

Evaluate Your Candidates' Hiring Experience

A Checklist



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How candidates perceive your hiring process could mean the difference between keeping them interested and losing them. Take a moment to put yourself in your candidates' shoes. How would they rate your recruiting site? Use this handy checklist to determine how candidates might evaluate your hiring site and to identify areas that could use more attention.

Overall Career Site Content and Presentation

The following information is on the career site:

- Privacy policy that is specific to the employment application process.
- Recruitment process roadmap that outlines the steps in the hiring process.
- Benefit information.
- Answers to frequently asked questions (FAQs).

The career site shares the company's culture through:

- Employee testimonials.
- A message from the president.
- An overview of "a day in the life" (audio and/or video).
- The ability to chat with recruiters.
- The ability to connect with employees on social networks.

The company's brand is present through:

- A logo that is prominently displayed throughout the online application process.
- A color scheme that matches the company's website.
- A link to the company's homepage.

Recruiting and Visibility

The company uses popular social media and Web 2.0 tools to promote openings:

- Blogs
- Facebook®
- Job boards
- Linked In®
- Organic search engine results
- Twitter®

The company also uses traditional methods to promote openings through:

- Career fairs
- Career site
- College/University information sessions
- Community organizations
- Direct calls/Email
- Employee referrals
- Employment agencies
- Internship programs
- Job shadowing
- Newsletters
- Open houses
- Polls/Surveys
- Radio
- Word of mouth

Ease of Use

- It is easy to find the careers section and apply for an opening.
- Accommodations for people with disabilities are provided.
- Applications can be completed with a smartphone, tablet, or computer, using an Internet browser of choice.
- Updating information and checking the status of applications can be done easily through a self-service portal.

Online Application

The job description includes:

- Position requirements.
- Salary information.
- Easy-to-understand language that doesn't use abbreviations or industry jargon.

At the beginning of the online process, the following items are communicated:

- Expected time for completion.
- Materials required for completion.

The online process is user-friendly:

- Instructions are prominent.
- Field size and formats are consistent.
- Buttons are clearly marked.
- Data collection is separated into multiple screens and can be saved at any time during the application process.
- A progress meter estimates the remaining time for completion.
- Uploading and parsing resumés and social profiles is easy to do.

At the end of the online process, the following items are communicated:

- A message that conveys whether the applicant was "qualified" or "not qualified."
- Next steps in the hiring process.
- Timeline for follow-up.
- Instructions on how to check the status of the application online.

Post-Application Communication

After submitting an online job application, communications include:

- A "thank-you" message.
- Regular status updates.
- Final disposition email when the position is filled (if not selected).

Candidate Selection and Evaluation

During evaluation and selection for an opening, communications include:

- A detailed agenda for the evaluation process.
- Information about next steps in the process.
- Information about travel accommodations, if applicable.
- Updated timelines and progress throughout the hiring process.
- A follow-up survey.

Management Considerations

After implementation, the following procedures are undertaken for training and continuous improvement of the process:

- Software training is held for recruiters and hiring managers.
- Interview training is held for recruiters and hiring managers.
- Process reviews are conducted on a scheduled basis.
- Software audits are scheduled regularly.
- The recruiting process is audited from beginning to end.
- Candidate surveys and internal suggestions are reviewed continuously.

When you've had the opportunity to complete this questionnaire, contact **myStaffingPro** to learn more about our recruiting system and candidate experience.

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