



NNAHRA
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Trends in Recruiting

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Today's Instructor:

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Welcome!

Tribal Recruiting in 2023

- **Diversity and Inclusion**
- **Candidate Engagement**
- **Transparency in Pay**
- **Data-Centric Approaches**
- **Reinventing the Candidate Experience**
- **Contingent Candidate Strategy**

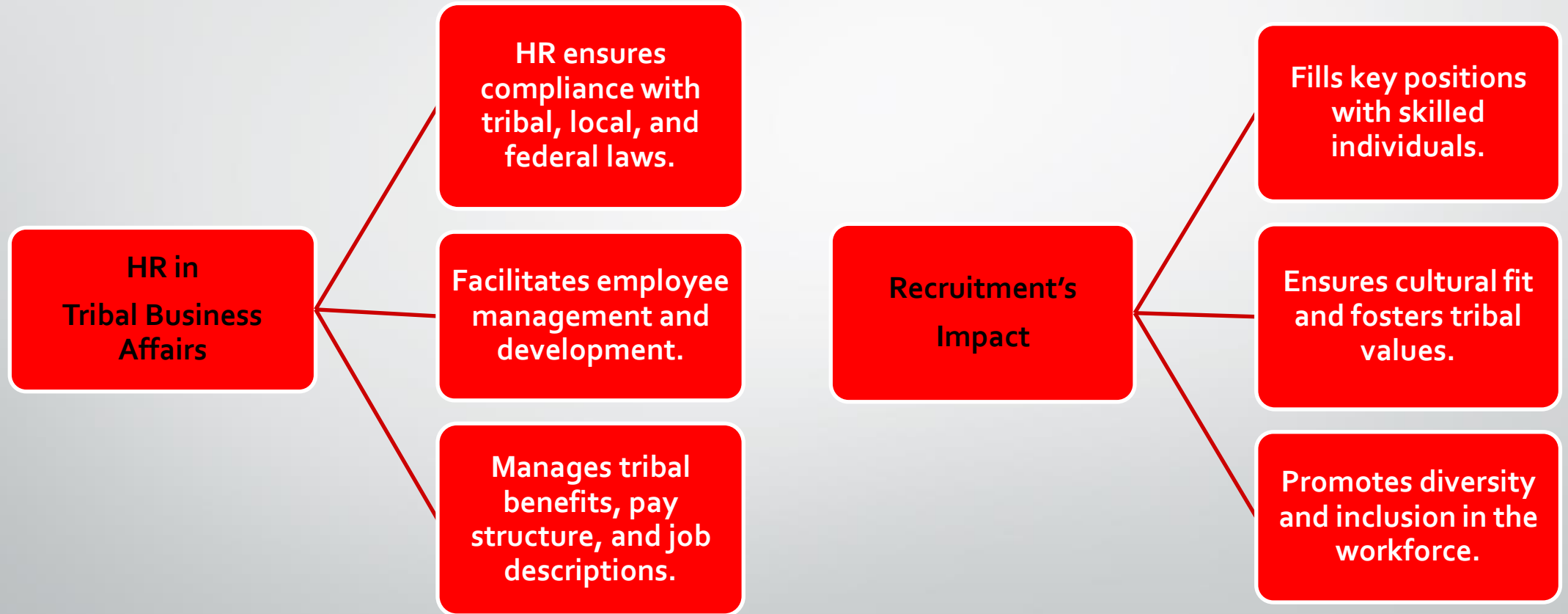
Support from Tribal Leadership



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- First ask: How can I empower my HR personnel to achieve outcomes in a changing job market?

HR Overview: For Tribal Leadership



Recruiting Using Trends

- First ask: How can I bridge the gap in my recruiting efforts to reach more candidates in a changing job market?



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HR Overview: For HR Professionals



Boosting Diversity and Inclusion:

- Target schools
- Internship Programs
- Strategic Partnerships



Target schools? How? Easy - make the call!



Hello, are you
the career
counselor?

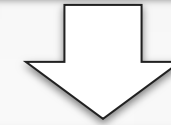
Yes, how
can
I help?

We are tribal HR and
have exciting
internship and
mentorship programs
available! ...



Recruit

Marketing and Outreach



Intern

Training and Assessment



Hire

Job Offer and Development



Refer

Incentive Program: Friends and Family

Make a budget!



Think carefully about available funding or grants for:

- Cost of marketing and outreach to native youth
- Cost of internship/mentorship programs
- Cost of ongoing training and development

Boosting Candidate Engagement:

- Use High Engagement
- Leveraging Automation
- Balancing Communication
- Feedback-Driven Approach
- Improving with Feedback



Use High Engagement

- Overall Frequency
- Choice Timing
- Intelligent Flexibility



Use High Engagement (cont.)

- Engagement Platforms
- Personalized Interactions
- Feedback Loop
- Lasting Relationships



Harnessing Automation in the Hiring Process



- Automation technology frees up you and staff.
- Leads to enhanced candidate communication.
- Improves candidate perception through timely responses.

Striking the Right Balance in Communication

- The crucial blend of automated and the 'human touch.'
- Employing technology for efficiency.
- Necessity of human touch for meaningful engagement.



Feedback-Driven Approach in Recruitment



Importance of real-time candidate feedback:

- **Gaining insights from candidate's perspectives.**
- **Making informed improvements for enhanced recruitment.**

Improving Recruitment through Feedback

- Refining recruitment with candidate feedback.
- Standing out as a feedback-centric employer.
- Demonstrating candidate value through actionable insights.



Being Transparent About Pay:

- Making Salary Clear
- Transparency Advantage
- Being Authentic and Transparent
- Handling the Complexity



Transparency in Salary: A Key Driver

Job ads are most effective when they include information on salary, benefits, role responsibilities, and work-life balance

6 in 10 candidates rated salary ranges for prospective roles as the most important piece of information that employers could include in a job ad

Top 10 Most Important Items to Feature in Job Ads



Even a range is helpful for me... I don't want to apply to a job, not have any idea what to expect from them pay-wise, and then be disappointed if it's below the amount I'm willing to work for."

— 35-year-old Middle Eastern woman working in financial services



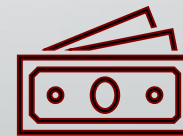
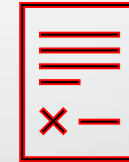
It's not all about money, but offering other kinds of compensation will help me understand if a company is just thinking about money or if the company is valuing me as a human being."

— 32-year-old Black woman working as a director of finance

Q: What are the three most important pieces of information you want to learn in a job ad before applying?
% of respondents; n = 500

Pay Transparency: A Competitive Advantage in Recruitment

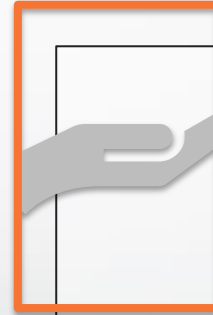
- Rising trend of pay transparency due to recent legislation.
- Competitive advantage through transparent pay practices.
- Impact on over 25% of Americans living in regions with pay transparency laws.



Authenticity & Transparency: Differentiating Factors in Recruitment



Competitive job markets: The battle of high pay and perks.



Authenticity as a distinct differentiator.



Pay transparency: An employer's unique selling point

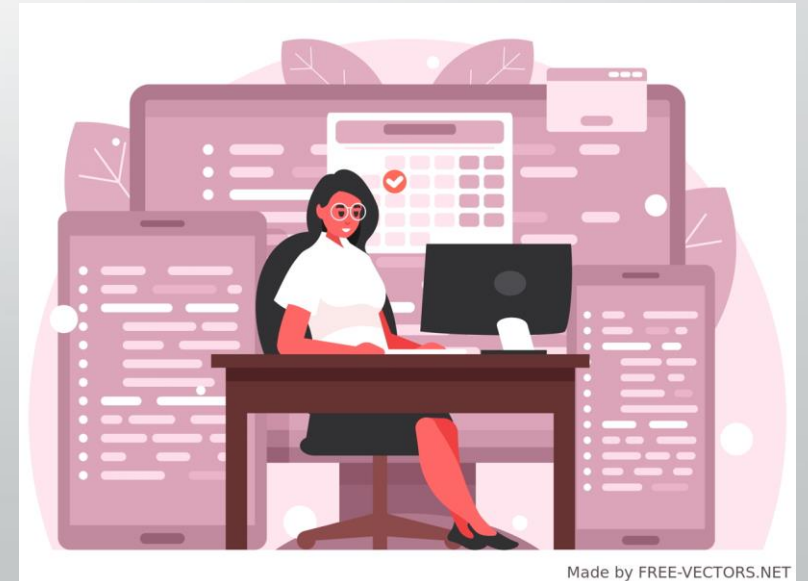
Navigating the Complexity of Pay Transparency

- Pay transparency: A complex yet crucial process.
- Need for a well-articulated compensation philosophy.
- Addressing internal concerns and maintaining employee morale.



Using Data-Centric Approaches:

- Caution with AI
- Tracking Time-to-Hire
- Boosting Efficiency
- Talent Pools/Agencies



AI in HR Recruiting: Navigating the 'Black-Box' Concern



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- AI – trending use in HR recruitment.
- Caution against "black-box technology".
- Understanding AI's decision-making processes for responsible use.

Monitoring Time-to-Hire: Evaluating Recruitment Effectiveness



- “Time-to-Hire” metric: A focus area for HR professionals.
- Significance of measuring from application to accepted offer.
- Evaluating effectiveness of recruiting efforts with prolonged time-to-hire

Optimizing Time-to-Hire: Assessing Process Efficiency

- Evaluating recruiter effectiveness in attracting suitable candidates.
- Importance of conducting interviews promptly.
- Preparing hiring managers for efficient candidate evaluations.



Reinventing the Candidate Experience

- Concierge Experience
- Transparency
- Ease of Application
- Minimize Steps
- First Impressions



Personalizing Recruitment: The "Concierge Experience"



- Striving for a personalized applicant experience.
- The "no black hole" principle: Every applicant gets a response.
- Client-Prompted Referrals

Enhancing Transparency in the Hiring Process

- The crucial role of transparency in hiring.
- Communicating application status and next steps to candidates.
- The importance of early discussions about compensation.



Prioritizing Ease of Application: User-Friendly Hiring



- Importance of user-friendly job applications.
- Crafting an intuitive career page.
- Ensuring relevance of questions asked during the hiring process

Streamlining Hiring: Minimizing Steps for Efficiency

- Evaluating and minimizing steps in the hiring process.
- The value of removing unnecessary steps.
- Advantages of quicker hiring processes in a competitive job market.



Candidate Experience: Positive First Impression



- The role of candidate experience in forming first impressions.
- The impact of unnecessary questions or assessments.
- Prioritizing a positive candidate experience.

Contingent Candidate Strategy

- New recruiting norm
- Minimize offer fallout
- Increase interviewees
- Primary vs. Contingent



New Recruiting Norm



- Backup Strategy - Industry New Standard
- Lag in Adoption
- Indigenous Values and a Fair Approach

Minimize offer fallout

- What substantial reduction of risk means.
- When has a position been vacant too long.
- Unforeseen offer rejection - a Recruiter's view.



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Increase Pool of Interviewees



- Strategies for Expanding Candidate Pool
- Setting the Stage: Beyond Numbers
- Efficient Recruitment for a Larger Pool

Primary vs. Contingent

- The First Choice: Indian Country's Perspective
- Resisting Pressure: Ensuring the Right Fit
- Backup Temptation vs. A Solid Fit



Empowering Tribal HR Operations:

- **Tribal Vision Fulfillment**
- **Reputation and Growth**



Conclusion



Valuing HR Recruiter's Contribution in Trends:

- **Pivotal Impact**
- **Professional Development**

Questions?



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