

# **ALTA Talent Committee Report**

Chair: Deborah Higgins

Staff Liaison: Deirdre Green

**Recent Meetings:** March 21, 2019, Memphis, TN

**Future Meetings:** Various subcommittee conference calls  
Conference call, June 6, 2019

## **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. Members of the committee are hosting the May Title Topics webinar and will be presenting this branding toolkit.
  - The subcommittee has developed a framework for an internship informational packet that member companies can use to develop an internship program and can share with local schools in order to have the programs accredited. A draft version was presented to the committee in March and edits are being made.
- Retention Subcommittee:
  - The subcommittee finalized employee engagement survey guidance document and questions, exit interview guidance document and questions, and stay interview guidance documents and questions. The final versions have been posted to the HR Sample 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 finalize the different levels with descriptions and responsibilities.
- Marketing subcommittee:
  - The subcommittee developed the theme for a second video that consists of testimonials about why people love the industry and their jobs. Association Studios filmed these testimonials onsite at ALTA SPRINGBAORD. The subcommittee is reviewing the first draft of the video and will be sending edits. We expect the video to launch later this summer.

**Future Projects:**

The committee would like to 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.