

## **Combining Recruitment Sourcing Strategies - Passive (You Find Us) and Active (We Find You)**

Sometimes the "perfect" candidate(s) may find your job announcement. More often than not, though, the "perfect" candidates(s) (i.e., those with the right combination of qualifications and interest in your specific job opening) won't know about your job opening and so won't apply. Why rely on chance to fill your job?

Passive recruitment, the most common method of recruitment, means we expect applicants to find us (i.e., "stumble across" our job opportunity announcement). While posting a job opportunity announcement (JOA) on USAJOBS is required whenever you are considering hiring applicants from outside the Federal workforce for competitive service positions, it should not be considered enough. Posting the job on USAJOBS fulfills the legal requirement to notify OPM of job opportunities in the competitive service (5 U.S.C. §§ 3327 and 3330) and notifies the public of the job opportunity but, by itself, is unlikely to generate the same applicant pool as a recruitment effort that combines passive and active recruitment strategies .

Use all the tools at your disposal (and there are many!) to create a focused and targeted recruiting strategy to generate a pool of high quality, diverse applicants. Create a recruiting strategy that emphasizes active recruitment, also known as the "we find you" strategy. Be proactive! Carefully define what you need and then seek and find!

Examples of passive general sourcing strategies (you find us):

- Post job announcement on USAJOBS (minimum requirement for certain jobs)
- Post job announcement on agency website, career website, job boards, etc.
- Job fairs/hiring events
- Billboards, newspaper adds, or other advertisements seen by a non-specific, non-targeted, general audience
- On-campus events such as, career events

Consider: Broad-based outreach certainly can yield a large number of applications, but more is not always better. High-volume does not necessarily equal high-quality. Often, individuals will apply for a job based on the thought, "What do I have to lose except some time, so why not apply." Typically, top candidates already are employed and not seeking other job opportunities. Using a recruitment strategy that focuses mostly on, or worse, solely on, a passive outreach method can mean an applicant pool of basically qualified candidates, rather than the best candidates, or sometimes even no qualified applicants.

Examples of active targeted sourcing strategies (we find you):

- Intern to hire

- Professional associations in field(s) of interest
- Academic institutions (high schools with a particular focus, technical schools, colleges, universities) with areas of study that meet the required and/or desired qualification requirements
- Boomerangs (reach out to former employees)
- Event recruiting (seek potential candidates at seminars, conferences, other professional events)
- Referrals (ask top performing employees, former employees, etc. to find and refer applicants)

Consider: Targeted outreach typically yields a higher quality applicant pool and a higher rate of job acceptance. Candidates found through these types of sourcing strategies are more likely to have the specific competencies and skills sets required as well as interest in the job, not just interest in applying "just in case."

Combine both types of strategies, passive and active, to create a dynamic robust strategy. Take time and make the effort reach out to the communities where you are likely to find candidates with the right skills and competencies mix and let them know when the job will be announced.