

RECRUITING TO BUILD RELATIONSHIPS IN HIGHER EDUCATION Enhancing the success of your candidate – and of your organization

Keeling & Associates, Inc. (K&A) has the expertise, contacts, experience, and resources to help you find the most qualified candidates for key positions – especially those with goals related to administration and institutional governance, academic affairs, student affairs, and health and counseling services.

With over 20 years' experience in higher education, we know where to find the people that you're looking for. In addition to our database of qualified candidates and our extensive personal and professional networks, we use the latest recruiting tactics to locate, attract, and screen candidates of the highest caliber. We can find the 'hidden candidates' that possess the education, experience, and skills you're seeking – and we have the connections to identify candidates who are not yet actively searching for new positions.

The K&A Advantage >>

The K&A recruitment service is comprised of three essential, systematic components:

I. Position Analysis and Description

Recruiting a new staff member – especially in a senior or leadership role focused towards building relationships within higher education – provides a rare opportunity to reassess the position; you can reconsider its objectives, responsibilities, and potential, within the larger framework of your office, mission, vision and goals and how these relate to the culture of higher education.

- **Aligning your goals with those of your audience:** K&A believes that recruitment is more than just selecting a candidate – it's also about understanding if, and how, your current and future goals for the position are aligned with the current and future demands of those of whom you'll be targeting in higher education.
- **Developing your opportunity:** K&A will assist you in more clearly defining the roles, responsibilities, relationships, and accountability of a position that will merge well with the culture of higher education – and, then, in developing a clear, accurate position description.

II. Recruiting Strategy

K&A will help you establish a strategic recruiting plan focused on finding candidates who will successfully meet your needs – and those of your clients.

- **Recruiting Strategically:** Working closely with you and your human resources staff, K&A will help design a recruiting strategy: how to publicize the position; where and when to advertise – and why; what review and interview processes will be utilized; and how decisions will be made.
- **Marketing your opportunity:** We then provide technical implementation assistance in drafting and placing advertisements and announcements. Most important of all, we will activate our networks of contacts and candidates to find applicants who meet your needs and match your requirements.

III. Selection

K&A will work closely with your search or hiring team to strengthen and support their work.

- **Reducing your costs with quicker and proven results:** Using well-established and proven recruiting, screening, and interviewing methods, K&A will unburden you from many of these processes – thereby reducing your costs and allowing you the time to focus on your core business. K&A will perform reference and background checks, review candidates' application materials, and conduct initial telephone interviews. Meanwhile, your search team stays in control: K&A makes sure you know and approve every step of the process.
- **Asking the right questions:** In most cases, K&A will actively participate in interviewing finalists and provide support and technical assistance as your search team formulates its recommendations. Our added value here is our external point of view and complete objectivity.

For More Information >>

To learn more about K&A and our work in this area, please visit www.keelingassociates.com or call us at 212.229.4750.