

e-Book

4imprint®

Hiring trends: 2019 survey results



Introduction

Recruiting awesome employees is always a challenge. But with **unemployment at a nearly 50-year low**¹, finding, interviewing and hiring staff has become more competitive than it has been in decades. This e-book examines trends in recruiting and interviewing and offers tips for employee recruitment giveaways that will help you find your next stand-out staff member.



To get a better grasp on the job interview process in the United States, 4imprint surveyed HR professionals across the United States at a human resources conference and via an online survey. Data was collected in October and November 2018.

1. <https://www.marketwatch.com/story/unemployment-rate-near-or-at-record-lows-for-almost-all-groups-of-americans-2018-10-05>

Learn which recruiting strategies work.

Low unemployment is a wonderful thing. It means the economy is thriving and business is booming. For HR professionals, the thriving economy and low unemployment rates mean employers need to be at the top of their game when it comes to attracting new team members.

To see how organizations are finding success with recruiting, we surveyed hundreds of HR professionals across the country. This e-book is the result of our deep dive into that data.

In the pages that follow, you'll learn how traditional and digital recruitment channels compare. You'll also find how culture, education and experience are used by HR pros to assess candidate fit—and which of those they believe is the most effective predictor of success.

And, we share how employers are using promotional products to take their recruitment to the next level.

We hope this e-book helps you in recruiting your next great employee.

Happy hunting!



Kevin Lyons-Tarr
CEO, 4imprint, Inc.



Kevin,
with 4imprint
28 years

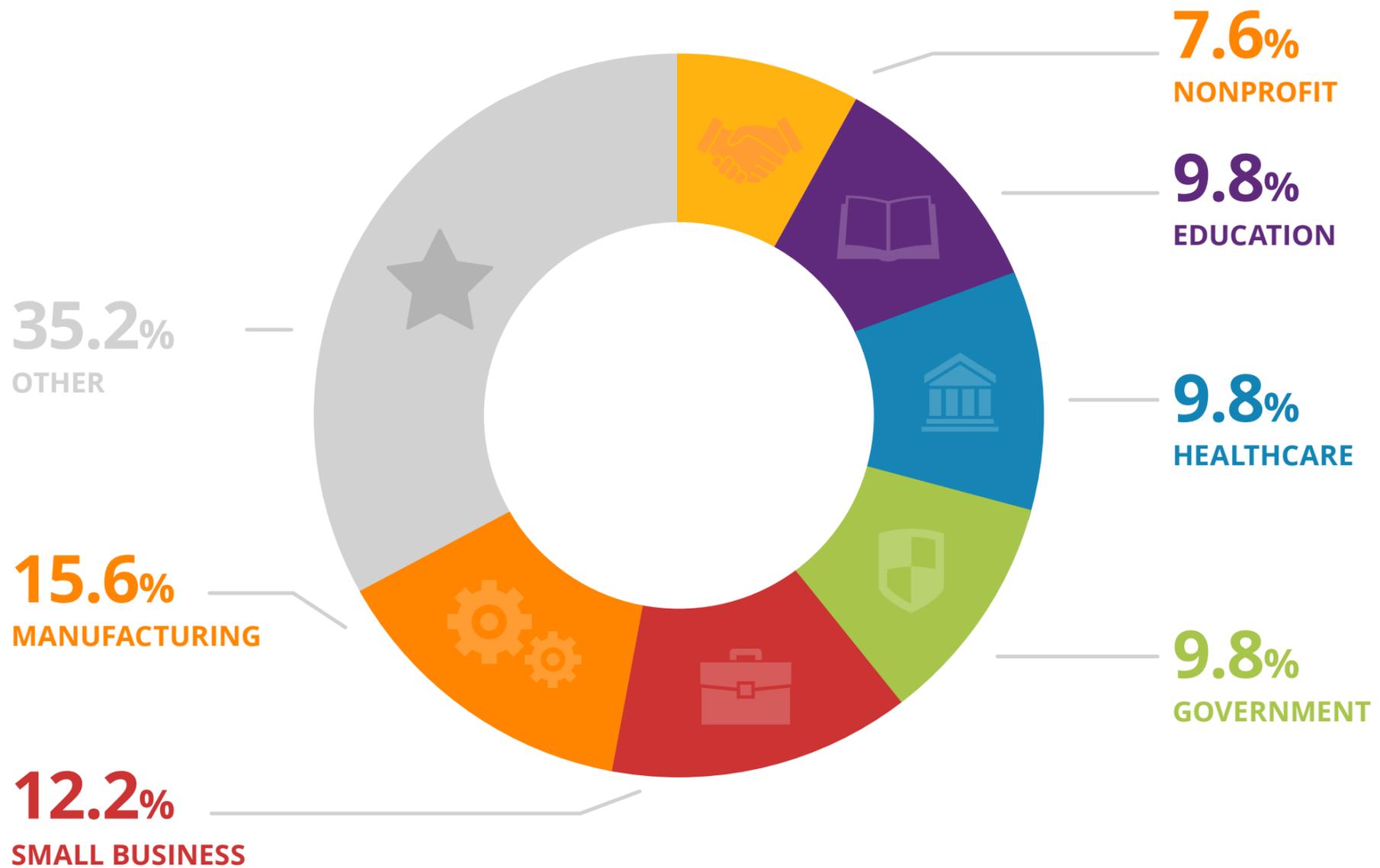
Survey results:

Who are our respondents?

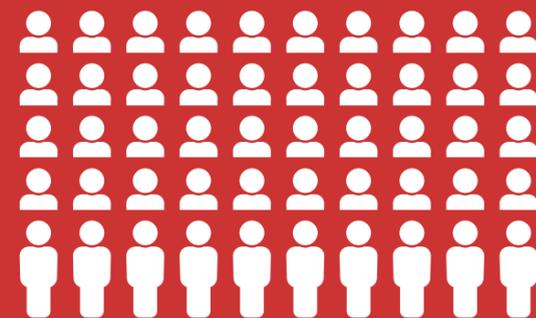




The respondents were part of the following industries:



The organizations ranged in size from fewer than 10 employees to more than 5,000.



Exploring the **recruitment and interview** process





On the hunt

Top recruitment tactics

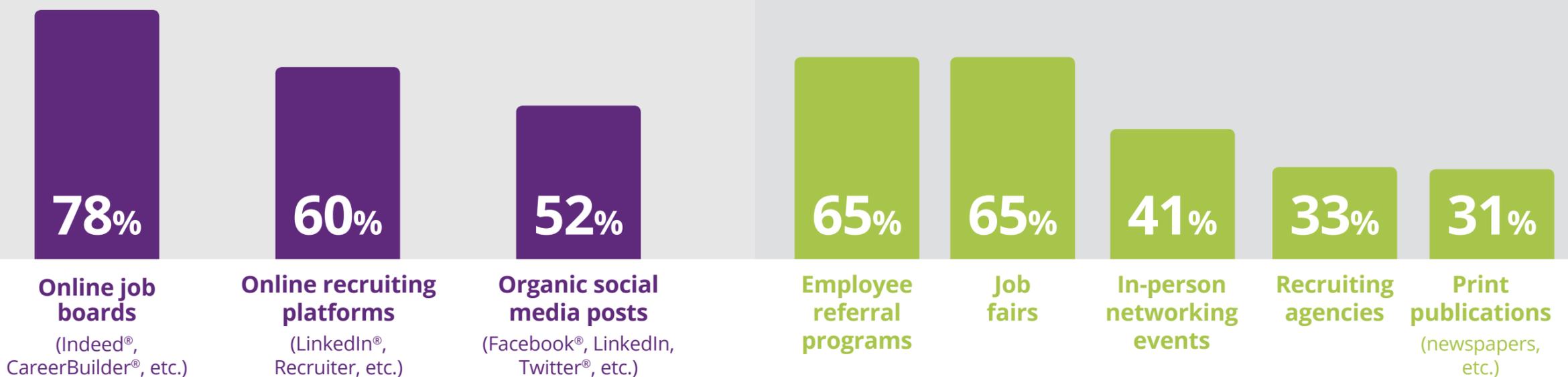
Even as the world becomes a more digital place, companies are still recruiting employees with a variety of **online and offline methods**:



Online methods



Offline methods



Totals may exceed 100% because respondents were asked to provide multiple answers.



Recruitment methods that work

HR pros say the most popular recruitment methods are also the most effective. In fact, survey respondents said **employee referral programs** are **more effective** than any other two methods combined.

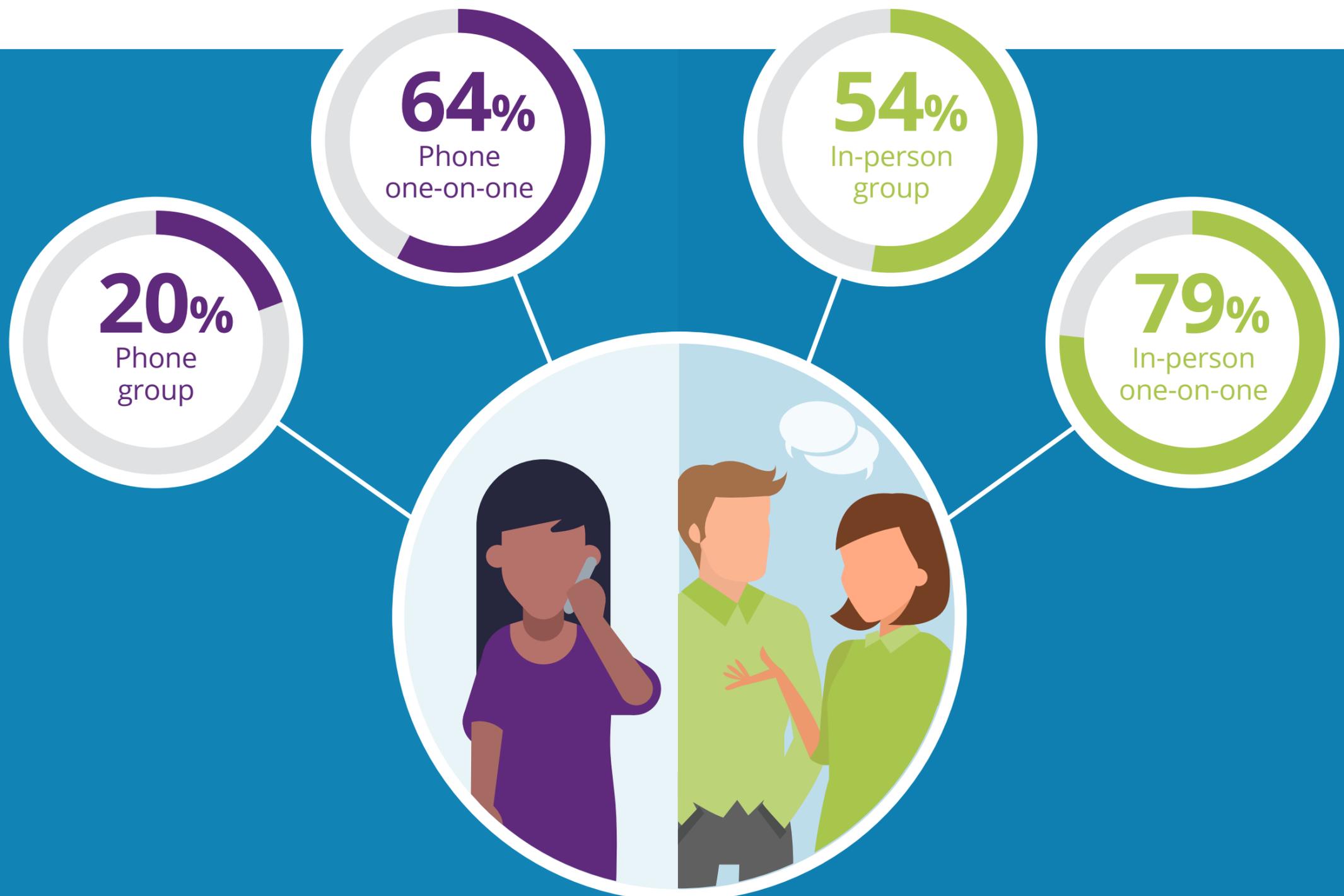
Most successful recruitment methods:





Inspecting how interviews are conducted

Most interviews are performed one-on-one, rather than with a group, according to survey respondents:



Totals may exceed 100% because respondents were asked to provide multiple answers.



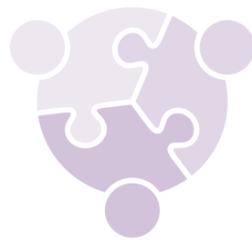
Beyond the interview

Some employers use additional assessments in the interview process.



1 in 5

use personality assessments



1 in 9

use cultural assessments



1 in 25

use homework assignments



Who's at the interview table

Human resources representatives and managers are most likely to be involved in the interview process, according to survey respondents, while co-workers and teammates are only involved about one-third of the time.

Interview-process participants:

81% Human resources representatives

69% Manager for the role

58% Manager's manager or department leader

37% Co-workers/teammates

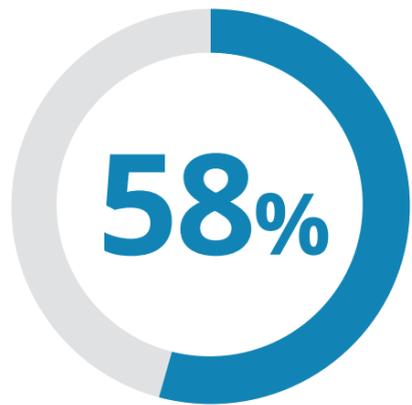
15% Direct reports



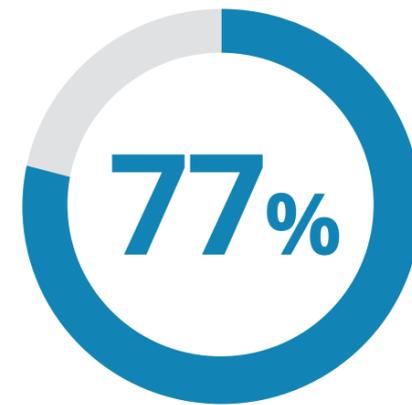


Training the team

Most companies take time to train HR associates and managers on interviewing.



of companies provide training.



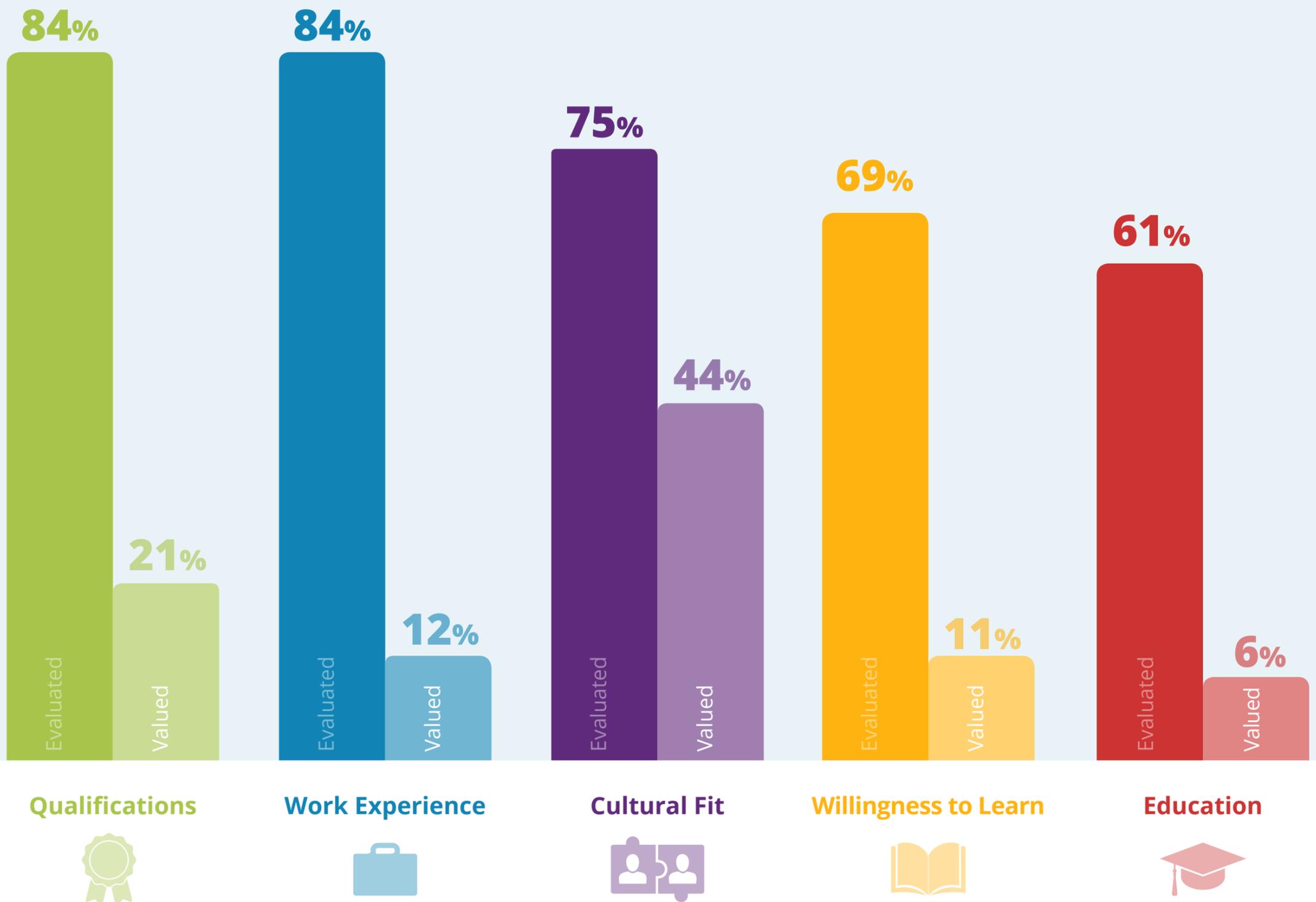
of the time, that training is provided by HR.





What makes a great team member?

Qualifications and work experience are the two most evaluated attributes during the interview process. **Cultural fit is considered the most important attribute.**



Employee recruitment **giveaways**





Using employee recruitment giveaways

Recruitment giveaways are most often used at the beginning and end of the interview process, with the majority of giveaways offered during job fairs and on the employee's first day.



Ideas you can use

Employee recruitment giveaways



Pens

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Totes and bags

Page 19



Journals and
notebooks

Page 21



Drinkware

Page 23



Apparel

Page 25



Promotional pens draw in employees



use logoed pens for the recruiting or interview process, which makes pens the most popular employee recruitment giveaway.





People love (and keep) practical promotional products—like pens! They can serve as an alternate business card during a networking event.

*“Smooth writing pen.
Great product.”*

Donna from Clover

#136785
Nolan Stylus Metal Flashlight
Phone Stand Pen



*Rubber grip adds
comfort to their
writing experience.*



#123303
Wave Pen



Branded bags help you carry employees through the interview process



1 out of 3

organizations surveyed offer custom tote bags during the hiring process.



At job fairs, bags turn potential employees into billboards that help you find more potential employees!

#1972
Cotton Sheeting
Colored Economy Tote



*Bags make a great
job fair giveaway!*

*“Logo came out awesome! All
my coworkers love the bag.
Thank you.”*

Jessica from Thonotosassa

#104773
Square Tote





Noteworthy Journals



found that branded notebooks and journals were effective for recruitment.



Journals offer recruits the opportunity to jot down notes and questions during the interview process.



“The Jotter is a great product. The quality is very good and it really looked sharp with our logo.”

Vincent from Summit

#102314
Spin Doctor Jotter

Your audience will be ready to write with this high-end journal and pen set.

#135075
Luigi Journal Set





Toast a new hire!



More than 1/3

of all organizations use branded
drinkware for the recruitment and
interview process.



Drinkware is a fun gift for new employees that lets you say, **“Welcome to the team!”** when someone accepts your job offer.

“Great color and functionality. Our employees are very happy!”

Jennifer from Auburn

#126434
h2go® Force Vacuum Bottle



#150857
CamelBak® Eddy®+
Tritan Bottle



Apparel welcomes new employees to the team

Logoed apparel is considered the **most effective** promotional product for recruitment.





Offering an employee logoed apparel on their first day can make them feel like they're already part of the team.



#100167
Moisture
Management Polo
with Stain Release



#130685
Sport Stretch
Performance Jacket

“Very well made and the embroidery was beautiful. Very happy with this shirt.”

Lydia from Ocala

Promotional products add the finishing touch to your recruitment experience.

Employee recruitment giveaways can serve as an introduction at a job fair, a congratulatory gift for getting the job and so much more. In this tight labor market, they can help set your organization apart. And that's one important key to landing top talent!



Share your favorite employee recruiting giveaways!

Do you have a favorite employee recruiting giveaway that has helped you find your incredible staff? Share your tips with us! Email 4ideas@4imprint.com with photos and your recruiting success story.



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