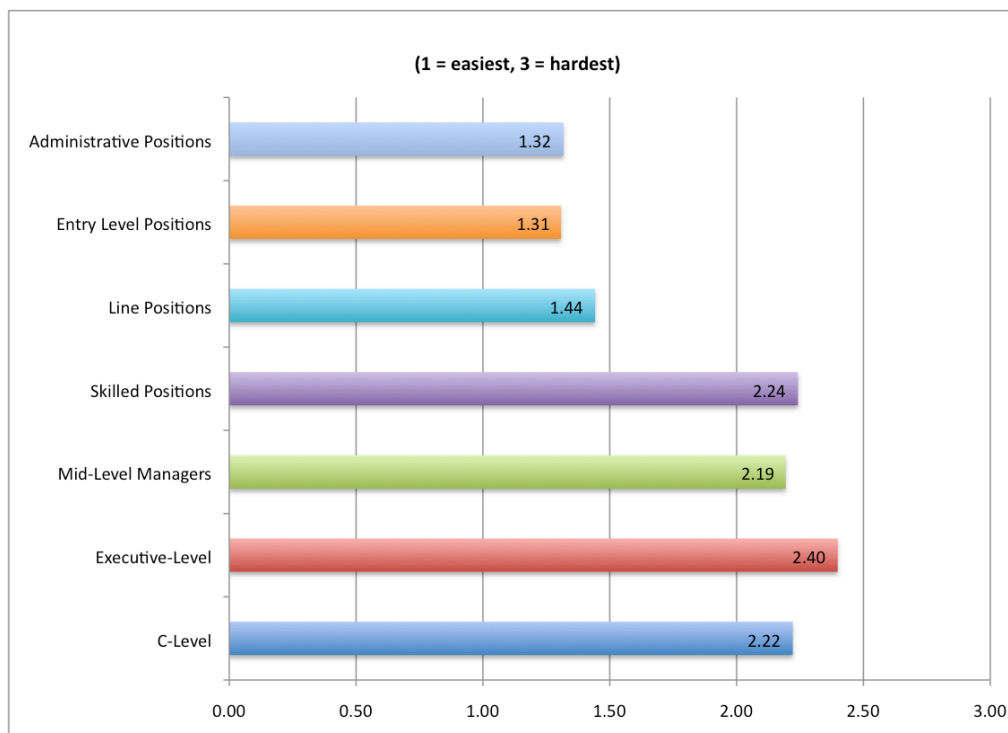
5. What percent of your candidates come from the following sources?

Organization Size:	All	>5,000	750 - 5,000	<750	Recruitment Firms
Job Boards (all types):	28.4%	19.9%	24.8%	37.2%	22.9%
Corporate ATS System:	14.4%	24.8%	17.9%	5.9%	13.6%
Social Networking Sites:	11.6%	7.8%	6.4%	10.0%	27.1%
Outside Agency:	10.9%	7.8%	6.9%	15.5%	11.7%
Employee Referral:	17.1%	18.3%	20.3%	16.2%	14.6%
Corporate Website:	17.6%	21.4%	23.7%	15.2%	10.1%

6. What are your organization’s biggest recruiting challenges today?



7. How difficult is finding candidates for different levels in your organization?



8. Which social networking sites do you personally use? (check all that apply)

Organization Size:	All	>5,000	750 - 5,000	<750	Recruitment Firms
LinkedIn:	63.4%	71.8%	57.8%	58.4%	78.9%
Facebook:	50.8%	62.8%	44.1%	47.5%	57.7%
Twitter:	20.7%	33.3%	16.7%	13.1%	30.8%
Ladders:	5.1%	11.5%	3.9%	0.7%	9.6%
I Don't Use:	9.95%	1.3%	14.7%	14.6%	1.9%

9. Do you personally use LinkedIn for recruiting?

Organization Size:	All	>5,000	750 - 5,000	<750	Recruitment Firms
Yes:	63.7%	80.0%	61.0%	45.5%	92.9%
No:	36.3%	20.0%	39.0%	54.5%	7.1%

10. On average, how many days does it take to fill a position?

Organization Size:	All	>5,000	750 - 5,000	<750	Recruitment Firms
Average Days:	40.1	48.9	44.6	35.4	29.4

11. How many minutes do you allocate to read a single resume?

Organization Size:	All	>5,000	750 - 5,000	<750	Recruitment Firms
Average Minutes:	3.7	2.75	3.41	4.17	4.22

12. How many hours a day do you spend sourcing candidates?

Organization Size:	All	>5,000	750 - 5,000	<750	Recruitment Firms
Average Hours:	2.67	2.8	2.33	2.32	3.97