

## **Certified Director of Recruiting – “CDR” Requirements and Curriculum**

### **Step by Step Process to Certification**

1. Complete 2.5 day Certified Professional Recruiter training course (\$699 fee) Previous attendees to Impacts Advanced Recruiting Techniques Seminar or Conference may attend for \$399.
2. Complete 2.5 day Certified Director of Recruiting training course (\$699 fee)
3. Pass Final Test
4. Activate membership to the International Society of Recruiting and Retention Professionals. (\$600 per year for individual certification membership. Silver, Gold, and Platinum memberships meet this requirement)
5. Submit Certification Application (see below)
  - a. Upon review of Certification Application a “Provisional” Certification will be awarded.
6. Submit Six Month Exhibit (see below)
7. Submit Twelve Month Exhibit with company President recommendation for full certification (see below)
8. Upon review of all exhibits and recommendation letters a full “CDR” Certification will be awarded.

### **Experience**

1. One year driver recruiting/recruiting management experience (course can be taken prior to experience being acquired, full certification will be awarded once all prerequisite criteria has been met)

### **Re-Certification**

1. To maintain current certification status individual must:
  - a. Maintain at least an “individual certification membership” in the International Society of Recruiting and Retention Professionals (Certification Membership provides bi-monthly newsletter, impact alerts, and bi-monthly 8 – 12 minute training video)
  - b. Watch bi-monthly training videos and pass test

## Curriculum

1. Complete Certified Professional Recruiter Course
2. Department Structure and Work Flow
  - a. How many Recruiters do you need
  - b. Who does what and when
  - c. Application and Screening Process
3. Department Budgeting
  - a. Where to start
  - b. What to include in budget
  - c. Creating a Department Budget
4. Creating Personal and Departmental Goals
5. Key Performance Indicators
  - a. Calculating turnover
  - b. Cost per lead
  - c. Cost per hire
  - d. Hires per Recruiter
6. Advertising Management
  - a. Different Medias
  - b. Pros and Cons of Agency Use
    - i. Agency agreements / commissions
7. Management Training
  - a. Fix the System
  - b. Top 10 Management Mistakes
  - c. Managers Most Important Responsibilities
  - d. Building the Strength of your Department
  - e. Four Principles of Managing People
  - f. Keys to Effective Management
  - g. Four Keys to Effective Leadership
  - h. Seven Key Result Areas
  - i. Being a Great Communicator
  - j. Creating a Gung Ho Environment
  - k. Stress and Anger Management

**Application for Certification  
Certified Director of Recruiting – “CDR”**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Recruiting Experience: \_\_\_\_ Years \_\_\_\_ Months

Driver Recruiting Management Experience: \_\_\_\_ Years \_\_\_\_ Months

**Provide the following information for the twelve months “PRIOR” to your Certification Class**

1. How many Drivers has your department recruited in the last twelve months:  
\_\_\_\_ Students \_\_\_\_ Company \_\_\_\_ Independent Contractors
  
2. Average number of drivers department recruited per week for last twelve months: \_\_\_\_\_
  
3. Average number of drivers on fleet for last twelve months:  
\_\_\_\_ Company \_\_\_\_ Independent Contractors
  
4. How many of the drivers you listed above quit within the first thirty days? \_\_\_\_\_
  
5. How many quit within ninety days? \_\_\_\_\_ (this should include the drivers that quit in first thirty days)
  
6. How many quit within twelve months? \_\_\_\_\_ (this should include the drivers that quit within thirty and ninety days)
  
7. How many people are in your department?

Recruiters	_____
Processors	_____
Secretary	_____
_____	_____
_____	_____
_____	_____
  
8. How much did you spend on advertising in the last twelve months? \_\_\_\_\_

9. Average number of trucks on fleet for last twelve months?  
\_\_\_\_\_ Company \_\_\_\_\_ Independent Contractors

10. Average number of empty company trucks for last twelve months? \_\_\_\_\_

11. Did you meet the corporate growth goals?  
Y/N Company Y/N Independent Contractors  
If not by how much: \_\_\_\_\_

**Six Month Exhibit**  
**Certified Director of Recruiting – “CDR”**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Recruiting Experience: \_\_\_ Years \_\_\_ Months

Driver Recruiting Management Experience: \_\_\_ Years \_\_\_ Months

**Provide the following information for the “Six Months” following your Certification Class**

1. How many calls / leads has your department received in the last six months: \_\_\_\_\_
2. How many applications has your department taken in the last six months: \_\_\_\_\_
3. How many Drivers has your department recruited in the last six months: \_\_\_\_\_
4. How many of the drivers you listed above quit within the first thirty days? \_\_\_\_\_
5. How many quit within ninety days? \_\_\_\_\_ (this should include the drivers that quit in first thirty days)
6. How many quit within six months? \_\_\_\_\_ (this should include the drivers that quit within thirty and ninety days)
7. Average number of drivers recruited per week for last six months: \_\_\_\_\_
8. Write a letter outlining how the “Certified Director of Recruiting “ course benefited you and how you’ve implemented the techniques taught within the course.

**Twelve Month Exhibit**  
**Certified Director of Recruiting – “CDR”**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Driver Recruiting Experience: \_\_\_\_ Years \_\_\_\_ Months (list total time in recruiting)

Driver Recruiting Management Experience: \_\_\_\_ Years \_\_\_\_ Months

**Provide the following information for the “Twelve Months” following your Certification Class**

1. How many calls / leads has your department received in the last twelve months: \_\_\_\_\_
2. How many applications has your department taken in the last twelve months: \_\_\_\_\_
3. How many Drivers has your department recruited in the last twelve months: \_\_\_\_\_
4. How many of the drivers you listed above quit within the first thirty days? \_\_\_\_\_
5. How many quit within ninety days? \_\_\_\_\_ (this should include the drivers that quit in first thirty days)
6. How many quit within six months? \_\_\_\_\_ (this should include the drivers that quit within thirty and ninety days)
7. How many quit within twelve months? \_\_\_\_
8. How much did you spend on advertising in the last twelve months? \_\_\_\_\_
9. Average number of trucks on fleet for last twelve months?  
\_\_\_\_\_ Company \_\_\_\_\_ Independent Contractors
10. Average number of empty company trucks for last twelve months? \_

11. Did you meet the corporate growth goals?

Y/N Company Y/N Independent Contractors

If not by how much: \_\_\_\_\_

12. Provide a "Recommendation for Certification" letter from your immediate supervisor and the President of the Company. (see template below)

International Society of Recruiting and Retention Professionals  
Attn: Certification Board  
13693 Middle Grove Ln.  
Neosho, MO 64850

Dear Sirs,

I am writing this letter to recommend John Doe for immediate "Full" Certification as a Certified Director of Recruiting.

I am making this recommendation based on my review of John's exhibits and the improvements he has made as a result of the implementation of the information and techniques he learned through the Certified Recruiting Professional Course.

John's has reduced the department budget by 20% but hired 25% more drivers and lowered turnover by 35%. His management and leadership skills are evident by the motivation and productivity of his staff.

Given the results outlined above I recommend John's full certification without hesitation.

Sincerely,

Bill Smith, President  
ABC Trucking