



Is Recruiting a Safety or HR Function?

TC-07 Best Practices Sharing

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Transforming the Culture of TransLand

- Culture and compliance of drivers and office employees needs to be led with one voice
- Experts in hiring, firing, compliance and organizational development are HR professionals
- Marketing and communications role needs be integrated with recruiting function and therefore report to HR
- Proper focus and prioritization for recruiting and retention is best facilitated through HR function – sometimes there's competing interests
- Recruiting and Mar/Com have strong role on leadership team
- HR, Safety and Operations worked together to create the hiring criteria.

Results

- Orientation improvements
 - more streamlined process
- Driver retention rates
 - Improved 90 day turnover by 19%
 - Improved 1 year turnover by 13%
- Driver hire success rates
 - Improved speed of processing applications by more than 2 days
 - Lowered cost of background checks by moving to a tier system
 - 97% acceptance rate of qualified applicants
- Other KPI metrics
 - Cost per hire decreased by 10%
- Legal issues that we adhere to more closely now
 - Following all hiring guidelines including the EEOC