



United Way of Collier County

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### Chart of Sourcing Channels

**The goal of any sourcing strategy is to fill a job with the best candidates possible (A Players) in the shortest amount of time, at the lowest cost.**

Sourcing Channel	Quality (A,B,C)	Cost (H,M,L)	Time (F,M,S)
<p><b>Resume Data Bases</b> Data bases are both internal (your applicant tracking system) and external (monster.com, careerbuilder.com, social networks LinkedIn, and other niche websites)</p> <p>Target 10% of jobs to be filled this way</p>	<b>B</b>	<b>L</b>	<b>M</b>
<p><b>Internal Transfers</b> Companies should have a pipeline of candidates from feeder positions ready and available to move into a new position. Internal posting on your Company's website.</p> <p>Target 20% of non entry level positions to be filled this way.</p>	<b>A+</b>	<b>L</b>	<b>F</b>
<p><b>Internet advertising</b> This channel is at the core of every sourcing strategy. Use of online ads, job boards, social networks and your company's website.</p> <p>25-30% of jobs can be filled this way if done correctly.</p>	<b>A</b>	<b>L</b>	<b>M</b>
<p><b>Employee Referrals</b> Asking A players for the names of A players that they have worked with in the past, or know from professional organizations.</p> <p>35-40% of jobs can be filled this way.</p>	<b>A+</b>	<b>L</b>	<b>F</b>
<p><b>College Recruiting</b> This is how you build bench strength. Most entry level professional positions should be filled this way. It is an on-going process with selected colleges.</p> <p>Depending on how many entry level positions you create every year.</p>	<b>A</b>	<b>M</b>	<b>M</b>
<p><b>Campaigns/Career Events</b> Not a channel that is used much anymore with the advent of the internet. Due to the need for candidate confidentiality, many candidates are reluctant to participate especially if they are a semi active or passive candidate.</p>	<b>B</b>	<b>M</b>	<b>M</b>



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Sourcing Channel	Quality (A,B,C)	Cost (H,M,L)	Time (F,M,S)
<p><b>Direct Sourcing</b> This channel uses passive candidate name generation, cold calling, and networking. Must have skilled recruiters to do this. Some recruiters who specialize in a certain area will have a network of their own to tap into both for referrals, and candidates.</p>	<b>B</b>	<b>M</b>	<b>S</b>
<p><b>External Recruiters</b> Contingent – will get paid when they place a candidate. Usually 15-25% of the candidate’s base salary.</p> <p>Retained – get paid upfront (in 3 monthly payments) usually 30-33% of candidate’s base salary and anticipated first year’s bonus regardless of whether they fill the position. Sometimes a monthly administrative fee and travel are also billed to the company. Paying a fee for an A player is always worth it (if you have it in your budget). Paying a fee for a B player is not worth it.</p> <p>For executive level or hard to fill positions you may need to use a retained executive recruiter.</p>	<b>B</b>	<b>H</b>	<b>M</b>
	<b>A</b>	<b>H+</b>	<b>S</b>

**Remember:**

**Always use a variety of channels in your sourcing strategy that are sequenced based on the quality of candidates, the cost, and time to fill.**

**Quality: A (best), B (better), C (average)**

**Cost: H (high), M (medium), L (low)**

**Time: F (fast), M (medium), S (slower)**