

Methods of Recruitment

Good, effective methods of recruitment are necessary for maintaining quality labor in an organization. Over the years, methods as to how employers recruit employees have changed dramatically. Most employers these days use multiple methods of recruitment, ranging from traditional help-wanted signs to the internet. According to the survey, the two most preferred methods of recruitment of employees for the occupations in the region are referral or word of mouth (52.5 percent) and newspaper (47.2 percent), followed by hiring from within (17.0 percent), internet (9.2 percent), Texas Workforce Commission (9.2 percent), and help-wanted signs (3.9 percent). (Table 19/Figure 15)

Table 19. Methods of employee recruitment*

Methods of Recruitment	Frequency (N of Responses)	Valid Percent
Referrals/Word of Mouth	3125	52.5
Newspaper	2806	47.2
Other	1013	17.0
Hiring from Within	581	9.8
Internet	550	9.2
Texas Workforce Commission	332	5.6
Help Wanted Signs	233	3.9
College/Universities	180	3.0
Staffing Services/Agencies	144	2.4
Job Fair	119	2.0
Recruiters	102	1.7
Trade Publications	83	1.4
Trade and Technical Schools	45	0.8
Television	38	0.6
Corporate Personnel	30	0.5
WorkSource of the South Plains	17	0.3
High Schools	10	0.2
LEDA Website	8	0.1
Unions	0	0.0
Website	0	0.0

* Note: Total percentage exceeds 100 percent because respondents could provide more than one response.

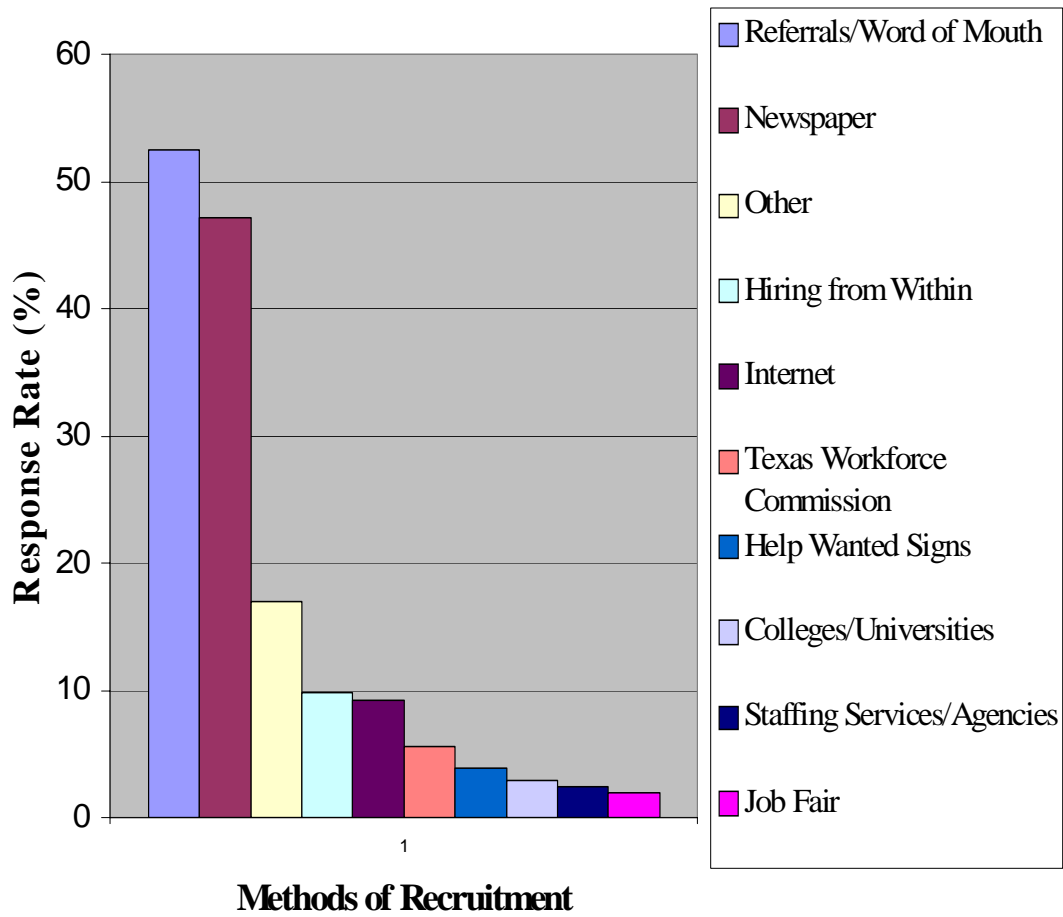


Figure 15. Methods of employee recruitment