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AIRS® Sourcing Report
Contact Information:
67 Etna Road
Lebanon, NH 03766
800-466-4010
www.airsdirectory.com

Top 10 New Year's Resolutions for Recruiters in 2014

With the New Year upon us, it brings with it those time-honored traditions of making New Year's Resolutions. People make the resolutions with intent on keeping them, but "life happens" and most don't fulfill their commitments to themselves. The Fitness Centers are jam-packed during January and empty in February.

Let's commit to not being normal this year. Or at least, not the "norm" when it comes to our New Year's Resolutions. By December 31st, 2014, will you be able to look back and say that you met all of your New Year's Resolutions?

At AIRS, we feel that your 2014 will be filled with excitement, results, commitment, dedication, and success, if you adopt the following ten resolutions and add them to your "personal" ones.

#10 – Use Multiple Search Engines

We can all agree that Google is great, but as recruiters, we tend to rely solely on Google results. Google does not have 100% of the Internet indexed in its database (and never will). Thus, we are missing out on great candidates that are stored in other search engines. Go the extra mile by using Metasearch engines as well.

#9 - Be Consultative

Recruiters are the experts in the marketplace and they know the market better than most Hiring Managers, better than candidates, and even better than the Compensation Department (which traditionally works with outdated data in a lot of corporations). Demand to be respected for your intelligence. Demonstrate that you are a value-added resource for your internal or external clients.

#8 – Embrace Technologies

Unless you are able to STOP time (or make more time), there is a limit to how much a recruiter can accomplish in a week. If we want to try and accomplish more, we cannot make more time, but we can spend our time wisely. Investigate tools to utilize in your recruiting

Where's AIRS Training?

Public Classes

San Jose, CA

01/30/2014 - [SearchLab 12.0](#)

01/31/2014 - [Certified Social Media Recruiter](#)

Washington, DC

02/06/2014 - [SearchLab 12.0](#)

02/07/2014 - [Certified Social Media Recruiter](#)

Baltimore, MD

02/17/2014 - [SearchLab 12.0](#)

02/18/2014 - [Certified Social Media Recruiter](#)

Chicago, IL

03/03/2014 - [SearchLab 12.0](#)

03/04/2014 - [Certified Social Sourcing Recruiter 5.0](#)

Atlanta, GA

03/06/2014 - [Professional Recruiter Certification 2.0](#)

03/07/2014 - [SearchLab 12.0](#)

Seattle, WA

03/10/2014 - [SearchLab 12.0](#)

03/11/2014 - [Certified Social Media Recruiter](#)

Boston, MA

03/24/2014 - [SearchLab 12.0](#)

03/25/2014 - [Certified Social Media Recruiter](#)

AIRS Resume Search

Now Available for Download here: <http://bit.ly/AIRSChrome>



Top 10 New Year's Resolutions for Recruiters in 2014...continued

efforts that will save you time, assist you in finding candidates, and possibly promote your company's employment brand. Need somewhere to start? Check out Hootsuite. Bottom line – let technology work FOR you, NOT AGAINST you.

#7 - Step Out On the Wild Side (Use Social Media)

Most recruiters are very comfortably using LinkedIn, but have unfortunately grabbed on too tight (like it was their safety blanket on a cold winter night). This year, make a commitment to “branch out” and use a few other Social Media channels to find your candidates. LinkedIn is great, but there are only 280 million users on LinkedIn. Facebook, Google Plus, Twitter and others, have far more than this number. Find those candidates that are not on LinkedIn, or those on multiple channels that don't check their LinkedIn everyday like most Facebook users do.

#6 - Never Publish Another Boring Job Description

Commit to never publishing another boring job description. Recruiters have always been successful at getting a lot of people to apply to their job postings, but often are not successful at getting Top Candidates to apply. If 500 apply to your posting, how many are perfect? Usually the answer is from zero to very few. This year, spice it up and provide either a video from the Hiring Manager or CEO of the company, add creativity, excitement and clarity (generalities don't sell – details do). Make it interactive (links to employee testimonials that currently do the job, benefits page, etc.). Tell a compelling story to entice top candidates to apply. Move from boring text, to dynamic multimedia options.

#5 - Negotiate a Win-Win for Everyone

Research the going market rates on Glassdoor.com, Indeed.com/ salary and Salary.com for a fair offer. Recruiters have been “buying” talent at a discount for several years now, but some companies are losing these candidates to higher offers that other companies are making now. The bargains might be over (especially with Baby-Boomers starting to retire in droves this year); it might be time to get competitive on salary. After all, wouldn't you prefer to hire a long term employee (the cost of replacing an employee is sometimes 2 X [or more] the annual salary).

#4 - Brand Your Company on Social Media

As recruiters/sourcers, we spend most of our time trying to “find” candidates. Although this is not a bad strategy, wouldn't it be beneficial for candidates to “find” you as well? This can be done if you are branding your company on selective Social Media. Take baby steps to this and only commit to a Social Media Platform if you can devote the time to make it dynamic (as opposed to static information that sits there to die).

AIRS Sourcing SuperStars



Don't forget to Play AIRS Sourcing SuperStars challenge every **Friday at 12pm ET**. Questions will be posted to <http://bit.ly/AIRSBlog>

All winners will be posted at: <http://bit.ly/AIRSWinners>

The first person with the correct answer each week will win a seat to one High Impact Learning Series (HILS) class of their choice. These course dates, times and descriptions are available on the AIRS website: <http://bit.ly/AIRSHILS>

AIRS HILS classes cover topics ranging from mobile recruitment and building custom search engines to filetype searching and college recruiting strategies. AIRS will make the final determination on the weekly challenge winner.

Top 10 New Year's Resolutions for Recruiters in 2014...continued

#3 – SuperSize Your Signature File

Include your commitment to branding your company by providing links to your Social Media channels in your signature file. Also take this opportunity to promote your Top 3 hard-to-fill positions by providing hyperlinks to them. Get the “message” out every time you send an email.

#2 – Go Mobile

Ensure that your company does not get left in the dust. Although the band-wagon just left the station less than a year ago, you need to ensure that your company rides this trend because your candidates are “all aboard” and waiting for corporations to “catch-up” and allow them a way to view positions, apply for positions, and learn about your company, all from their smartphones. Commit to having a M-Site, or a mobile app for your candidates.

#1 - Develop Your Skills Though AIRS Training

Devote at least 1 week this year to enhancing your skill set. Take a look at our class schedule at www.airsdirectory.com and sign up for classes that will make you marketable, give you the skills to excel at your job, and learn more about the profession you love. Also, commit to sharing your knowledge by mentoring a junior staff employee/ associate.

Well, there you have it, a recipe for success in 2014. Purple squirrels are out there waiting to be “caught”. Will you have the dedication to hunt them all year long, or will they be able to roam free in February?



AIRS Sourcing Report Now Available on both iPhone & iPad

Read, Tweet, Email and Print AIRS Sourcing Reports from your iPhone and/or iPad.

When you need to find the best talent for your job requisitions, AIRS is ahead of the curve and continually innovating to bring you the newest and most relevant ideas to help you in an instant! Our AIRS Sourcing Report app has been updated for iOS 7 as well as extended to the iPad platform. Download the FREE AIRS Sourcing Report App today: <http://bit.ly/SourcingReportApp>

Connect with the AIRS Team

Lisa Brusack

Senior Trainer & Learning Specialist

[Follow Lisa on Twitter®](#)

[Friend Lisa on Facebook®](#)

[Connect with Lisa on LinkedIn®](#)

[Send Lisa an email](#)

Kevin Crews

AIRS Trainer & Recruitment Specialist

[Follow Kevin on Twitter](#)

[Friend Kevin on Facebook](#)

[Connect with Kevin on LinkedIn](#)

[Send Kevin an email](#)

Tiffany Gearhart

AIRS Trainer & Recruitment Specialist

[Follow Tiffany on Twitter](#)

[Friend Tiffany on Facebook](#)

[Connect with Tiffany on LinkedIn](#)

[Send Tiffany an email](#)

Tricia Gonzales

AIRS Trainer & Recruitment Specialist

[Follow Tricia on Twitter](#)

[Friend Tricia on Facebook](#)

[Connect with Tricia on LinkedIn](#)

[Send Tricia an email](#)

Tracey J. McGinnis

Training Manager

[Follow Tracey on Twitter](#)

[Friend Tracey on Facebook](#)

[Connect with Tracey on LinkedIn](#)

[Send Tracey an email](#)

Vikki Nicometo

AIRS Trainer & Recruitment Specialist

[Follow Vikki on Twitter](#)

[Connect with Vikki on LinkedIn](#)

[Send Vikki an email](#)

Ryan Phillips

Technical Writer

[Follow Ryan on Twitter](#)

[Friend Ryan on Facebook](#)

[Connect with Ryan on LinkedIn](#)

[Send Ryan an email](#)

Tiffany Ross

Vice President, AIRS Training

[Follow Tiffany on Twitter](#)

[Friend Tiffany on Facebook](#)

[Connect with Tiffany on LinkedIn](#)

[Send Tiffany an email](#)

Laura Stoker

Executive Director of Global Training

[Follow Laura on Twitter](#)

[Friend Laura on Facebook](#)

[Connect with Laura on LinkedIn](#)

[Send Laura an email](#)

Stephanie Weiss

AIRS Trainer & Recruitment Specialist

[Follow Stephanie on Twitter](#)

[Friend Stephanie on Facebook](#)

[Connect with Stephanie on LinkedIn](#)

[Send Stephanie an email](#)

Unroll.me: A Great Tool To Unclutter Your Inbox!

As recruiters, we are consistently managing multiple managers, candidates, schedules, job requisitions, systems, metrics and emails... The last thing we have time for is deleting or unsubscribing to emails. Before we know it, we have hundreds of emails piling up in our inbox!

At AIRS, we realize that the new year typically brings on many resolutions that are often centered on organization. Well, if “digital organization” is on your list of New Year’s resolutions, then you’ll definitely want to check out Unroll.me and get a head start on your resolution today!

So what exactly is Unroll.me?

- Unroll.me is a new startup that first launched in beta in 2012
- It was most recently redesigned in April of 2013
- It’s a tool designed to assist you with unsubscribing from unwanted subscriptions & organizing remaining subscriptions in 1 daily digest email

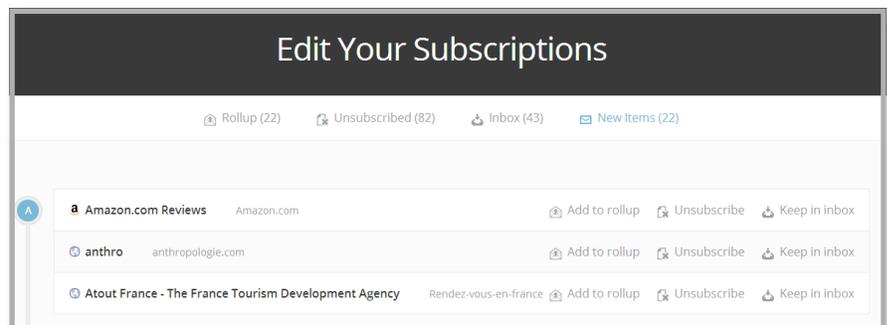
Unroll.me states that they have more than 100,000 subscribers and that more than 106 million emails have been diverted and more than 225 million emails have been summarized into a daily digest email.

It’s free to use and can be viewed from multiple devices and screen sizes without having to download an app.

How do I sign up?

- Sign up at unroll.me by typing in your email address and granting limited access to your email
- Unroll.me will scan your inbox and compiles a list of your email subscriptions
- You can then select to unsubscribe or Rollup each of the subscriptions that it finds

However, after selecting to unsubscribe from five subscriptions, you will be asked to promote the service by tweeting a link, posting it on Facebook by sending an email to a friend if you want to unsubscribe from more.



Cleared Job Fair

Security cleared professionals please join us at the Cleared Job Fair **Thursday, Feb 6, from 11am - 3pm** at the **Westin Tysons Corner**.

Our cleared facilities employers include AC4S, Altamira, CGI, BAE Systems, Diplomatic Language Services, Engility, General Dynamics-IT, Geneva Software, HP, Leidos, Parsons, Red Arch Solutions, Tanager and more!

Opportunities for Information Security, Cyber Security, Software Engineers, Systems Engineers, Linguists, Financial Analysts, Help Desk, Software Developers, System Administrators, Database Administrators, Intel Analysts and more.

We'll be offering free professional Resume Reviews as well as briefings on Security Clearance Reinvestigations at 10:15am and 11:30am. For more info and to pre-register: <http://clearedjobs.net/jobfair-information/76>.

This event is for professionals with an active or current security clearance only please.

Hotel Address:

Westin Tysons Corner
7801 Leesburg Pike
Falls Church VA 22046

Unroll.me: A Great Tool To Unclutter Your Inbox!...continued

What email clients and languages does it support?

- Supports Outlook, Hotmail, MSN, Windows Live, Gmail, Google Apps, Yahoo! Mail, AOL Mail, and iCloud
- Currently only supports English (other languages to be added in the future)

Tell me more about the Rollup feature!

- The Rollup is a digest that gives you an overview of all the subscriptions you receive each day
- You can adjust the time you receive your Rollup to Morning, Afternoon, or Night
- Your emails are no longer sent to your inbox, instead they are moved to your "Unroll.me" folder in your email client and can be found there at any time
- Your existing filters or labels/folders will not be affected
- There are 2 ways to view your Rollup: List View or Grid View
- You can add an email subscription to add to your Rollup directly from your inbox by forwarding the new subscription to rollup@unroll.me
- Each Rollup notifies of the number of new subscriptions unroll.me has detected in your inbox
- With the Auto-Add feature enabled, these new subscriptions will be added automatically to your Rollup after 1 week

Want to unsubscribe from a new subscription? Or "stop rolling up"? Easy!

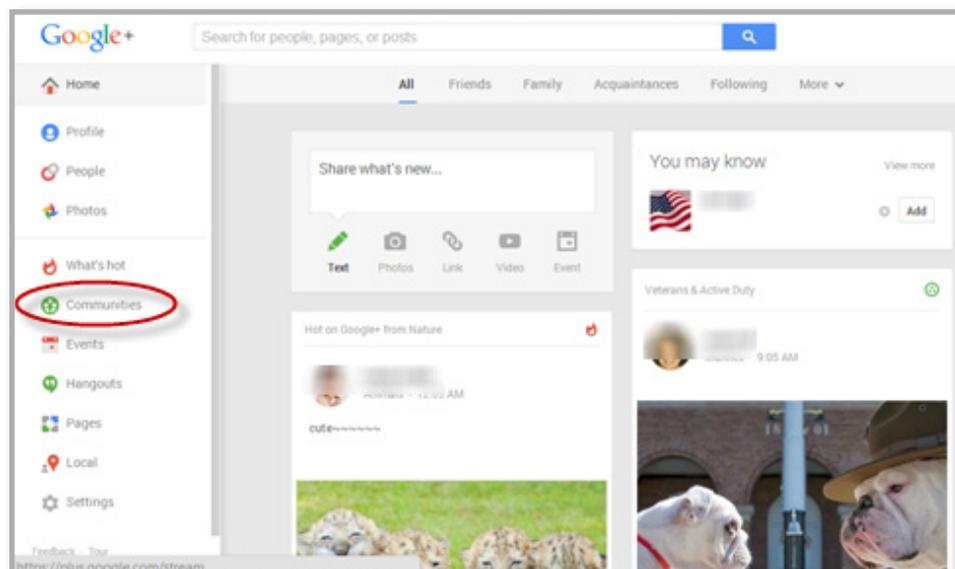
- Can unsubscribe from inbox by forwarding the email to unsubscribe@unroll.me
- You can receive email subscriptions in inbox instead of the Rollup by clicking on "stop rolling up" by that email subscription

Happy New Year! And Happy Organizing!!!

Targeted Job Advertising for Free with Google+ Communities

LinkedIn® Groups, Twitter®, posts on a Facebook® company page - all of these offer recruiters free job postings to targeted candidates. And with its explosive growth, Google+® Communities is becoming another great option to consider for advertising openings. Communities are groups within Google+ that allow users to share content around common interests.

There are countless Google+ Communities, and many of them allow users to advertise jobs to the members of the community for free. Examples of Google+ communities include groups for nurses, engineers, project managers, IT professionals, Human Resources, and many more. Many of these communities specifically have job discussions areas.



There is a search function on the main Communities page that will allow recruiters to find those communities that have members with backgrounds, experience and interests they may wish to target.

Access to Google+ Communities is from the drop down menu next to the home icon on the upper left of the main Google+ page.

Once in Google+ Communities, a search bar appears at the top right of the page where one can search groups by topics, industries, interests, professions, etc.

One example of a public Google+ Community that welcomes job postings is the Veterans and Active Duty community. This community has more than 66,000 members and features a section for "Jobs for Veterans" discussion area. It is free to post jobs to this community; however, one must be a member of the community to post.

Some things to remember when reaching out in a Google+ Community are that you will need to join each community in order to post to it. Additionally, these are not job boards so keep job the posts short but engaging - these should not be full job descriptions but should include enough to entice potential candidates. Be sure that interested candidates know how to reach out for more information on the opportunity and company. Finally, join the discussions in the Communities where targeted candidates are members.

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Free Re-Certification Exams

AIRS now offers free re-certification exams for all eligible AIRS alumni. For more information contact Sharon Cook at Sharon.Cook@rightthinginc.com or John MacDonald at John.Macdonald@rightthinginc.com. PH: 800-466-4010 x1503 or x1512.

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A great way to keep up with AIRS and all the latest trends and tips in Internet Sourcing is to connect with us online:

- > [AIRS Alumni](#)
- > [AIRS Alumni UK](#)
- > [AIRS Diversity Recruiting Forum](#)
- > [AIRS Certified Social Sourcing Recruiter](#)
- > [AIRS Facebook® Fan Page](#)
- > [AIRS Training on Twitter®](#)
- > [AIRS Training on YouTube®](#)
- > [AIRS Training on Vimeo®](#)
- > [AIRS Training Blog at WordPress®](#)
- > [AIRS Job Board Directory](#)

Subscribe to the Industry Job Postings issue of AIRS News!

Be sure to check out the newest addition to AIRS News, **Industry Job Postings**, to see the latest openings from companies seeking AIRS Certified candidates.

In addition, if your organization is seeking AIRS Certified candidates, please [submit your posting here](#).



2014 Global Job Board

AIRS®, An ADP® Company has released the **10th annual AIRS® Job Board & Recruiting Technology Directory**. The largest, most up-to-date and usable career site and recruiting resource available to recruiters today, this great reference tool is available for free. A one-of-a-kind downloadable resource, this Directory is a compilation of information on general, niche and specialty job boards, applicant tracking solutions and cross-posting tools. You will find this to be an invaluable desktop resource that you will turn to again and again.

Please click on the link below to download your FREE copy of the AIRS 2014:

Job Board & Recruiting Technology Directory.
http://www.airsdirectory.com/mc/training_forms_jobboard.guid

Bundled Pricing Option Available!



AIRS is pleased to offer a new bundled pricing option for our certification classes. Receive a discounted price by purchasing any two (2) AIRS Certification courses for \$1699. To learn more about AIRS Certification courses or purchase training, please call 1-800-466-4010.