

Recruitment Source Effectiveness

Directions: This chart can be used to evaluate the effectiveness of recruitment strategies. On your own form or in your HR system for each person who applies for a position track the primary or most important source of information for them and whether or not they were hired and when they quit or were fired. Use this form to summarize that information across all applicants for a calendar year. For each source count the number of people who cited the source as their primary source of information. Then compute the total number of people hired from that source. This will tell which recruitment source yielded the highest percentage of actual hires.

			Year: .
Referral Source	N. Applied	N. Hired	% Hired
Inside Sources (Referred by)			
Current/former employees			
Parent or person receiving supports from organization			
Someone who works in a similar organization			
Internal posting			
Worked for organization before			
Was an intern			
Was a volunteer			
School-to-work trainee			
Welfare-to-work trainee			
Other Inside source			
Total Inside sources			
Outside Sources			
Newspaper advertisements			
Job Fairs			
HS or College Job Board			
Employment/referral agency			
TV or radio advertisements			
Other Outside Source			
Total Outside Sources			
Recruitment Source Unknown			