Active Recruiting is a proactive search for candidates that focuses on leveraging our own employees to activate their networks of professional peers and contacts, as well as identify people who may not be currently looking for a job or thinking about The Ohio State University as an employer of choice. It is a purposeful inquiry of Libraries’ employee peers and networks who may be good candidates for a University Libraries open role.

Casting a wide, proactive, and inclusive net for candidates is the best way for attracting the most talented and diverse candidates. It requires the organization and those involved in the search committee to play an active role in the recruitment process. Those that are responsible for playing an active role in recruiting include:

- Hiring Manager
- Search Chair
- Search Committee
- Employees within Libraries Organization

Employee referrals and active recruiting have proven success in organizations and can help an organization find great talent, reduce turnover rates, and advance the culture. The following are examples of ways that Libraries’ employees can help to active recruit for open positions.

**Personal Networking**

Leveraging the personal and professional networks of current employees can be the best way to attract candidates. Current employees can speak to the organization and share more about the open position and the benefits of working at University Libraries. Sometimes the best candidates are currently employed and not looking for new employment, however sharing information about University Libraries and activating personal networks can identify potential candidates.

Ways to engage your personal network include:

- Forward our job posting and leverage the drafted language in an email to contacts and associations.
- Share job posting with contacts on Listservs (mailing list servers) or other email discussion groups to which you subscribe.
- Send targeted emails to colleagues at institutions with more diverse populations (i.e., HBCUs, HACU, etc.) to share the job posting and/or ask for the names of possible candidates.
- Send emails to local community organizations in which you participate.
- Contact peers by telephone or when at conferences to personally refer candidates.

**Social Networking**

Employees can leverage social networks to engage potential candidates.

- Use social media (i.e., LinkedIn, Facebook, Twitter,) to share job postings.
- Join professional associations and alumni groups on LinkedIn to announce or promote job openings.

**Other:**

Other approaches to proactively attract candidates:

- Name generation/research: The Search Advisory Committee assembles a list of candidates to target who meet the qualifications of the job opening.
- Career fairs: Attending career fairs at institutions with more diverse populations (i.e., HBCUs, HACU, etc.) and other institutions with prominent MLIS programs.
Sample email templates for Libraries employees to use when engaging networks:

Template 1 — Use when sending to associations/organizations/listservs.

Hi, [insert name],

University Libraries is looking to expand our team of talented professionals. We are currently looking for a qualified candidate for our [INSERT POSITION TITLE] role that was recently announced.

The Libraries’ greatest resource is our faculty and staff. Their expertise produces value beyond the collections and their commitment to continual improvement and innovation is one of the most significant ways University Libraries meets the diverse and evolving information needs of university students, faculty, staff, alongside scholars throughout Ohio and the world.

If you are interested or know someone that may be interested, please refer to our position posting at [INSERT POSITION POSTING].

Additional information about the benefits of joining the Ohio State organization can be found at https://hr.osu.edu/careers/.

Sincerely,

Template 2 — Use when sending to a specific individual who may know of interested candidates.

Hi, [name],

[friendly chatter]

I’m reaching out to tap into your network. University Libraries is looking for a qualified candidate for our [INSERT POSITION TITLE] role.

This position is: [INSERT DETAILS ABOUT POSITION].

If you are interested or know someone that may be interested, please let me know! I’d be happy to speak with someone about the position to give more insight in the role and the organization. You can also refer to our position posting at [INSERT POSITION POSTING].

I look forward to hearing from you!

Sincerely,
Template 3 – Use when reaching out to a candidate you feel would be interested in the position.

Hi, [name],

I’m reaching out about a role that we have open at University Libraries. We recently announced the [INSERT ROLE] and I think you might be a great candidate based on your experience and skills.

This position is [INSERT RELEVANT DETAILS ABOUT POSITION].

If you are interested or want to learn more, please let me know! I’d be happy to share more about the position and working at the Ohio State University Libraries.

You can find additional details about the role but visiting the posting at [INSERT POSITION POSTING].

I look forward to hearing from you!

Sincerely,