

# **ALTA Talent Committee Report**

Chair: Deborah Higgins

Staff Liaison: Deirdre Green

**Recent Meetings:** October 21, 2019, Austin, TX

**Future Meetings:** Various subcommittee conference calls  
March 11, 2020, Denver, CO

## **Recent/Current Projects:**

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

- Recruiting Subcommittee
  - The subcommittee reviewed an FLTA workforce survey that was conducted in the spring of 2019. The survey and results were shared with the full committee in October. The subcommittee is exploring whether there is an appetite to conduct a similar survey at the ALTA level to determine the industry's hiring needs.
  - 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 October and edits are being made.
- Retention Subcommittee
  - The subcommittee shared drafts of two industry career paths at the October meeting. One is a sales career path and the other is operations. The committee made edits to these paths and offered the suggested next steps:
    - Add a short blurb to each job and have a link to the full position description
    - Include a short video for each position
    - Add personality traits and skillsets to the job descriptions
    - Keep levels 4 and 5, but don't link to job descriptions
    - Turn the paths into something more visual
- Marketing subcommittee
  - The subcommittee will work on collecting video testimonials to include with the career paths and other industry marketing opportunities. The subcommittee will review the list of positions, set ground rules, and divvy up the collection.

## **Future Activities/Projects:**

- Discuss creating a Young Title Professionals Networking group.
- Create a prospective candidate website (like HomeClosing101) that highlights industry careers:

- Goal of website: To have a place for companies to send candidates to learn about the industry and for companies to use for their own recruiting purposes.
- Items to include:
  - Membership database output (modeled after HomeClosing101)
  - Video #1 (Are You Looking for a Job?)
  - Testimonial Videos
  - Career paths and skill sets combined
  - FAQs about the industry
  - Dictionary of what certain industry words mean