

# Applicant Tracking Systems Automated Hiring Platforms What's a Student To Do?

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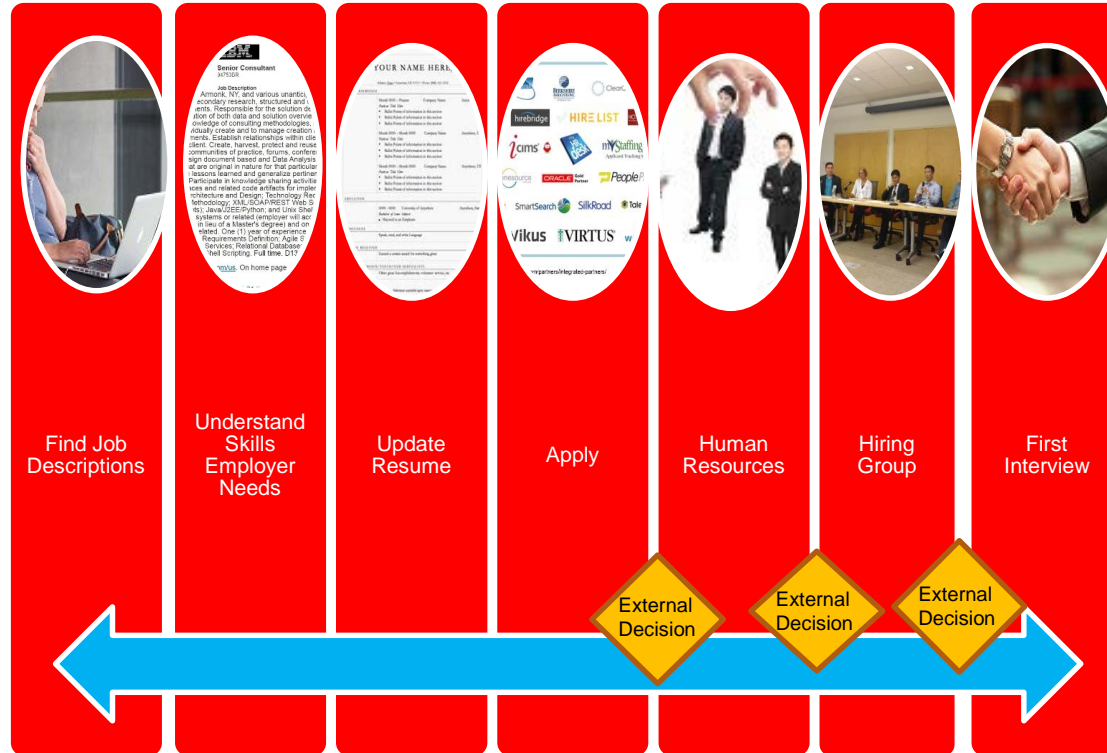
Career Services Program Manager

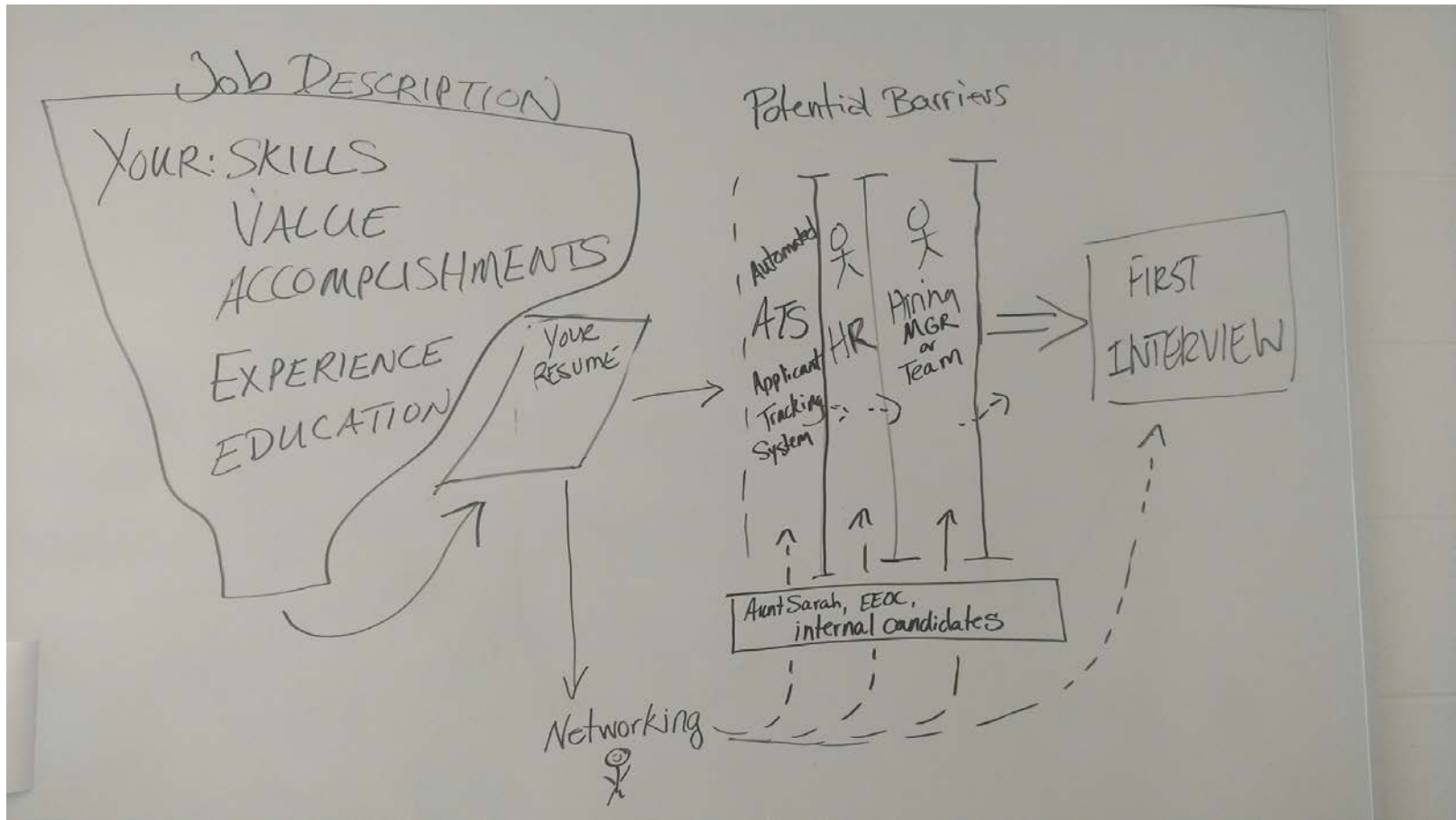
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Cornell CIS  
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# Overcoming Hurdles to Getting an Interview





# Applicant Tracking Systems

**You will need to understand applicant tracking systems and how to write a resume to best illustrate your skills**

For more information read the following articles:

[8 Things You Need to Know About Applicant Tracking Systems](#) and

[Ask A Resume Writer: Do I Need to “Game” Applicant Tracking Systems to Land Interviews?](#)

## **What are they?**

An applicant tracking system is a type of recruiting software used to find, screen, and rank candidates. The vast majority of employers today rely on an ATS. If an **ATS** (applicant tracking system) can't parse through your **resume** well, or at all, your chances of getting picked for an interview are low—even if you're perfectly qualified. Retrieved 09/18/2017 from <https://www.jobscan.co/blog/20-ats-friendly-resume-templates/>

They are **not** to help you track where you have applied

# Applicant Tracking Systems

## More about Applicant Hiring Platforms:

<https://cornell.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=22d44858-8077-456c-8>

## How they work:

Algorithms could be based on three areas:

- Resume Parsing – look for keywords
  - Disparate effect on National Origin
- Pattern Matching- recognize all the past people you have hired who are great employees
  - Gender bias (Not programmed to screen out based on sex but if company has hired mostly men in the past then will in the future), gaps in employment (bias toward mothers or veterans) past employment, past education, etc..
- Personality Tests – trained to reject those with mental illness (How often do you smile?)
  - Could have culture, mental, ADA impacts

Growing on-line culture to game the systems.



# Applicant Tracking Systems

## How they work:

- To automate rejection by screening out applicants by screening out applicants. Red, Yellow, Green. Employers sometimes never see the red applications.
  - No regulations, no uniformity, each develops their own proprietary proxies

## What is being done:

- Lawsuits against some companies have occurred
- Encouraging certification process to certify practices and proxies that use fair hiring practices
- Encourage employers to determine root cause of past hiring practices and reasons for the proxy settings
- Ifeoma Ajunwa received a grant to audit software
  - Plug and play, consultant (who may not know employment law)





# Applicant Tracking Systems

**How to potentially increase the likelihood of resume not being rejected**

**Analyze the job description**

then re-read your resume (from the employer's perspective)

without updating the resume, it is usually apparent that there is no way the employer can know that we have what they need

Some skills seem small and insignificant but applicant tracking may prioritize high

It takes time to update the resume each time but it is worth it and usually necessary

# APPLICANT TRACKING SYSTEMS



Retrieved 05/10/2017 from <https://peopletrail.com/partners/integrated-partners/>



# Selection Tests

talentoday

**MANAGER**

- People assessed
- Labels
- Target profiles
- Organization
- More

**PROFILE**

- Notifications
- Me

## Sales

89 members from Talentoday

Functions: Sales

Summary
Complete
Sample
Information

**TARGET PROFILES**

**ANALYSIS**

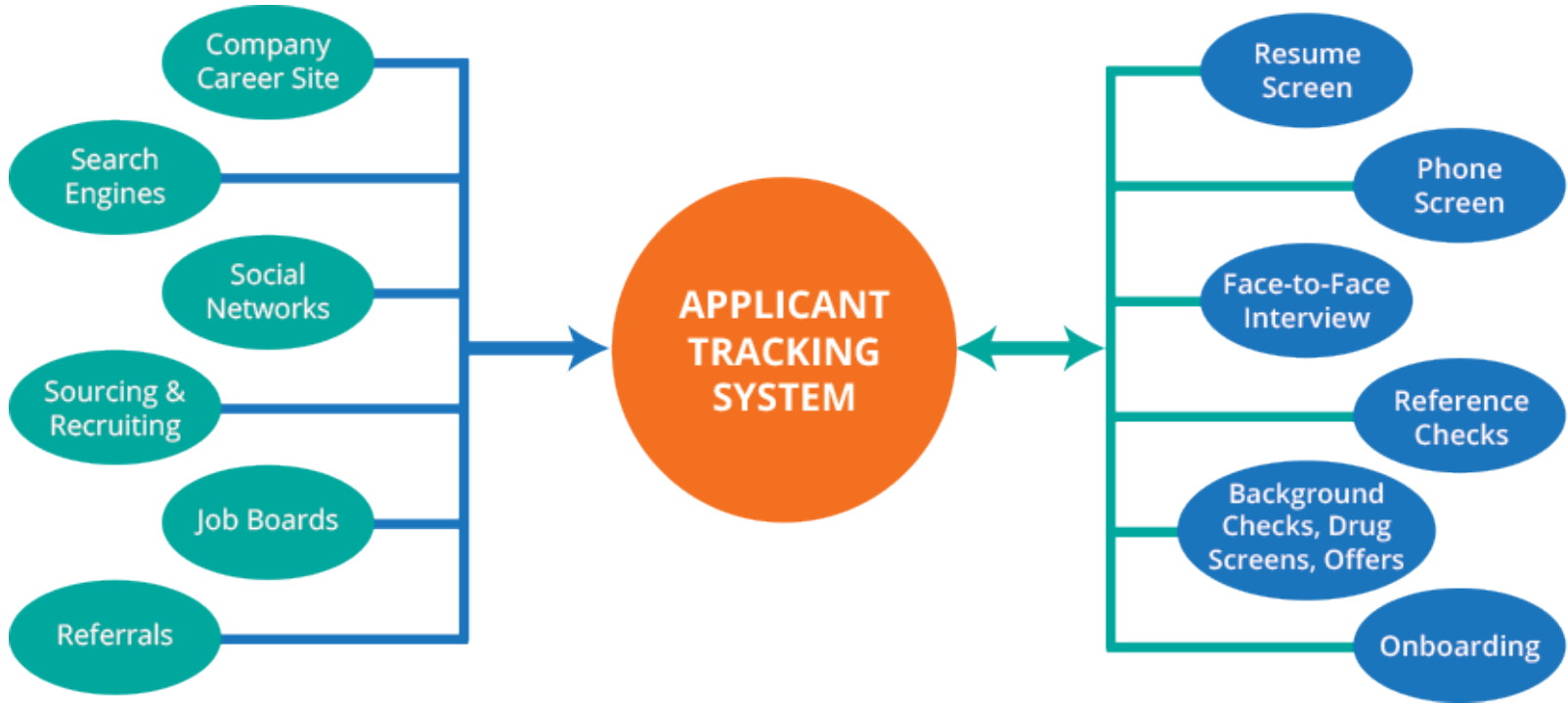
Users matching this Target Profile are more likely to:

- Have a high level of persuasion - more than 7 / 10
- Have a low level of independent mind - less than 4 / 10
- Have a low level of creativity - less than 5 / 10
- Have a high level of responsiveness - more than 7 / 10
- Have a high level of ambition - more than 5 / 10
- Be more motivated by social recognition - more than 7 / 10
- Be more motivated by pay - more than 6 / 10
- Be less motivated by private / professional life - less than 4 / 10

### Match candidates

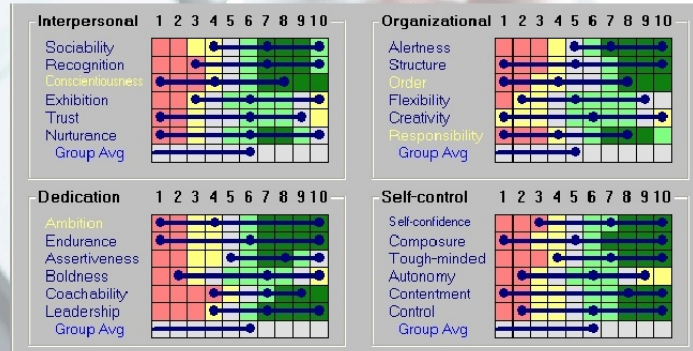
10 candidates - [Edit list](#) Highest match score ▾

	<b>Guillaume Plot</b> ★★★★★ 3 reviews	93%
	<b>Olivia Lopez</b> ★★★★★ 3 reviews	80%
	<b>Rebecca Thomas</b> ★★★★★ 1 review	75%
	<b>Robert Allen</b> ★★★★★ 0 reviews	72%
	<b>Tom Rogers</b> ★★★★★ 0 reviews	71%
	<b>Sarah Robbins</b> ★★★★★ 1 review	64%
	<b>Andrew Green</b> ★★★★★ 0 reviews	64%
	<b>Ashley Baxton</b> ★★★★★ 0 reviews	61%
	<b>Derek Lewison</b> ★★★★★ 2 reviews	44%
	<b>Abby Smith</b> ★★★★★ 0 reviews	37%



## Winslow Dynamics Assessment (cont)

- Team Profiles



<https://www.slideshare.net/eremedia/gary-morios>

<http://www.winslowresearch.com/applicant-selection.html>

# Applicant Tracking Systems Tips

We don't know everything there is to know about automated hiring platforms

We can only control what we know (job descriptions)

We can align our resumes better to match the job descriptions

Don't put info in header or footer, Use sans serif fonts – Arial, At least 11 pt font

Submit resume as suggested Word.doc vs docx vs pdf

ATS beginning to ignore skills section, Could use word cloud wordle.net or tocloud.com? I tried this, only works with IE for me and I didn't like it because it was taken out of context. Better to read and think about what the employer wants! Retrieved 05-10-2017 from:

<https://www.slideshare.net/DenisCurtin/optimize-your-resume-for-applicant-tracking-systems-56072067>

Update – Jobscan has a tool to scan resume/job description to see how your resumes stands up to ATS  
– Caution: doesn't take all proxies into consideration, don't believe everything [Retrieved 11-08-2017 from: https://www.jobscan.co/blog/8-things-you-need-to-know-about-applicant-tracking-systems/](https://www.jobscan.co/blog/8-things-you-need-to-know-about-applicant-tracking-systems/)

The harder thing to do  
and the right thing to do  
are usually  
the same thing

# Targeting the Resume

What does it mean to target your resume?

- Align skills you have with the job description and write them on your resume
- Bring out the examples of what you have done, going to do, as they relate to the job description and then put on your resume

Why do it?

- Keyword recognition, Applicant Tracking Systems
- HR or Designee first review
- Competition

❖ To show the employer we possess skills related to their needs

Every one? Is it necessary? Yes!



# Why Your Resume Might Not Be Targeted Enough

- We list items we were tasked with
- We list our greatest/proudest accomplishments and best skills
  - perfect for a master resume or CV but not for a targeted resume
- Our resume does not always align with our future employment unless we are going to continue to be employed doing the same thing in the same field...
- Applicant Tracking Systems - Automated Hiring Platforms
- Some skills we need to add, but fail to do so, because
  1. We do not know to add them
  2. Sometimes we believe they are too simple – Excel vs Python, SAS, or Hadoop, insight, iteration, meet deadlines, fast-paced environment, multiple projects, prioritize, communicate to different audiences, cross-functional teamwork
  3. We haven't got the skills yet since we haven't learned them yet – Spring semester
  4. We believe they must be past paid employment – Add Coursework and Projects Section

# Do's and Don'ts

Contact Info	Do NOT: include birthdate, no need for street address Do: include Linked In Profile URL
Objective	If you are going to use one, make it specific and targeted for your dream job
Education	Do: Include expected date of completion GPA – may be necessary Handshake, may not for future positions you may apply for
Honors and Awards	List if more than two entries, or incorporate in Education, or delete?! If not related to job
Special Other Skills	Languages, certifications (may have own section) Computer Languages “SAS Certification(Expected list date)”
Experience	Coming up
Activities and Interests	Do: keep related to the job, professional associations, community involvement, student organizations, committees Don't: List personal accomplishments, activities, or interests Diving, tennis or gymnast champ? Save for later if asked on the application unless related to job
References	Don't - “References available upon request” Do - Notify individuals first, pick right persons, carefully determine what the employer requires

Elements of a Resume – Also see “Career Guide”

# Types of Resume Formats

Chronological	job in line with background and education
Functional	job different from your varied experience
Combination	merges the elements of chronological and functional.. good for illustrating projects May include a “Projects” or “Related Experience” section
MPS Students	changing gears or expanding scope – Functional/Combination format works well

Resume :

**Must communicate you have the preparation and/or qualifications for a specific position or career field**

- Concise = 1 page for on-campus recruiting
- 2 pages may be acceptable for experienced professionals

No one correct way to format but must be error free (spelling, grammar, typo's)



# Thank you!

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