

**GettingHired.com Advisory Council Meeting November 17, 2009
Meeting Transcript (edited)**

Tom Capato: Hello, this is Tom Capato from GettingHired.com, we are pleased to have you all on the line again. We have 1:03 p.m. on our clocks. We will wait until 1:05 p.m. and start the session so we can give everyone an opportunity to get into the WebEx session. So please sit tight for a couple of minutes and we will then begin.

TC: Good afternoon again. This is Tom Capato from GettingHired.com, I am the chief executive officer. I would like to welcome everyone that is on the line to the Advisory Council session. We appreciate you spending your afternoon with us. We plan on reviewing the progress we have made here as well as learning some new things and chatting about the obstacles that we may be experiencing on both ends as we try to make the portal more efficient. I wish we can go around the room and introduce everyone on the call, but that would take too long and we only have an hour and a half. We will send notes on the meeting after the session.

TC: That being said, I am going to try to make this as collaborative as possible so if you have questions, please chime in and identify your organization and your name so the group knows who is speaking as well as being able to record it in our notes. As I said, we set aside about 1.5 hour today. My introduction is about five minutes and I have already run over the time. We will then move on to a job seeker registration or marketing plan overview by Jim Lunny since that is a topic that I know most of you are very interested in. Jim will be happy to give us that overview. And then we are going to move on to 3 special guest who are members of the GettingHired.com community who will tell us a bit about their organizations and provide some additional perspective. We are fortunate to have Anne Hirsh from Job Accommodation Network, Kelly Buckland from the National Council on Independent Living and then Peter Gioacchini from Cigna, I apologize Peter, I pronounced your name incorrectly, who is going to give us some background related to what Cigna is doing in diversity. For those of you who were on our last two Advisory Council calls, we felt at the end of those that there was too much talking by GettingHired.com's team and we wanted to make it more collaborative. So we will end the session with a collaborative discussion related to some challenges we are having and hopefully get your input and vice versa so that we can again continue to grow the portal in a productive way.

TC: I want to let everyone know that the Sunday before last was a big day for us. We completed our first year of operation so we had our first birthday on November 7th 2009. And we owe a lot of things to the folks on this call for making it possible for us to reach that anniversary. Just some very high level details that Jim will probably also touch on. In our first year of operation, we have surpassed the mark of 95 employers partnering with us in terms of membership. For those of you on the WebEx, by the way, it says we have 90 participants on the call, we have signed five new employers in the last couple of days. Some of the new companies that have come on board had been Coca-Cola, Novartis, Toyota, Westinghouse, and most recently Kodak. We are very happy with the progress that our sales force continues to make in terms of securing new corporate clients. At the same time, since we are one-year-old, the renewals of our existing clients who are our lifeblood as well, it has been very high, about 75% in terms of renewal rate. There are companies like CSX Transportation, who is our very first client and I don't know if Susan is on the line, thank you Susan. Shell, Cigna, and Brown Shoes, 18 in terms of repeat clients. We have registered over 35,000 job-seekers to date. We have produced over 5,000 applications to our employer customers, the 95 plus that I just talked about. Some other important statistics based on an independent survey of our job seekers conducted by Cornell University, of the 2,500 independent job seekers who produced the 5,000+ applications, a very significant number is that about 1.5% of the folks that applied for position said they had gained employment through the portal. That is a great piece of information for us based on our one-year anniversary. And more important to you all in the corporate space since we are accomplishing what we set out to do which is finding some good talent. With that being said I'm going to turn it over to Jim and let him get into detail related to how we continue to track seekers and go from there. I apologize for going over my six minutes.

Jim Lunny: That is okay. Let's go over to the next slide.

Frank Weichmann: One quick thing to those on the line. If you could mute your line, we are picking up some background noise that might impede people from hearing.

TC: This is simply showing some of the logos of the 95 plus employers that have come on board over the past 12 months. This is not all of them. We use some of this information when we speak to new prospective clients.

JL: We will provide this with notes that we send out. We will be sending a full transcription of the meeting out to all participants and to all those not able to join us today. Frank if you will switch to the next slide. Tom, thanks for that introduction.

Marvette Dashiell: Can I interrupt, this is Marvette from Dupont. I am not able to see the slides because you reached the maximum number of participants. I did not know if anyone else is having the same issue.

April Taylor: This is April from Wells Fargo, I have the same problem.

There were at this point a number of participants on the call who said they could not see the presentation slides and were receiving an error message that the maximum number of participants had been reached. The GH team scurried to send the slides out directly via email.

TC: I will send it back out to everyone so they can have that at their desk as we are going through.

TC: We apologize for that. Frank is going to send the presentation to you right now.

JL: Let's switch the order of the meeting to allow time for the presentations to be received and so we don't leave people behind. So as Tom mentioned, we are fortunate to have three members of our Advisory Council who have told us they will be willing and happy to tell us a little bit and give as perspective from their various vantage points. As you can see from the agenda, we have Anne Hirsh from Job Accommodation Network. Anne, are you available to perhaps go now rather than in 15 minutes?

Anne Hirsh: Sure Jim, I can go any time.

JL: Okay. Thank you very much. Then let me turn the floor over to Anne Hirsh, Co-Director of Job Accommodation Network, a great resource located at West Virginia University. Many of you are familiar with this organization, and we are pleased to have Job Accommodation Network as a member of the Advisory Council and a member of the Service Provider network here at GettingHired.com.

AH: Thank you, Jim and thank you all for giving me an opportunity to say a few words. I am recovering from a severe cold that is going around, but I will do my best. We are real excited about our collaboration with GettingHired.com. Our hope is that we could drive a lot of employers as well as individuals looking for work to your site. We know that we have a great reciprocal relationship in terms of referral to each other. We have seen a slight increase in calls from individuals who are looking for work. As many of you know that is not what we do, but we always have been asked about it. We have seen over the last six months, a little bit of an increase and we will hopefully drive a bit more people to you who are qualified and looking for work.

AH: Let me give a quick overview for those who are not familiar with Job Accommodation Network or JAN. We are a service of ODEP, the Office of Disability Employment Policy. We have been here for a little bit more than 25 years, a happy birthday on your first. So when you are talking with JAN, you are talking with an experienced staff. The primary service we offer is consulting on all aspects of job accommodations. We have general information on our website. We communicate through email and we have a toll-free phone-line and work on a case-by-case basis. The information we provide deals with accommodations options and how to discuss accommodations with a potential employer or existing employer. On the flip side, however, we also talk with employers about how they interact with individuals during the application process as well as the entire accommodation process. We offer technical assistance on the Americans with Disabilities Act and on the Amendments to the Act. Our services are confidential and free because we are sponsored by the Office of Disability Employment. About 35% of our contacts come from employers and 35% come from individuals. A staff of professional consultants are hearing things from both sides of the issue, people looking for work and people who are employed but having difficulty because of some type of limitation, as well as from the employer, mostly when they are contacting us, looking to retain or hire qualified individual. Employers we are dealing with have good intentions in looking at trying to keep or hire an individual. The rest of the people we hear from are the service providers and may be part of your network as well, as well as family members that we work with and advocacy groups and vendors of products et cetera. To let you know, the volume that we deal with, we average about 32,000 contacts a year and that is via phone and email. We get calls from individuals and employers throughout the processes of hiring and dealing with workplace issues. Callers establish a point of contact with one person here who can talk you through an issue as the situation progresses. In the last year, we have been working, as a lot of agencies and organizations are, with the social network tools. We connect with some of you through LinkedIn, Facebook and Twitter, and we've got a blog. We are spending a good bit of time and we do training in Second Life now and we have office space on Nonprofit Island which is a concept that we are looking at not only from the standpoint of accessibility issues, but as well as a tool for individuals and employers to use. We take questions and get questions from individuals with disabilities in Second Life. We continue to do our cost benefit Research where we ask employers about their thoughts and actual figures related to the cost and benefit of hiring people with disabilities, I'm sorry, accommodating people with disabilities. We release a report annually on those figures and we released one on September 1st of this year. The report indicated, and this is what employers are telling us, that well over half of the workplace accommodations, 56%, were made at no cost. Of those that involved a onetime cost, the typical cost was \$600. Those figures are staying consistent throughout the year and are something we find employers want to know about. They also want to know who we are asking and the types of questions as well and most importantly, the benefits of accommodations. We are in the unique position to get some good feedback from employers. We contact them six or eight weeks after the first contact with JAN, and oftentimes we are able to get good feedback when implementation of the accommodation is still fresh on their minds. We do this confidentially of course.

AH: One other important thing to note in the last year is that the ADA Amendments Act that was signed into law in September of 2008. We certainly have seen some changes in our contacts after that point. Since the passing and release of the proposed regulations for the Amendments Act, we have seen an increase in requests for information primarily on the definition of disability and we responded, having a practical guidance and document on our website that is quite popular and we will continue to update that as things progress and change. While the focus of the Amendments Act is on broadening the definition of disability, we expect to see the conversation to shift its focus from who is covered and the treatment of people with disabilities in the workplace and on reasonable accommodations. We have been encouraging employers that we work with to look at this change as an opportunity to review and revise policy and procedures surrounding these issues and most importantly to include training of supervisors and hiring managers when it comes to job accommodation requests, reasonable accommodation and disabilities in the workforce. Training them and also holding supervisors, hiring managers and employees accountable. As they would any employee for any part of their job.

AH: In coming to a close, requests for training have gone through the roof pretty much and we do a lot more training than what we post on the Web as public webcasts. We do teleconference and conferences and events for specific individual groups. If you're interested, give me a call or email. That is probably one of the aspects of our services that has grown the most in the last year, requests for training. Last but not least, another project that we have been working on, and I heard Robin from AAPD on the phone, over the past year, is the Campaign for Disability Employment and the What Can You Do video contest. There are some interesting videos that you may be able to use in some of your training. Check it out at www.whatcanyoudocampaign.org And I think my voice is running out. Jim, that is all I have to say for now.

JL: Well Anne, I was hoping that your voice would not desert you until you had a chance to tell us about the wonderful things going on down there. And let me first thank you and secondly note that the resources available at the Job Accommodation Network are accessible to our job-seekers and employers through our service provider network. As Anne told you, we have oftentimes directed job-seekers to specific service providers who offer a specific expertise, and we have made these referrals to JAN. And again to our employer partners, the Job Accommodation Network is a great resource and accessible to you through the service provider network. May I see if anyone has, if we have time for one more question for Anne, if there is a question among the rest of the Council members?

Christy Harrison: This is Christy Harrison from the AbilityOne program. More of a comment. Anne, I want to tell you that JAN is a remarkable resources. I found you through the Business Leadership Network. Not only do I represent people with disabilities, but I am a person with multiple disabilities and you have helped me and other people so I thank you.

AH: Thank you Christy, I am thrilled to work with a great group of people.

JL: Okay. Well, Anne, thanks again for that. While you were giving that information to us, we have behind-the-scenes been working on getting the job seeker marking plan to you all. You should have the presentation now, it is coming from Hank Fichtner of our organization. Since we only have an hour and a half, let me get started now. I'll go through the first few slides slowly. I apologize for the difficulty we've had.

TC: April from Wells Fargo, did you receive it ?

AT: Yes, I did, Thank you.

TC: We want to make sure it got out there. Anyone else who initially indicated there was an issue, have you now received it?

At this point, there were some who indicated they had received the presentation from Hank, but others who said they still had not received it.

JL: I will suggest that what we do here is let me run through the slides and we will get this out to everyone immediately after we conclude. I think the presentation is on the way. I don't know what the issue was, but let's start. Tom asked me to give an overview of what we are doing here to get the word out to people with disabilities looking for work to encourage them to register as job seekers. That is what I have been involved in doing. For those of you who have received the presentation, I will start on slide number four. Our approach to reaching out to job seekers is five pronged. We are working with workforce development organizations and service providers across the country, both private and public sector. We are working with institutions of higher education, both career services and disability services departments at universities, colleges and community colleges across the country. We are working in the direct-marketing arena, through internet pay-per-click and search engine optimization programs, and working to reach job seekers directly by participating in job fairs. We are working to build awareness, building relationship and getting endorsements and ensuring that our name is out there. We are participating with organizations in both the public and private sector, partnering with organizations in specific initiatives and events. And then finally we are, and this is something that we recognize to be increasingly important, we are working in the social networking space through the GettingHired.com social networking platform and also through other platforms that are out there.

JL: Moving to the fifth slide for those who have it. Let me give you a little bit more detail on what we're doing relative to building awareness. We have worked with ODEP, and on EarnWorks, GettingHired.com is listed as one of the top resources for job seekers. Hearing from Anne, we are working closely with the Job Accommodation Network. JAN is a member of our Service Provider network, and JAN has incorporated links to GettingHired.com in multiple places within its site. The new Campaign for Disability Employment has recently kicked off. This is a joint effort of many national organizations, including several members of the Advisory Council on the phone today. GettingHired.com is listed as a resource for both job seekers and employers, and is the only non-public sector site included. We have worked closely with AAPD, and we will be participating in the development of the disability mentoring program site, include a link to GettingHired.com as a recommended resource relative to this group, and we were a national sponsor of the National Disability Mentoring Day. And we remain closely connected as a sponsor and partner with U.S. Business Leadership Network. We will continue to work to establish relationship and get endorsements from national organizations and to participate as a sponsor of events and initiatives when warranted. We will work to place articles in newsletters, establish relationships and post reciprocal website links with organizations and look to otherwise continue to keep the name GettingHired.com out there and to build awareness in the community. Let me mention the grant recently awarded to Cornell's Employment and Disability Institute to manage EarnWorks. We understand that this will be essentially a resource directory, and we have and will continue to work with the Cornell folks to stay involved as the preferred on-line resource for job seekers and employers. So we're doing a lot to keep and build awareness and to remain active in the disability community.

JL: Let me switch to the next slide, direct-marketing. We have two basic strategies, a strategy of personal contact and an online strategy. Let me talk about the job fair participation part of that. We have been active in attending job fairs. We attended several job fairs in the last month, a Veterans Career Fair at a VA facility in New York and a career expo on National Disability Mentoring Day out in Duluth, Minnesota. We attended events here in New Jersey including the DiscoverAbility Conference in New Brunswick, we traveled to Cambridge, Massachusetts. We will continue to look for opportunities to cost-effectively participate in these types of events. We have plans in the future to be involved in a job fair in Pennsylvania and to attend a Veterans Career Fair on board the U.S.S. Intrepid in New York in the very near future. Tom or Frank, can you now offer a comment on the search engine optimization program.

TC: This is Tom Capato. Our pay per click program is your traditional Google advertising on the first few lines at the top and on the right-side of the Google page when you do a search, identified as sponsored links. We have become proficient in terms of buying what are called keywords and spending in the area of 20,000 dollars per month, yielding job seeker registrations. Our cost of job seeker acquisition through our pay per click program is between 5 and 7 dollars per job seeker registered to the portal. And we are getting better every day identifying keywords used by individuals with disabilities searching the internet. Among other keywords that we are looking at using are those associated with workplace accommodations. We will use those to connect to the passive job seeker, someone who may be looking for information about wheelchairs for example, but who might also be interested in learning about GettingHired.com. The second piece is something that is rather new. It was created by Hank Fichtner, our vice president of account management at GettingHired.com. Basically what we're doing is taking our employers' jobs, at this point close to 22,000 from the 95 plus employers, and we are putting what we call a disability job wrap on the listing. This is to affect what they call the organic side of the Google search process. If you're doing the search, that will be the left-side versus the right-side of the search results, after the first few sponsored links where you are paying for position. On the organic side on average, there are 71 million searches a year on Google with the word disability. Using the disability job wrap, we are able to put your positions in front of a good number of those conducting the 71 million searches and to have it on the first page. With that being said, Jim I will hand it back to you, I know I moved quickly through the material.

JL: I am switching to slide seven for those who have received the presentation. This is a little bit more detail about what we're doing in reaching out to service providers and specifically to workforce development groups. We currently have over 600 members of our network and we are adding about 40 new members per month, but those figures have gone up since the time we put this presentation together two weeks ago. Of the network of 600, we have about 20 separate VA facilities as members, we have another 20 agencies providing services specifically for veterans as members of our network. We are privileged to have 30 Centers for Independent Living, 25 Goodwill affiliates and 25 Easter Seals affiliates. We have quite a large number of state Department of Vocational Rehabilitation or equivalent locations across the country. What are we doing to add to that number? We are working to reach out and target to add new service providers, providing employment services and providing products and services to job seekers and to employers. In that latter group, we are looking to add more and more service providers providing workplace accommodations consulting services and products and assistive technologies. We are reaching out to both public and private agencies. We're working through state level associations and national organizations, with a special emphasis on reaching out to veterans and students. We are attending veterans career fairs and continuing to reach out to organizations that serve veterans. This includes both the VA and other public sector and private organizations, for example, the Wounded Warrior Project, a private 501(c)(3) organization. For students, we are reaching out to career service departments and disability services departments at institutions across the country. We are working with organizations with which some of you are familiar, including COSD, Career Opportunities for Students with Disabilities. I got back from COSD's National Conference which ended just a week ago yesterday.

JL: We will continue to work with our service providers to encourage the registration of the people they serve as jobseekers and to solicit, to actively seek feedback and act on the feedback in terms of what how we can continue to provide service and resources to them on behalf of those individuals. We surveyed our Service Providers recently, and I am going through the responses right now, looking to address immediate types of issues and to identify suggestions and comments that will help us continue to improve the resources available to our service providers and jobseekers. For those of you who have the presentation, the next two pages are simply the listing of facilities serving veterans, some are Veterans Affairs locations and the others are separate organizations, non VA facilities, mostly state and some private organizations that provide services to veterans.

JL: I will move on to what is on slide 10. It talks briefly about what we're doing about reaching out to students and recent graduates. We have currently 65 Higher Education partners. We are reaching out to a network of over 2300 institutions across the country with periodic communications, most recently our newsletter, to which we have gotten good response. We will continue to work reaching out to these institutions on a frequent basis, we are planning for a monthly basis. I am excited about the fact that we are developing a collaborative relationship with COSD. We will work to enhance that. And I'm most excited as I mentioned a few moments ago about the collaboration we are engaged in with AAPD and its Disability Mentoring Day program. We will continue to remain as involved as we can with that program. We are working to reach out to students across the continuum of high school, college and career, and with counselors supporting transition from school to career. We have a number of public high school counselors providing transition services who have joined our service provider network. We also need to reach students through social network platforms. We want of course to get them to the GettingHired.com website, and we are maintaining a presence on Facebook, Twitter and LinkedIn, all intended to create discussion about GettingHired.com and to direct people back to the site. Moving on to next page, this gives you a snap shot of our Facebook, Twitter and LinkedIn links. We are working with these social network platforms, remaining involved and ensuring we have content up, that it remains fresh and that the content is structured to direct people back to the GettingHired.com website. We get specific inquiries through these platforms, especially from LinkedIn, and we have mechanisms to follow up on those inquiries.

JL: And finally, let me just talk about all we are doing relative to assessing job seeker feedback. One thing we are happy to tell you is that in the latest release of GettingHired.com, we have added functionality to track the source of jobseeker registrations, we have added functionality to the jobseeker registration allowing the jobseeker when registering to indicate where he or she heard about gettinghired.com and from where, if anywhere, the jobseeker received direction to register with GettingHired.com. If the individual is coming to us from the college disability service counselor, he or she will be able to indicate that on that registration page. With this improvement, we hope to get better data on the source of our jobseeker registrations. Tom mentioned the survey that we have done. We have been fortunate to have had Cornell University's Employment and Disability Institute work with us and help us conduct a survey of all GettingHired.com jobseekers who submitted applications to positions through GettingHired.com. Tom mentioned some of the preliminary results. We will continue to work with the survey information. And I think you can look forward in the next Advisory Council session to perhaps hearing a little bit more about what we find. I can tell you that we had some good feedback and one of the things that struck me is that our jobseekers gave very favorable reviews relative to the ease-of-use of the website.

JL: Let me stop and catch my breath and see if there are any questions. We have a few minutes for questions. Hearing none, and again, I apologize that the presentation did not get to you in the format we originally envisioned, we will make sure that you receive it. Let's move on and the next item on the agenda is another segment from one of our Advisory Council members. Kelly, are you available at this time?

Kelly Buckland: Yes, I am.

JL: Great. Let me tell the rest of the group then that we are privileged to have Kelly Buckland who is executive director of the National Council on Independent Living with us here today. NCIL is a membership organization that I am sure most of you are familiar with. Kelly, I think I mentioned that we have about 30 of your member organizations registered as Service Provider members with GettingHired.com, and we're pleased about that. And I am hoping that you got a chance following your participation in the policy forum conducted by ODEP earlier today to catch your breath, and we're fortunate that you are able to take a few minutes and give a perspective from the vantage point of the National Council on Independent Living.

KB: I am actually the one that feels privileged to be here. I am real impressed with the presentation that you went through. What I thought I would do is to give a brief update for people on the line about who NCIL is for people who don't know. We are a national membership organization made up of Centers for Independent Living across the country. There are about 400 of them in about 700 offices across the country. They're all not-for-profit organization that work with people with disabilities and they are run by and work for people with disabilities. The boards of directors are made up of a majority of people with disabilities and the staff is made up of people with disabilities and that is across all disability types. There are also 56 statewide independent living councils across the country, 50 of them state organizations and six are territories including D.C. They are also members of NCIL. We work on their behalf, but first and foremost, we are a disability rights organization and network that works on behalf of disability rights for people with disabilities across the country. We have been doing this for 27 years now. Centers for Independent Living are all presently funded in The Rehab Act. As I mentioned, there are 700 offices across the country. We have a considerable connection to employment, we always have had, and we employ a lot of people with disabilities across the country.

KB: I did participate just this morning in a webcast that was done by the Office of Disability Employment Policy and Kathy Martinez, the Assistant Secretary of ODEP. What I would like to do is quickly give a little overview of what she spoke about. Ms. Martinez told us that she entered into a performance contract with her boss and that she was going to be measured against that. They are going to be holding a job fair in conjunction with the Office of Personnel Management within the next six months. And they're going to work on Federal Contract compliance. I am not sure that everybody knows that when the Feds enter into a contract with someone, these federal contractors are required to essentially give affirmative action consideration for people with disabilities. That part of the law has never really been enforced. They're going to look at this and have a discussion with the Attorney General too about how the law can be better enforced. They are also looking at a workers' compensation initiative for federal employees, dealing with workplace accommodations issues and return to work. They are going to be working with minority businesses to encourage the hiring of people with disabilities and to recognize that people with disabilities are a large segment of the diverse workforce population. And Ms. Martinez spoke of engaging the private sector in the hiring of more people with disabilities. And you fit into that in a big way. They're also developing some PSAs, but the technology did not work well this morning so we did not get to see them. The PSAs addressed the fact that one of the reasons that people with disabilities do not get employed is because of stereotypes that are out there of people with disabilities. Doing some things in the media to change perceptions about people with disabilities and their abilities is a good thing to do, so ODEP will be working on that. That is an overview of the ODEP policy forum discussion this morning.

KB: Let me give you a little bit about where NCIL is on employment matters. We really would like to see a discussion of related health-care benefits. In other words, what is happening is people with disabilities, if they go to work, they lose their Medicaid and Medicare, which essentially for many people with disabilities, that is their health-care benefits. So they go to work and they lose that, and you have to prove that you cannot work in order to be eligible to receive those benefits and we think that really needs to change. And we would like to see the Congress or President create a commission that would really look at the whole complex system for people with disabilities about going to work and that would include, how does housing and transportation and all of that stuff fit into the picture and how does it affect the ability of a person with a disability to go work. And because benefits change from state to state, how do they decide whether to take a promotion or what should they consider about looking for a job that is not in the same state. I guess with that, I will stop my presentation and maybe answer some questions if there are any or move on with the next agenda item.

JL: Kelly, thank you very much for that. This is Jim again. Let me say that you mentioned the PSA. For those who want to get a chance to experience what the PSA is all about, it is available on the Campaign for Disability Employment website that I mentioned earlier. You can get to that by going to www.whatcanyoudocampaign.org. Kelly, thanks again, is there a question for Kelly and NCIL.

CH: This is Christy again. Is NCIL working with Workability International or the Workability Americas group? It is a group representing providers of work and employment services to people with a disability.

KB: Not to my knowledge, we are not.

JL: Okay. We'll look at that also at GettingHired.com.

CH: That would be great. They are a powerful organization.

JL: Christy, thank you for that. Anyone else, any questions for Kelly? And hearing none, Tom, let me turn it back to you and Peter. We now have Peter Gioacchini from Cigna, one of our employer partners. We're pleased to have Peter here today to talk about diversity and disability issues and programs and what is going on at Cigna in that arena. So Peter, are you ready?

Peter Gioacchini: Absolutely. I, too, I am getting over the vicious cold that is going around. If my voice cuts out, I apologize. I will try to power through. We also have on the call today Debbie Kritzman. Debbie works with me and from a recruiting standpoint she is heading up our diversity efforts as part of the talent acquisition team. So Debbie is joining me as well. What I will do is provide a little bit of a brief overview of the context as I stepped into the role I am in now as head of talent acquisition at Cigna, and things we are looking at in diversity and some related efforts. Before I jump into that I want to thank Tom and the team for the opportunity to speak today. It has been a great partnership so far on a lot of different fronts, moving our messages forward with the community and also from the technological standpoint that I will come back to a little bit later. I am working with Hank and Frank in getting some technology improvement in place on our side to better track the results we're getting. I have some updates and we will share a little bit about that as well.

PG: The focus on diversity at Cigna, and in the health services industry generally, has been very narrow. A lot of the recruiting team focus has been on a candidate having industry experience and product experience. What we are now doing through a partnership between our diversity team and our talent acquisition team is taking a more broad view and a broader definition of diversity. We aren't focused only on the traditional view of diversity but we are really moving beyond that to look at everything from diversity of thought, meaning going to other industries and bringing in talent from there with new perspectives, to looking to other groups within the broadest definition of diversity, whether the disability community or other communities and really focusing at all levels throughout the organization. I think in the past there has been a focus on very high level and very entry-level positions, and what we're focused on now is actually incorporating an outlook on diversity throughout the entire organization. We have done this as a first step. We have focused on identifying key entry points for diversity at all levels throughout the organization and also rolling back our strategy to be a little bit more functionally specific.

PG: An example would be the nursing communities, and the different populations we have within the clinical space, and that approach will be vastly different to what we do with our sales force. There might be more of a home grown approach to bringing in diversity at the entry level in the sales area and engaging the diverse population on all fronts and growing those folks within the organization. In the nursing area we can do that as a mixture, both on the entry level but also in the seasoned professional and growing that diversity from there. In that context, we have a partnership between our talent acquisition team and our diversity team. Our diversity team has multiple focuses. We look at things from the recruiting and talent outlook in the talent area, and the diversity team focuses on other issues, partners with the civic affairs team in terms of our relationship building with different organizations and also focuses on our internal population and how to train managers to work with and look for and identify key roles so that we can incorporate and promote diversity within the organization through internal movement as well as capturing diverse talent, externally. So that is how we plan that approach at Cigna. It is the partnership between our internal diversity team and our recruiting team.

PG: The focus of our team as well in the past has been, and Debbie, please correct me if I'm wrong, the focus has been on a lot of different relationships with a whole host of organizations and what we found and at least in my view point, is that we had a lot of different relationships, 75 to 100 organizations, but all a cursory level. Not a lot of depth and focus and a lot of partnerships between the diversity organizations that we interacted with and our organization. So we decided to take a much more targeted approach with our relationships, as we do with our university and college recruiting, with diversity organizations and to focus the efforts of our diversity and talent acquisition teams on developing the depth and breadth of our relationship with about six organizations. And the hope there is by focusing those partnerships and our efforts, that we will maintain and develop relationships that will be beneficial to both the diversity organization and to our organization. So, a couple of examples of what we're doing there: Obviously, the partnership, with GettingHired.com, one of the relationships with an organization that can impact our diversity from an enterprise-wide standpoint. In the past there have been a lot of functionally specific organizations that we have partnered with. We are moving away from that and moving more toward organizations that have impact across multiple functions. Examples are the National Hispanic and National Black MBA organizations where we have not had strong partnerships before. So what we're doing is focusing on the relationship not just at the national level where a lot of employers can play, but also putting equal if not more effort into the local chapters and the local organizations and at both the professional level and also at the college level. We're showing that we are focused and using more of a grass roots approach and spending time with local chapters, whether it is a local professional chapter or the campus chapter in one of our 30 TARGET schools. We're spending the time and developing the relationships, we're doing much more than just being there. That's because most organizations see right through that, that it is not going to benefit their members, and that it is mutually beneficial to have a relationship that they can learn from and grow from and we have seen that in a lot of our target schools, where we spend the time and we interact with students from all different diversity populations, with a focus on resume building and interviewing skills and how to network and the payoff has been great. Not just from the hiring perspective but also from the feedback and collaboration perspective. That is what we are doing that for. The added benefit is we do get a better chance to recruit people and I think what is really beneficial has been getting feedback not only from the partners in those organizations but also from managers and entry-level employees, new hires that have participated in these events. That is great for a relationship building standpoint.

PG: While our team may be focused on six organizations or so with which we are going to try to have enterprise-wide impact, we have allowed our line organizations to maintain more functional specific relationships with other organizations. We communicate the same message, but we have allowed for different niche organizations to maintain their relationships with the business. So far feedback from the diversity organizations and from those participating, both from a candidate perspective and from an internal employee perspective, has been great and that includes the interaction that we had with the GettingHired.com team. And that is a quick overview from the strategy stand point.

PG: From a tracking standpoint, I had a meeting with Hank a while back and one of the things we talked about was candidate tracking and some of the results specific to some candidates who have gone from GettingHired.com to our site. We were working internally with a resource list and tracking information that way, and Hank and Frank came to us with a great solution. Since then we have talked with our internal technology folks about this which involves passing the URL or code over to our site which allows the source of information to be pre-populated for the candidates. The source information does not have to be manually entered, and that is something that we could use with all of our website relationship not just with GettingHired.com. Frank and Hank have been great, sharing that information and helping us get set up so we can do it and we're going to be moving forward with implementing that. It has been difficult to provide an ROI payback figure to our leadership before on the effectiveness of our candidate sourcing partnerships, so we are doing this to be able to track results more objectively. Hopefully, I kept within my allotted time. If anyone has any questions, I would be happy to answer those.

JL: Peter, thank you very much. Any questions for Peter? Hearing none, we are trying to stick to the agenda which we have done pretty successfully so far. We will go into the final section and let me say that as Tom mentioned in the beginning, we felt that we needed to honor one of the objectives of the Advisory Council which is to have a forum for all the members to be able to talk with each other and share information with each other and hopefully we will be able to do that today. Thank you again to the three members of the Council for giving us that information. Tom, do you want me to kick it off?

JL: Okay. The next item on the agenda is a collaborative discussion which is what this is all about. We need and value the input from the Advisory Council to guide us as we move forward. We have two things, two questions based on surveys with our Service Provider members, that we'd like to discuss particularly with our employer members. First, our service providers tell us that oftentimes the local hiring managers, the folks they are dealing with, don't know about the relationships that the parent company has with GettingHired.com. We of course felt that it would be useful for that information to be known locally and in a large organization there may be a communication challenge, so we thought we'd pass that piece of information along and see from our employer members if there's something that we could be doing to assist with that. Can you give us any perspective on that and any thoughts about what we might do to deal with that particular challenge that we have heard about?

JL: No one? We hear that our service provider members, many of whom are used to dealing with the people they have connected with over the years at the local hiring level, they are now partnering with us as service provider members and they do run into this from time to time and this is a concern that they have. If you have any ideas how we could in fact get that word out, let us know and again we will continue to look for feedback from our Service providers in terms of how we can most effectively communicate.

TC: This is Tom - Tom Capato, we want to make sure we are communicating that challenge correctly. When GettingHired.com job seekers apply to positions, they are generally being forwarded to your applicant tracking systems, where they must register. They are then going through your qualification process and if an individual makes it through the process I would assume they wind up at the local level for the interviewing process and then the hiring process. What we're being told from the service providers is that at the local level, in most cases, the local recruiting team is not aware the relationship you have at the corporate level with GettingHired.com. That is sort of what we are struggling with if we did not communicate that clearly. Any feedback will be appreciated, if there is none, we can move on to the next item.

Wendy Person: This is Wendy from the Coca-Cola company. If I could comment, it seems you are having an issue with the recruiting teams not knowing that the folks are coming through GettingHired.com.

TC: I think it is twofold, Wendy. That the local recruiters may not know the relationship we have with the corporate folks related to the GettingHired.com program, and then there might be some frustration among the Service Providers because they're used to hand-holding the individual at the local level through the interviewing process with the recruiter. I don't know that we will ever overcome the hand-holding process that happens at the local level, but we are thinking that if the local recruiters know of us and what we're up to, that will sort of start the movement in the right direction.

WP: I was coming at it in a different way. I was thinking of the perspective of my recruiting team, they know about GettingHired.com, I am trying to figure out with our applicant tracking system how for them to pull up information that those folks come through from GettingHired.com.

TC: And your applicant tracking system, is it a drop down menu in which the seeker selects where they came from ?

WP: The job seeker comes into the system and they select their source, and those that come from GettingHired.com select GettingHired.com. We went through this yesterday, and one of the things we talked about since the job seeker has to pick the source they come through, they might come from what ever website, go to GettingHired.com, register at GettingHired.com and apply to our job, and not think in their own head that they came from GettingHired.com, they might think that they came through the original source that led them to GettingHired.com. This will not give us an accurate reading of what we are getting from GettingHired.com.

Christen Mulvaney: Is there a way that GettingHired.com could provide us with that information or not? A reporting as to how many people view our sites?

TC: Who is speaking so we have it for the notes?

CM: This is Christen from Novartis. I just registered so I am still trying to work that out and to know whether our recruiters will know if candidates came from GettingHired.com or not.

TC: Christen, this is Tom Capato. You are going to speak with Hank Fichtner in the next week or so in terms of that implementation and hiring process, but there is a monthly reporting available to every employer through its employer dash board so that you can monitor activity coming from us to you and that is up to the point where they get to your A.T.S. system. What happens from there is that it gets a little bit complicated from our end in terms of tracking whether the person has been interviewed and hired. Right now we're trying to develop some data on interviewing and hiring numbers by surveying our job seekers. We are working with an independent party, Cornell University's Employment and Disability Institute. So we hope to have some data from that.

PG: Tom this is Peter again. I think that was the point I was bringing up also that we had spoken to Hank and Frank about in terms of passing that URL over with the candidate and so when the candidate is applying to our site, the site will automatically tag them as to source, we have a top line source field which is job board and the bottom line source field or secondary source will be GettingHired.com. So the candidate will not self select, the source will be passed through and entered for them. It is not perfect, but it is a step in that direction.

TC: What applicant tracking software are you using at Cigna, Peter ?

PG: PeopleSoft.

TC: Christen, that could be the same scenario for Novartis, correct?

CM: I believe it is similar because we are working at getting a tagging code, I am not sure of the terminology. The objective is for the system to automatically show the candidate to be a GettingHired.com candidate.

HF: This is Hank Fichtner. As soon as your jobs go live, you'll be able to implement a source code so you can pick candidates coming from gettinghired.com. The code is attached to the URL and that way your system can retrieve and identify as gettinghired.com. That type of tracking is available for anybody who has a system that is able to interface with it and I can go over that with everyone in our training, but in case your technology has changed and now you can receive that, do contact us and we will help to get that information, it is important to understand how gettinghired.com is working for you. That said, activity reports are automatically scheduled to go out the first of the month, reporting page visits, hits, page views, applications, and RightMatch referrals. If you are not receiving the report and you would like to receive it, send an email to me at hf@gettingshire.com. I will be happy to make sure that you are set up.

Scott Ferrin: This is Scott with Freeport McMoran. When you spoke of the hiring managers knowing that the people are coming from GettingHired.com, did you mean actual hiring managers or recruiters?

JL: This is Jim. Let me answer that question because I think there are a couple of components of this and when I started out, I was talking about the feedback from the service providers related to the hiring managers. We are simply hearing from the service providers that in some cases the local hiring managers are not aware of the GettingHired.com relationship, and as a result, the service providers may not be encouraging the job seekers to take the next step to make application. This does not take anything away from the conversation we had on these other issues which I think are also relevant points.

SF: From our standpoint at Freeport, we train and work with our hiring managers to be aware of the importance of diversity and disability hiring. Our recruiters will know where candidates are coming from, and will work to present the best candidates based on qualifications and abilities. I am not going to have a specific candidate identified as coming from GettingHired.com and make the hiring managers aware of that. I do not think it has the positive effect that you would like to have.

TC: Yes, this is Tom again. When I was communicating my message, I meant to refer to the recruiter, not the hiring manager, and I can understand how that could be the case.

SF: Our recruiters are fully on board. They have access to sections in our A.T.S. that our more hiring managers do not have access to, including information about how the candidates get into the system. We want the hiring managers to judge the candidates based on their abilities and the interactions that they have with those candidates, phone interviews or a live interview process, and not be influenced by any misconception or understanding based on how the person came to them. We are very pleased with the process as it is going and the first couple of jobs out there right now we are trying to get candidates for.

TC: That was our only agenda item in terms of collaborative interaction. Our next item, and we have about five minutes or six minutes left, we want to hear from you on in terms of things that you may have questions on or things of that you may recommend or suggest that we could do differently than we are doing now. For example, are there things we are not paying attention to in terms of finding job-seekers? We'd like your feedback as to where we should focus on between now and the next session. Is there any feedback or questions and recommendations for the group?

CH: Tom, this is Christy again. I'm curious as to whether the employers know that there are service providers out there that may be able to provide support for the individuals who they may be hiring?

TC: Christy, thanks. It is nice to hear your voice. It has been a while. I think what Christy is talking about relates to the functionality that is provided in the portal, and it actually raises another question and maybe another item to chat about it briefly. With all of the automation the most of the employers have put in place with their A.T.S. systems, we know that the frequency of employers visiting their dashboard is probably at a low level. With that being said, it is via the dashboard that you'll be able to get to the service provider network, the 650 people that Jim has spoken about in terms of organizations that have registered. A recruiter via the employer could have access to that service provider network, and could search the network for a provider in the local area, using zip code for example, and may be able to find support through the interviewing process if needed. There are local service providers that can provide accommodation advice and coaching and counseling services. I know that our sales guys have probably hammered that point home in terms of the service provider network being there for your utilization, but we don't want you to overlook the functionality that is provided to you through the Service Provider search capability that will help make you more successful hiring the right people. Is that where you were going with that, Christy?

CH: Yes, and also the Job Accommodation Network will provide specific support. As long as we know as the Advisory Council members that the employers are aware, hiring managers and individual supervisors, some who might be uncomfortable, and we want to make sure that they know there is extra support available. Just the awareness.

TC: The Job Accommodation Network is a service provider within the portal as well. An employer's recruiting staff can search the Service Provider network for services, and if those services are provided by the Job Accommodation Network, JAN would show up in the search and there would be contact information provided to link back directly to JAN. It is there. Anybody else with questions, ideas, recommendation? Okay. With that being said, I think we have reached to 2:30 p.m., and we said we would end then. We thank you for all your time today and hopefully this has been worth your while. We are going to circulate the notes from the session today that you can have for the future. And we're also going to ask for some opinion related to what we could do differently to make this session more productive for you all, for the next session which will be our fourth. That is all I have.

FW: One thing. Jim will be circulating a web link that will contain all the materials from today and also some follow up items from last time. We are reporting on demographics of our job seeker buildup for the employers and service providers to share. Also a job categorization through job family so you can see the percentage break down of jobs being listed. We will share the notes and the Powerpoint slides from today as well. So you will have one-click access to those. Jim will distribute that out to everyone after the meeting today.

TC: Have a good Thanksgiving holiday and thank you for your continued support.