

ALTA Talent Committee Report

Chair: Deborah Higgins, Title Resource Group, LLC

Staff Liaison: Deirdre Green

Recent Meetings: March 21, 2018 (Atlanta, GA)

Future Meetings: June 11, 2018 (Conference Call)

Recent/Current Projects:

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

- **Recruiting Subcommittee:**
 - The subcommittee developed language that describes the purpose of and benefit to working in the land title industry. This preliminary language will be used in future outreach projects.
 - The subcommittee plans to create a toolkit to help member companies build their online presence and promote the industry brand. The toolkit will include how to build a career page on individual company websites and how to build a company's brand on existing career sites (Glassdoor, Indeed, Muse, LinkedIn, etc.). To get started, the subcommittee will collect samples from some of the larger companies.
- **Retention Subcommittee:**
 - The subcommittee is collecting samples of employee engagement surveys, exit surveys, and stay interviews. The submissions will be reviewed, and a sample of each survey will be added to the online HR Sample Library for the membership to use. The subcommittee will also include employee engagement survey best practices for someone who hasn't done a survey before. Considerations include confidentiality, communicating the purpose, follow-up, etc.
 - 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 recommended to add the HR Sample Library to a navigation menu on the ALTA website, so that it was easier to find.
 - The subcommittee also discussed renaming the page, or possibly creating a Talent Page to serve as an umbrella page over the HR Sample Library and other education pages.
 - The subcommittee drafted a short article that will be included in the June issue of Title News. The purpose of the article is to introduce the Talent Committee share the committee's goals and specific projects, ask for feedback and volunteers.

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 video on careers in the title industry; possibly slated for ALTA's July video created by Association Studios.
- 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, etc.