Thank you for taking the time to help me with Recruiting Trends 2011-2012. If we can maintain the impressive gains the coalition made last year, we will have access to a significant body of knowledge on the talent acquisition needs from organizations this year. I am very excited that we have been able to produce ten quality reports (several more in the pipeline) for your use this year. If you have not seen them all, you can find them at our web site at www.ceri.msu.edu.

I wanted to share some points gleaned from last year’s effort.

1. Personalize the email message that accompanies the invitation (see other attachment). In tracking responses, I found that colleagues who wrote a short message that emphasized the importance of the research and could vouch for the Institute drew a higher number of organizations in to the survey site.

2. Always check the link before you send anything out. Sometimes copying and pasting the survey url or forwarding the survey multiple times can embed spaces that cause the link not to work.

3. Let me know when you contact your employers so I can monitor the flow. I will contact those who have not sent anything out by September 23 with a reminder.

4. The email period is September 12 to September 26. The survey is ready so if you contact your employers on September 7 – go ahead. The best days to email are Mondays and Thursdays when people tend to be in their offices.

5. If you find that you are going to email late – like after September 23 – or you forgot and October is days away. Do not panic. I keep the survey open through October 31. JUST CHANGE THE DATE at the end of the invitation letter to the latter part of October, say October 24.

If you have any questions, let me know. If you encounter any problems let me know. I am not the best speller or grammarian – so if you find something wrong with the invitation please correct it.

Thanks again for all your support. Best wishes