Earn a "Green Light" on the PMA Through Effective Recruitment

2003 National Summit

Strategic Recruitment for Government Agencies

Implementing and Measuring Innovative Recruitment Strategies in Government



Acquire a Step-by-Step Framework for Devising, Implementing and Measuring Strategic Recruitment Initiatives

Step One:
Conduct a Workforce Analysis to Identify Recruitment Needs

Step Two:
Develop a Human Capital Plan to Set Recruitment Goals

Step Three:
Identify Profiles of the "Perfect Hire"

Step Four:
Utilize Recruitment Flexibilities

Step Five:
Devise Strategies and Tactics for Targeting Key Groups

Step Six:
Track Success with Performance Measures

Presented by:

The Performance Institute

January 13-15, 2003
Wyndham City Center Hotel
Washington, D.C.

Ensure That Your Agency is Prepared to Handle the Human Capital Crisis!

Find New Sources of Potential Employees

7 Key Reasons to Attend this Conference

1. Understand the latest policies and mechanisms for evaluating agency recruitment strategies
2. Learn how to stem the impending wave of federal retirees by forming effective strategies for workforce planning
3. Utilize best practice areas in online recruitment
4. Implement strategies for creating a more diverse and balanced workforce
5. Master the latest and most successful agency practices for utilizing recruitment flexibilities
6. Develop a guidebook for evaluating and establishing performance measures for your agency or organization's recruitment policies.
7. Channel employee strengths into office success through effective applicant assessment

Dear Government Human Resources Professional,

As a human resources specialist in the federal government, it is your responsibility to comply with stringent new federal mandates while simultaneously preparing your agency to cope with the looming wave of federal retirees. How serious is the situation? Strategic management of human capital is one of the five priorities of the President's Management Agenda. Nearly two years after its implementation many agencies are still encountering problems implementing a strategic recruitment plan. These problems were made clear in the last scorecard, which showed a resounding number of "red lights" and a disconcerting lack of "green lights" in the area of human capital.

You need to get prepared. To get equipped with the latest best practices in strategic recruitment, you should come to the National Summit on Strategic Recruitment in Government, being hosted by the Performance Institute at the Wyndham City Center Hotel in Washington, D.C. on January 13-15, 2003. This summit offers three days of interactive training sessions and workshops that will provide innovative strategies and practical solutions to the challenges you face as a human resources manager.

Assess Workforce Needs and Recruit Accordingly

Successful recruitment strategies begin with the development and implementation of a workforce plan that assesses skill gaps and needed competencies while staying aligned to the agency's mission. Experienced human resource managers and consultants will share with you their newest strategies, lessons learned, and best practices that have enabled them to conduct successful recruitment campaigns.

Meet Diversity Targets and Utilize Hiring Flexibilities

Once you identify the skill sets that your program or agency needs to execute its human capital plan, it is important to devise effective strategies for recruiting from key demographics. As such, the Summit's second day will focus primarily on innovative and concrete approaches for recruiting for crucial positions. You will learn directly from human resource professionals who have already used recruiting flexibilities effectively to attract a wide array of potential employees.

Launch a Comprehensive Recruitment Campaign for your Organization

This seminar promises to be a valuable forum for the exchange of innovative ideas about strategic recruitment with your colleagues in the government human resources community. More importantly, you will develop a framework for strategic recruitment that begins with workforce analysis and ends with effective performance measures. You'll be able to take that framework with you back to your program for immediate implementation. By addressing these important issues, government agencies can best recognize where they are lacking and recruit based on those needs.

I hope that you'll join us at this forum as we bring together HR managers from throughout the government to explore new standards of excellence at the federal level. Be sure to sign up soon to ensure your agency is well represented. You can register by calling 703-894-0481 or by visiting us online at www.performanceweb.org.

I look forward to seeing you in January!

Sincerely,



Benjamin Neumann
Director, The Performance Institute

Integrate the Innovative Six-S

Agenda and Speaking Faculty

DAY ONE: January 13, 2003

8:30 Keynote Address: OPM Efforts to Streamline the Recruitment Process in Government

Under the leadership of Director Kay Coles James, the Office of Personnel Management has made tremendous efforts to simplify the federal hiring process. Through Ms. James' guidance, OPM has implemented plans to improve the burdensome and time-consuming application process. This keynote address will discuss the impact of improved recruitment strategies on federal human capital initiatives as well as emerging trends, technologies, policies, and standards that are shaping the landscape of strategic recruitment now and in the future.

Dan Blair, *Deputy Director, Office of Personnel Management*

9:30 Results of Government-wide Report on Strategic Recruitment in Government

In January, 2003, The Performance Institute will release a comprehensive report cataloguing various recruitment initiatives being managed by federal agencies and assessing their relative success in attracting quality employees to federal government service. The project will survey all federal agencies to identify the most innovative recruitment initiatives, examine common lessons learned, review measures of performance, and evaluate overall recruitment success. Listen to a representative from The Performance Institute convey the results of this timely report.

Patti Powers, *The Performance Institute*

10:15 Break

Step One: Using Workforce Analyses to Identify Recruitment Needs

10:30 Case Study: Developing a Workforce Planning Guide at the Environmental Protection Agency

- Identify human capital needs based on agency strategic plans, program structure, and performance goals
- Assess employee competencies and recruit based on potential skill gaps
- Analyze employee demographic data and forecast attrition rates

Kirk Maconaughey, *Environmental Protection Agency*

11:45 Luncheon: GAO Update on Human Capital Planning

The General Accounting Office (GAO) has designated human capital management a government-wide high risk area. GAO noted that the federal government faces human capital challenges that could erode the ability of departments and agencies to efficiently and effectively perform their missions. Listen to a representative from GAO discuss a general framework on how to align your agency's human capital plan with the overall agency mission.

Chris Mihm*, General Accounting Office*

1:00 Step Two: Setting Recruitment Goals and Targets in the Agency Human Capital Plan

Once a workforce analysis has been conducted, it is vitally important that this data is integrated into the agency human capital plan by setting appropriate recruitment goals and targets. In this session, you will hear expert advice on how workforce data can be utilized to determine recruitment needs.

- Examine skill sets and workforce levels to determine long-term and short-term recruitment goals

Miguel Torrado, *Social Security Administration*

2:00 Creating Targets for Recruiting Difficult Skill Sets

- Case Study: Review the latest initiatives taken by IRS to identify hard-to-fill jobs and maintain a stable workforce
- Understand the basic guidelines necessary to recruit specific skill sets

Julia Cronin, *Internal Revenue Service*

3:00 Break

Step Three: Identifying Profiles of the "Perfect Hire"

3:15 Using Applicant Assessments to Identify and Select Qualified Candidates

- Identify potential skill gaps and core competencies
- Evaluate best practices for administering competencies and how to modify them to address agency needs

John Crum, *Merit Systems Protection Board*
Ernie Paskey, *Office of Personnel Management*

4:30 Adjourn

DAY TWO: January 14, 2003

Step Four: Utilize Recruiting Flexibilities

8:30 Taking Advantage of Civil Service Reform Flexibilities: Discovering Creative Ways to Recruit

Despite increasing flexibility in recent years, many federal managers remained handcuffed by antiquated personnel regulations within the current civil service system. Potential government employees have been turned off by lengthy applications and promotional policies that reward seniority over performance. In this session, you will discover how the Department of Defense is demonstrating a system that provides alternatives to existing civil service regulations.

Tony Echols, *Department of Defense*

9:30 Creating a People-Friendly Work Environment

- Utilize people-friendly workplace flexibilities such as employee performance incentives, college loan repayment and other recruitment and retention incentives, developmental opportunities, and non-monetary performance rewards to better achieve organizational results
- Establish a workplace environment that is conducive to high employee performance and the retention of high performers
- The business case for seeking high employee satisfaction

John Palguta, *Partnership for Public Service*

10:30 Break

Step Five: Devise Strategies and Tactics for Targeting Key Groups

10:45 Session A) Recruiting for Diversity

- Identify underrepresented groups and outline specific needs within the agency human capital plan
- Establish techniques for effective targeting of different demographic profiles
- Focus the recruitment process on mission critical skills

Christina Bruce*, National Institute of Health*

Step Framework into Your Agen

Session B) Military Recruitment

- Case Study: Identify the next generation of potential military recruits through effective demographic analysis
- Understand the collective attitude of youth toward military service and configure a recruitment strategy to quell any misconceptions
- Utilize youth workforce data to effectively recruit motivated and talented men and women for our armed forces

Major Andrew Wilcox, *United States Marine Corps*

11:45 Luncheon: Effective Online Recruitment for the Public Sector

The U.S. Office of Personnel Management offers a number of products and services to assist government managers in their recruitment efforts. In this session, learn how OPM's online recruitment service, USAJOBS.OPM.GOV, has been redesigned and improved to maximize recruitment efforts. Understand how you can successfully implement these strategies within your agency.

Tina Strickland, *Office of Personnel Management*

1:00 Session A) Recruiting for Science and Research

- Use innovative and effective resources for recruiting in areas of expertise
- Implement successful techniques in hiring advanced degrees and specific talents
- Examine best practices and lessons learned from leading federal agencies

Marilyn A. Dickman, *National Science Foundation**

Session B) Recruiting College Graduates and Young Professionals

- Gain insight into the current college recruiting environment
- Better understand recent college graduates as a demographic, including their career expectations
- Learn the best recruitment and retention strategies from successful organizations

Steve Wilson, *National Association of Colleges and Employers*

2:00 Session A) Recruiting Information Technology Staff

Due to stringent regulations on salaries and benefits, federal agencies have found it increasingly difficult to compete with private sector companies for talented IT personnel. While this is a widely recognized problem, most agencies are handcuffed by ever increasing pay gaps and aggressive marketing by private industry. In this session, you will learn practical methods for overcoming common recruitment obstacles for IT specialists.

Fred Thompson, *Formerly of the Department of Treasury*

Session B) Recruiting Disabled Persons

New mandates are encouraging government agencies to intensify their efforts in recruitment of disabled persons. While government agencies have made tremendous strides in this regard since the advent of the Americans with Disabilities Act, further work is absolutely necessary. In this session, listen to an expert discuss strategies on how to make a career with the federal government more attractive to disabled Americans.

- Develop recruitment strategies that appeal specifically to disabled persons
- Examine options for making the workplace more accessible to all

Dr. Richard Horne, *Presidential Task Force on Employment of Adults with Disabilities**

3:00 Break

**Denotes Invited*

Step Six: Track Success with Performance Measures

3:15 Measuring Recruitment Success

- Utilize best practices and innovative methodologies to build a comprehensive, end-results driven recruitment process
- Establish appropriate performance goals and measures that ensure successful recruitment
- Achieve agency goals and stay aligned to your agency's mission

Carl D. DeMaio, *The Performance Institute/Reason Foundation*

4:30 Adjourn

DAY THREE: January 15, 2003

8:00 Registration and Continental Breakfast

8:30 Application Workshop: Developing and Implementing Human Capital Plans

This hands-on afternoon workshop takes participants through the strategic evaluation process and into the trenches of human resources management in order to develop a human capital plan in your organization quickly, efficiently and cost-effectively. More importantly, you will learn how to implement a human capital plan that meets agency requirements AND addresses important President's Management Agenda guidelines. Instructors answer questions and walk you through trouble spots, giving you the tools to take back to your agency and achieve maximum effect.

Earl Pence and Douglas Rachford, *QED Consulting*

12:00 Luncheon

1:00 Application Workshop B: Writing Effective Vacancy Announcements that RECRUIT!

Federal Job Search Consultant Kathryn Troutman shares her 25+ years of knowledge and experience from the perspective of a federal job applicant. Federal recruiters want to hire the best and the brightest candidates for their positions, but strict requirements for vacancy announcements make that increasingly difficult. HR recruiters can attract a more diverse and talented applicant base through a new style of vacancy announcement. Through innovative techniques that comply with OMB and OPM requirements, HR recruiters can say more within their respective job announcements, say it better, make it less ambiguous, friendlier, more appealing and more informative about the job, agency and benefits! Learn how in this first-time ever vacancy announcement writing workshop. Kathryn Troutman is the author of six books on federal resume writing, the newest is *Ten Steps to a Federal Job*. She is a trainer inside of government agencies since 1995 and she is the producer of www.resume-place.com. On the radio every week, Kathryn helps anxious federal job-seekers interpret vacancy announcements, "how to apply" instructions, qualifications, job titles, series and the other instructions that are truly difficult for applicants to understand.

Kathryn K. Troutman, *The Resume Place*

ncy's Human Capital Planning



Rave Reviews from Previous Events:

"Very innovative - great new ideas - good insight - futuristic. Great stuff to take back to the office and use today."
— Cheryl C. Bues, U.S. Dept. of Veterans Affairs

"Very good training, it helped me to think about measures and outcomes in a completely different way."
— Bill Breithaupt, Minerals Management Service

"Very informative; Speakers know their subjects well. I gained a lot of new information and the sessions also affirmed some of my own best practices!"
— Catherine Harma, AANS

Who Should Attend This Conference?

All government human resource personnel, including...

- Human Resource Directors
- Recruiters
- Staffing Directors
- Workforce Analysts
- Outsourcing Specialists
- Benefits Managers
- Diversity Managers
- Personnel/Employee Services
- Human Resources Information Systems

Exhibiting and Sponsorship Information:

To learn more about exhibit and sponsorship opportunities at Performance Institute educational seminars and conferences, please contact Blake Zach at 703-804-0481.

Hotel Information:

The 2003 National Summit on Strategic Recruitment in Government will be held at the Wyndham City Center Hotel in downtown Washington, D.C., just blocks from the Foggy Bottom Metro Station on the Blue/Orange Line. A limited number of rooms have been reserved at the hotel at a discounted rate ($150 single and $170 double). Please contact the hotel at 202-775-0800 to make reservations. Be sure to ask for the Performance Institute conference rate. The Wyndham City Center will ensure that your conference experience is not only educational, but also comfortable and enjoyable in every aspect.

Wyndham City Center Hotel
1143 New Hampshire Ave., NW
Washington, DC 20037
202-775-0800

Tuition Rates:

Fees for attendance at the Government Human Resources Management Series are as follows:

One Conference:	$795
Conference plus workshops:	$1095

Group discounts are available. Contact the Performance Institute regarding group rates to the 2003 National Summit on Strategic Recruitment in Government.

Administrative Note:

A 10% cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As speakers are confirmed 6 months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

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Priority code – P126

The 2003 National Summit on Strategic Recruitment in Government

Call (703) 894-0481, Fax This Form To (703) 894-0482 or visit www.PerformanceWeb.org

- ☐ Yes! Register me for the conference only.
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