

**EXHIBIT 5.8 Factors for Designing Organizational Websites**

- 1. *Keep it simple*—surveys reveal that potential job candidates are overwhelmed by complex, difficult-to-navigate websites; never sacrifice clarity for a flashy display—remember, a good applicant is there for the content, not for the bells and whistles.
- 2. *Make access easy*; the web page and links should be easy to download—studies reveal that individuals will not wait more than eight seconds for a page to download, so the four-color page that looks great will backfire if it takes the user too much time to download it (also make sure that the link to the recruiting site on the home page is prominently displayed).
- 3. *Provide an online application form*—increasingly, potential candidates expect to be able to submit an application online; online forms are not only desired by candidates, but organizations can load responses directly into searchable databases.
- 4. *Provide information about company culture*—allow applicants to self-select out if their values clearly do not match those of your organization.
- 5. *Include selected links to relevant websites*—the words “selected” and “relevant” are key here; links to include might be a cost-of-living calculator and a career advice area.
- 6. *Make sure necessary information is conveyed to avoid confusion*—clearly specify job title, location, etc.; so applicants know the job for which they are applying and, if there are several jobs, they don’t apply for the wrong job.
- 7. *Keep the information current*—make sure position information is updated regularly (e.g., weekly).
- 8. *Evaluate and track the results*—periodically evaluate the performance of the website on the basis of various criteria (number of hits, number of applications, application/hits ratio, quality of hires, cost of maintenance, user satisfaction, time to hire, etc.) or set up a software program to track the response data.

face-to-face on a monitor, in separate locations. Nearly all laptop and tablet computers have the technology needed for videoconferencing, so most applicants can participate quite easily. Moreover, this technology makes it possible for the organization to screen applicants at multiple or remote locations without actually having to travel to those locations. Company representatives who will participate in these videoconferences should be carefully selected and trained so they can answer questions thoroughly and communicate in a compelling manner. Videoconferencing has most of the advantages of face-to-face communication. It has high richness because the recruiter can answer questions, and it is highly credible because most people trust personal communication with an identifiable person more than they trust a prepackaged message from an organization.

**Direct Contact**

The most expensive, but potentially the most powerful, method for communicating with potential applicants is through direct contact. The two most common media

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