

For Your Info

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The unemployment rate in Massachusetts fell from 5.1% in July to 4.5% in August. This rate is now below the US unemployment rate of 4.6%. December of 2005 was the last time Massachusetts recorded a lower unemployment rate than the US unemployment rate. This is clearly good information for job seekers but our clients continue to face the challenge of attracting, motivating and retaining talent. Go to page 2 to review some of the best practices and creative ideas generated at the Half-Day Recruiter Bootcamp at Bentley College, Waltham, MA on September 26, 2007 sponsored by the Association of Employment Professionals Inc. (www.aeop.com).

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In April of 2006, health care reform became law in Massachusetts. This new law requires most residents (with some exceptions) to obtain health insurance by July 1, 2007. Most employers with 11 or more full-time employ-

Resume Hiccups

Resume fraud seems more commonplace these days. According to a recent survey by CareerBuilder.com, 57% of hiring managers say they have discovered a lie in a candidate's resume and/or application. Some of the common resume fabrications according to Forbes.com include:

- lying about a degree
- exaggerating numbers
- increasing previous salary
- manipulating dates
- inflating titles
- lying about technical abilities
- claiming a language fluency
- providing a fake address
- padding a grade point average

What are the ramifications of lying on a resume? Don't ask Bausch & Lomb former CEO Ronald Zarrella who claimed to have an MBA. Zarrella had to forfeit a \$1.1 million bonus and "come clean" about his academic background, including attending an MBA program but never graduating. Don't ask Marilee Jones either. Jones was a former Dean of Admissions for the Massachusetts Institute of Technology (MIT). Jones claimed she had a doctorate. Jones had never held a doctorate and resigned from MIT.

What steps can an employer take to minimize hiring employees with fabricated credentials?

- > ask all candidate to complete an employment application and sign it verifying the facts on the application
- > run a background check on newly hired employees verifying their work experience and academic background

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ees are now required to offer health insurance to their employees. The goal of Massachusetts Health Care Reform is to reduce the number of Massachusetts residents who do not have insurance. For more information, visit www.mahealthconnector.org. This website offers information for individuals as well as employers.

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Q: What is the SNLA?

A: SNLA – The Small Necessities Leave Act. The SNLA, adopted in 1998, allows most private sector employees, working for companies for 50 or more employees, to take up to 24 hours of unpaid time off per year. The time off must be for the purpose of attending a child's school activities or a child's/elderly relative's medical or dental appointment. This time is in addition to any Family and Medical Leave Act (FMLA) time off taken. In most cases, employers can require an employee to use sick, personal or vacation time.

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Half-Day Recruiter Bootcamp Sold Out

Over 150 recruiting professionals gathered at the first annual Recruiter Bootcamp held at Bentley College on September 26, 2007. The event, sponsored by the Association of Employment Professionals, Inc. (www.aiep.com) featured best in class speakers on a variety of topics. In a session entitled *Optimizing Your Interviewing Skills*, First Beacon Group LLC's Patricia Hunt Sinacole facilitated an interactive workshop where sourcing, interviewing and closing the candidate were discussed. Here are a few of the best practices shared:

- **Sourcing – where to find strong candidates.** Some of the sources that we discussed included employee referrals, rehires, recycled candidates (candidates who have previously applied), job boards (Monster/BostonWorks, Career Builder, Dice, Craig's List) and direct sourcing (calling in to competitors). Some employers have enjoyed success with open houses, college recruiting and hiring interns. Print help wanted advertising seems to be a less reliable source than in the past. One employer is offering rewards to anyone (employees, vendors, partnerships, resellers or clients) who refer them a candidate even if the candidate is not hired!
- **Interviewing – telephone screening is becoming the norm.** Gone are the days when recruiters have the luxury of spending an hour with each candidate. Most recruiters are conducting telephone screens prior to an in-person interview. We also brainstormed and shared some behavioral interviewing techniques.
- **Closing the Candidate – speed is essential.** Strong candidates are snapped up quickly. The employment market seems to again be favoring candidates. Some employers are extending offers contingent upon reference checks.