

Recruitment and Selection

FACTS ABOUT MY CANDIDACY - AN OVERVIEW

- **Diverse HR management experience** in public/private sector, profit/non-profit, union/non-union, multi-site/multi-state, and international environments.
- **Diverse HR management experience** in aerospace, public education, financial services, health care, gaming, IT, retail, manufacturing, municipal government, property/casualty insurance, broadcasting, and HR Consulting.
- **Created/recruited** over 50,000 jobs.
- Conducted **performance management** (reviewed and approved) over 443,810 employee performance evaluations!
- Robust hands-on experience managing recruitment advertising. I've personally designed and placed display advertisements in local, regional, national, and international print, broadcast, and social media. I've conducted recruitment through diverse civic and cultural groups (Women's Employment and Education, Bayaud Industries (mental and physical disabilities), United States military (Disabled American Veterans, Fitzsimmons Army Medical Center, Veterans Administration), Mayor's office of Employment, Urban League, NAACP, Hispanic Chamber of Commerce, Servicios De La Raza, Inc., and dozens of colleges and universities, trade associations, and social media (Monster.com, Careerlink.com, Careerbuilder.com, usajobs.gov, etc. Plus, I have decades of experience designing and placing non-recruitment classified ads. An actual recruitment display ad I designed and placed in the Denver post is presented below.



**Denver Municipal
Federal Credit Union**



**We've opened our new facility!
We'd really like for you to join us!**

Contact: Fax 626-0750/DMFCU Human Resources
1075 Acoma Street/Denver, Colorado 80204

An AA/EEO/ADA Employer

Our current openings include
(full-time w/benefits):

Executive Assistant
To support the President/CEO
and BOD.
HS w/7 yrs. exp. supporting
senior mgnt.

Marketing Specialist
To develop marketing efforts.
BS/BA w/1yr.
exp./MacOS/Adobe/QuarkXP

Loan Services Representative
To process loan products/services.
HS w/2 yrs. exp.

Service Center Representative I
To debit or credit member
accounts and handle cash.
To perform/cross-sell various
financial services
To effectively respond to
requests from financial services.
HS w/1yr.exp.
Cash handling experience required.

- For more than two decades, I've designed or redesigned employment applications and employee handbooks for each of my employers in compliance with employer policies and employment law. Employment applications and employee handbooks are available upon request.

- Examples of *selection assessment tools* consistent with the Uniform Guidelines on Employee Selection are presented below:

1. To assess a Manager of Volunteer Services

<http://www.reynos.com/Resume/RECRUITMENT/CANDIDATE%20ASSESSMENT%20TOOL-VOLUNTEER%20MANAGER.pdf>

2. To assess a Manager of Finance Development

<http://www.reynos.com/Resume/RECRUITMENT/CANDIDATE%20ASSESSMENT%20TOOL-FINANCE-DEVELOPMENT.pdf>

3. To assess a Manager of Marketing Services

<http://www.reynos.com/Resume/RECRUITMENT/CANDIDATE%20ASSESSMENT%20TOOL-MARKETING%20MGR.pdf>

- At Fremont Area Medical Center, Jeppesen/Boeing, Denver Public Schools, Denver Municipal Federal Credit Union, and the City of Dallas: Designed selection assessment instruments and related tools in compliance with the **Uniform Guidelines on Employee Selection**

Criterion-related, content, and construct validity. Evidence of the validity of a test or other selection procedure by a **criterion-related validity** study should consist of empirical data demonstrating that the selection procedure is predictive of or significantly correlated with important elements of job performance. Evidence of the validity of a test or other selection procedure by a **content validity study** should consist of data showing that the content of the selection procedure is representative of important aspects of performance on the job for which the candidates are to be evaluated. Evidence of the validity of a test or other selection procedure through a **construct validity** study should consist of data showing that the procedure measures the degree to which candidates have identifiable characteristics which have been determined to be important in successful performance in the job for which the candidates are to be evaluated.

- **At Boeing / Jeppesen:** Trained senior management on selection validation techniques to expedite the assessment and elimination of candidates. Trained management and staff on use and related employment law.

Recruitment & Selection-UNACCEPTABLE.xls (click below for XLS or PDF)

<http://www.reynos.com/Resume/Recruitment%20&%20Selection-UNACCEPTABLE.pdf>

<http://www.reynos.com/Resume/Recruitment%20&%20Selection-UNACCEPTABLE.xls>

Recruitment & Selection-ACCEPTABLE.xls (click below for XLS or PDF)

<http://www.reynos.com/Resume/Recruitment%20&%20Selection-ACCEPTABLE.xls>

<http://www.reynos.com/Resume/Recruitment%20&%20Selection-ACCEPTABLE.pdf>

- **At Denver Public Schools:** After identifying deficiencies in a bulk-space advertising contract, I recommended and secured an increase in lineage from 2,500 to 5,000 lines with no increase in expense and produced savings of \$12,000 in recruitment advertising expenditures. Senior HR management did not have this knowledge prior to my counsel.

- **At the City of Dallas:** Managed the selection validation team [one FLSA exempt supervisor and three FLSA exempt selection analysts] in the design and management of selection instruments in compliance with the Uniform Guidelines on Employee Selection for all non-Civil Service positions.

- **At Denver Community Federal Credit Union:** Trained senior management on selection validation techniques to expedite the assessment and elimination of candidates.

Specific example: First-line supervisors and their immediate management were not trained in employment law and, appropriately, were concerned about scope of acceptable inquiries to be made of candidates, in particular, tellers.

What did I deliver: Consistent with the Uniform Guidelines on Employee Selection, I trained management on various employment related laws, and also introduced the following assessment question to be asked of all candidates applying for cash-handling positions: "While working at a teller station, a credit union member asks you for a money order for \$12.50. The credit union member gives you a twenty-dollar bill. The cost of a money order is \$2.00. How much change should you return to the credit union member?" Line management acknowledged being empowered with a job related skill assessment that objectively enhanced their ability to select quality candidates.

- Used CBI, NCIC and other tools to conduct background checks.
- Managed internal temporary help services; plus, wrote RFPs and managed staff in supervision of contracts for temporary help services with external vendors such as Kelly, Snelling, Volt, Talent Tree, executive recruiters (both retained and contingency search firms).

• **At National Jewish Center:**

Managed a 10,000 to 15,000 line bulk space display advertising contract.

Managed an annual applicant volume of 4,000 and 100 placements via a temporary employment pool; recruited foreign nationals and managed J1, H1 Visa; and conducted targeted AA recruitment.

Managed the annual screening of over 3,800 applications and resumes.

"I just want to take this opportunity to thank you for your special assistance at National Jewish Center. As you are aware, the legal matter in which we were engaged required the presentation of a complex set of facts to a government agency. The manner in which you organized the facts was very important to the successful outcome of the case. Since working with you on this project, I have used the system you engineered successfully in other situations. In addition to presenting the facts in an organized, easy to understand fashion, it is a pleasure to work with a person who maintains their objectivity and is able to treat "difficult to handle" people fairly and with concern."

[Ann Allott, Attorney at Law, Allott, Engineer & Makar](#)

"Trip is straightforward in his demeanor and not afraid to address a negative situation. He would seek out solutions instead of fingerpoint. I consider him to have vision as well as the ability to follow through. He is honest, articulate and conceptual in his dealings with my company. He exhibits a 'can do' attitude with the discipline to get it done. He takes on the yoke of responsibility and has the drive and focus to achieve a goal with bottom line earnest. He is an excellent "people person" and knows his staff quite well."

[John M. Stepien, Regional Vice President, Nationwide Advertising Service](#)

"As Manager of Employment, (Trip) demonstrated many innovative approaches to staffing challenges creating more effectiveness within his organization. I can honestly say that I find Trip to be a very bright and capable individual and would recommend his talents to anyone needing a strong human resources individual."

[Jay Velinder, Executive Vice President, Talent Tree \(Staffing Services\)](#)

Recruitment (TEAM BUILDING) <http://www.reynos.com/bio.htm#TB-Recruitment>

It had long been the policy of the Denver Post to only run recruitment advertisements for individual employers, which enables the Post to make more money. As Vice President of Human Resources for Denver Community Federal Credit Union (DCFCU) I was immediately responsible for employee recruitment. Unfortunately, when most people think about financial service employment the first thing that comes to mind is the "b" word or "bank." In this regard, even before being hired by DCFCU, I observed that local banks had consistently placed weekly recruitment display advertisements, but credit unions never place the money ads that grab the most attention. Even the local chapter of the credit union lobbying association did not promote credit unions as a "source for financial services employment."

Therefore, I proposed a recruitment strategy to the President/CEO of DCFCU who put the success or failure of my campaign solely on my back. I conceived two recruitment campaigns, one for DCFCU (at left) as "The Consumer's Choice," and another where I contacted peer credit unions with a strategy to promote and "brand" our financial institutions as "The Source for Financial Services Employment!" I designed display advertisement for both campaigns.



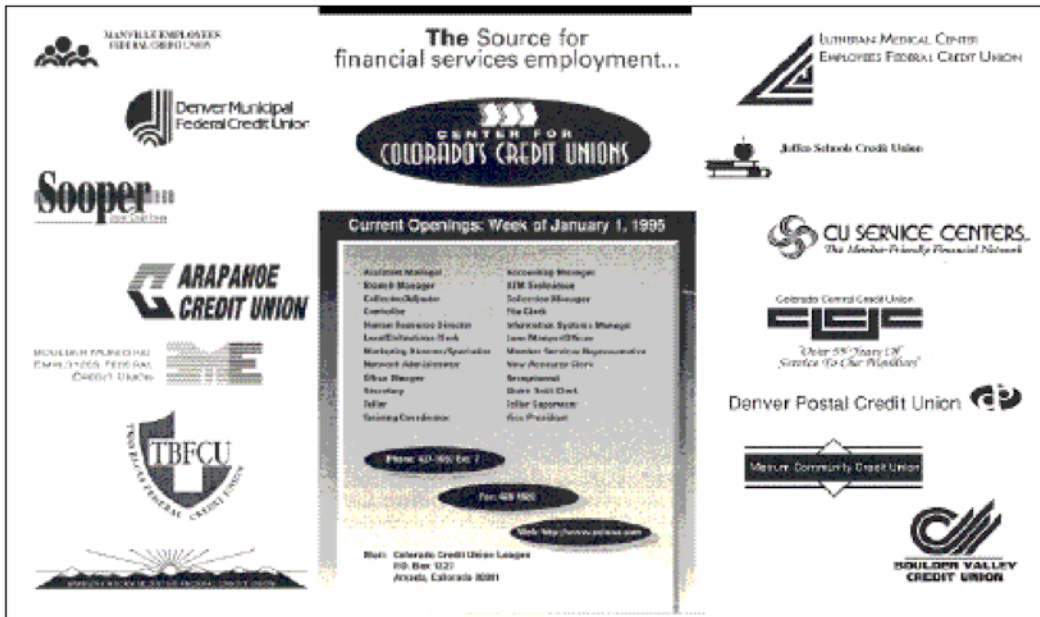
**Denver Municipal
Federal Credit Union**
1075 Acoma, Denver 80204

**Exciting opportunities in
the financial industry!**
Member Service Specialist
Loan Service Representative
303-626-0750

*Credit Unions:
The Consumer's Choice*

I coalesced area credit unions on the advantages of supporting each other, and also acquired the assistance of a professional contact at the largest single advertiser for the Denver Post - Nationwide Advertising, Inc. Working together, we were able to persuade the Post, for the first time in its history, to run several weeks of composite ads featuring multiple credit unions! Presented below is the initial draft I designed, followed by one of the actual ads placed in the Denver Post.

As expected, local banks took notice and, for the first time they had to play catch-up to a credit union recruitment initiative. Local banks responded with competing ads. I believe in and practice competing. Some lead, others follow.



The Source for financial services employment...

CENTER FOR COLORADO'S CREDIT UNIONS

Current Openings: Week of January 1, 1995

Account Manager	Accounting Manager
Branch Manager	ATM Specialist
Call Center/Outreach	Suburban Manager
Controller	Teller Clerk
Human Resources Director	Information Systems Manager
Local Education Bank	Loan Manager/Officer
Marketing & Business Specialist	Member Services Representative
Network Administrator	New Account Clerk
Office Manager	Receptionist
Secretary	Share Split Clerk
Teller	Teller Supervisor
Training Coordinator	Vice President

Phone: 424-866-0677
Fax: 424-1900
Web: <http://www.cccu.com>

Mail: Colorado Credit Union League
PO Box 1527
Aurora, Colorado 80011

Logos included: MANVILLE EMPLOYEES FEDERAL CREDIT UNION, DENVER MUNICIPAL FEDERAL CREDIT UNION, Sooper, ARAPAHOE CREDIT UNION, MOUNTAIN PLAINS FEDERAL CREDIT UNION, TBFCU, LUTHERAN MEDICAL CENTER EMPLOYEES FEDERAL CREDIT UNION, JEFFERSON SCHOOLS CREDIT UNION, CU SERVICE CENTERS, Colorado Central Credit Union, CFCU, Denver Postal Credit Union, Mercury Community Credit Union, SOULDER VALLEY CREDIT UNION.

SCHEDULE A RECRUITMENT AND SELECTION SEMINAR

THE SITUATION: You saw an online job posting, and if provided an opportunity, you're confident you can prove (validate) that your skills, knowledge and proficiencies match-up item-per-item with all of the posted essential job functions and related position requirements. So, you took 30-to-60+ minutes of your valuable time to accurately and honestly apply online for this position. Then, you get the following standard, perfunctory response from the employer:

"We've decided to consider other candidates with skills and experience more closely aligned with our interests."

Consequently, you believe the employer made absolutely no effort to validate your proficiencies; and yes, you're probably right.

This is an extremely candid, "real world" seminar on what actually happens between your career expectations and your existing or potential employer's "at will" assessment of your value as an employee!

Recruitment seminars include:

"Why Did HR Become So . . . Impersonal?"
(a.k.a. "Why did you kill the "Human" in Human Resources?")

<http://reynos.com/YKHR2.htm>

"Equality? Not With Women"

<http://reynos.com/WomenNE.htm>

"Equality? Not With Minorities"

<http://reynos.com/BlackNE.htm>

