How do you know if your recruitment strategy is reaching the right applicants? If the expensive advertisement you took out in the newspaper actually attracted the right people to the job, or if you gained your most successful candidates from your internal website?

The recruitment yield ratio can help you figure out the proportion of successful candidates resulting from a specific recruiting source that make it to the next stage of the interview. Knowing this figure can help you decide where to place your next ad and what is the best value for your recruiting dollars.

1. Place a section on your application form to ask how the candidate found out about the job.

2. Determine the number of applicants from each source. For example, assume you received 10 applicants from the local newspaper, 5 applicants from an online job board, 6 applicants from a specialized industry magazine, and 4 applicants from your internal website.

3. Determine the number of applicants from each section that made it through to the next round of recruitment. Assume 6 applicants from the local newspaper were invited to interviews, 1 applicant from the online job board, 3 applicants from the specialized industry magazine, and 3 applicants from the internal website.

4. Divide the number of applicants who made it through to the next round by the original number of applicants received from that source. Using our example:
   - Local newspaper: \( \frac{6}{10} \times 100 = 60\% \)
   - Online job board: \( \frac{1}{5} \times 100 = 20\% \)
   - Industry magazine: \( \frac{3}{6} \times 100 = 50\% \)
   - Internal website: \( \frac{3}{4} \times 100 = 75\% \)

Things to Consider:

- Analyze the results to see if you can expand recruitment in a particular category. For example, it is likely employees directed friends and relatives to the company website. Because this source was so effective, it might be a good idea to create a referral program to incentivize employees to recruit for the various vacancies.

- Consider the cost. Even though the online job board had a low yield, if it was completely free, it might still be worth the company's time to place advertisements there. On the other hand, if it was expensive to post vacancies, this might be an area to cut because it does not represent value for money.

- The usefulness of each source will likely vary depending on the job classification.