

Company: _____

Recruiting ROI checklist

How many employees are employed by your company?	
How many people did you hire during your last fiscal year?	
How many people do you intend to hire during this fiscal year?	
How many people do you intend to hire during the next fiscal year?	
What is your average cost per new hire?	
Do you have cost-per-hire information broken down by position, department, and region?	
What is your hiring-cycle time (in days)?	
What variables does your company use to measure hiring-cycle time?	
What is the annual turnover rate for your company?	
How much do you spend annually on outside staffing firms (\$000s)?	
<ul style="list-style-type: none"> ▪ On retained recruiting firms? 	
<ul style="list-style-type: none"> ▪ On contingent recruiting firms? 	
<ul style="list-style-type: none"> ▪ On temporary placement firms? 	
How much do you spend annually on recruitment advertising (in dollars)?	
<ul style="list-style-type: none"> ▪ On newspapers? 	
<ul style="list-style-type: none"> ▪ On advertising firms? 	
<ul style="list-style-type: none"> ▪ On Internet advertising? 	
<ul style="list-style-type: none"> ▪ On magazines and periodicals? 	
How much do you spend annually on travel, lodging, meals, and so on, in association with your recruitment efforts? Include expenses for campus recruitment events, on-campus and on-site interviews, and so on.	
What types of special programs do you incorporate into your recruitment efforts? Include virtual job fairs, radio promotions, public relations activities, recruiter attendance at trade shows and at local community events.	
How many special programs does your company commit to annually? Include virtual job fairs, radio promotions, public relations activities, and recruiter attendance at trade shows and at local community events.	
How much do you spend annually on these special programs and events?	
If your company recruits internationally, what are the annual costs (for example, visa attainment and legal and expatriate-related matters)?	
How many career fairs does your company attend annually?	

What is the average annual cost for attendance at these career fairs? Include expenses for registration, booth space, travel, lodging, meals, and so on.	
Does your company currently have or intend to implement an employee referral program (ERP)?	
If you have an active ERP, what is the average annual payment to employees for each new hire?	
How many new hires result from employee referrals on an annual basis?	
Is your company actively involved in campus recruitment? If so, consider and calculate the following:	
<ul style="list-style-type: none"> ▪ On how many campuses does your organization recruit annually? 	
<ul style="list-style-type: none"> ▪ What are your annual college recruitment costs? 	
<ul style="list-style-type: none"> ▪ How many new hires result from these efforts? 	
<ul style="list-style-type: none"> ▪ Do you have an active internship or co-op program at these schools? 	
<ul style="list-style-type: none"> ▪ How many interns and co-op students are hired annually? 	
<ul style="list-style-type: none"> ▪ Do you intend to expand your campus recruitment efforts to additional campuses or strengthen relations at your current campuses? 	
How much does your company spend annually on relocation?	
How much does your company spend annually on signing bonuses and other material perquisites?	
What is the annual expenditure on third-party vendor services such as background checks, credit checks, prescreening services, surveys, and so on?	
How much does your company spend annually on external job postings, such as the following:	
<ul style="list-style-type: none"> ▪ Internet job boards 	
<ul style="list-style-type: none"> ▪ Paper-based bulletin boards 	
<ul style="list-style-type: none"> ▪ Kiosks 	
If applicable, what are the annual information technology charge-backs allocated to your HR department?	
If applicable, what are your HR department's annual charge-backs to other departments for your recruitment services?	
How many resumes are processed annually?	
How many applications are processed annually?	
How many full-time employees are allocated to the processing of resumes and applications?	
What is the average, fully burdened, hourly rate paid to the employees who process resumes and applications?	
How many documents (resumes and applications) can one person process per day?	
What is the approximate percentage of the total resumes received from each of the following sources:	
<ul style="list-style-type: none"> ▪ Unsolicited mail? 	
<ul style="list-style-type: none"> ▪ Recruitment print advertising, including advertising in newspapers, magazines, and so on? 	

▪ Outside staffing firms?	
▪ Job fairs?	
▪ Campus recruitment?	
▪ Internet advertising and posting boards?	
▪ Employee referrals?	
Of the resumes received, what percentage is received:	
▪ In paper form, including fax?	
▪ Through online applications?	
▪ Through corporate e-mail as an attached file?	