

ALTA Talent Committee Report

Chair: Deborah Higgins – Title Resource Group, LLC

Staff Liaison: Deirdre Green

Recent Meetings: July 11, 2018 (Conference Call)

Future Meetings: November 7, 2018 (Washington, DC)

Recent/Current Projects:

The Talent Committee is made up of three subcommittees. Current projects for each subcommittee include:

- Recruiting Subcommittee:
 - The subcommittee created a branding toolkit to help member companies build their online presence and promote the industry brand. The toolkit is a gut check for companies on items that are important to prospective employees.
 - The next phase of the toolkit will include how to build a career page on individual company websites, how to build a company's brand on existing career sites (i.e. Glassdoor, Indeed, Muse, LinkedIn), and how to appeal to active and passive candidates.
- Retention Subcommittee:
 - The subcommittee has developed several samples to add to the Human Resources Sample Library. These include an employee engagement survey, exit interview, and stay interview. The subcommittee is developing guidance and recommendations on how to use these tools. Once the guidance is finalized, the items will be posted to the library.
 - The subcommittee developed two industry career paths: one for a sales path and the other for an operations path. The subcommittee is working to flesh out the different levels with descriptions and responsibilities.
- Marketing Subcommittee:
 - The subcommittee created a new page on the ALTA website that is home for all the Talent resources. It can be found here: <https://www.alta.org/business-tools/talent-focus.cfm>. As the committee develops more items, they will be posted and linked to this page.
 - The subcommittee worked with Association Studios to develop a video promoting working in the title industry. The video will be launched at ALTA ONE.

Future Activities/Projects:

Future projects for the ALTA Talent Committee include:

- Write a second Title News article asking for sample documents and testimonials from the membership.
- Create a prospective candidate website (like HomeClosing101) that highlights industry careers. Rather than internal documents that are housed in the HR Sample Library, this career website will feature career paths and testimonials, benefits and purpose of working in the title industry, and more.