## Who is Ray Hoving?

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Years of Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human being</td>
<td>61</td>
</tr>
<tr>
<td>Husband</td>
<td>37</td>
</tr>
<tr>
<td>Father</td>
<td>29</td>
</tr>
<tr>
<td>Adult</td>
<td>(Still working on it)</td>
</tr>
<tr>
<td>Student</td>
<td>20</td>
</tr>
</tbody>
</table>
| Practitioner            | 28 + 1.5 Senior Vice President; Talent Management Solutions
|                         | Bernhard Hodes Group; an Omnicom company          |
| Consultant              | 10 Principal Consultant; Ray Hoving Associates     |
| Academic                | 3 (equivalent)                                    |
| Researcher              | 1 (equivalent)                                    |
| SIM Member              | 25 +                                               |
| UVa-EOG                 | 3 Some guy who talks at Ryan’s classes every once in a while |

Today’s role:

Some guy who talks at Ryan’s classes every once in a while
IT Human Capital Questions

- Is there a shortage of IT Professionals?
  - Says who? (e.g. vendors, associations, government, employees, CIOs)
- What can be done collectively to address this issue?
  - Increase supply? (e.g. off-shoring, green cards, student enrollment)
  - Decrease the demand (e.g. economic downturn, IT Doesn’t Matter)
- What can your organization do to get and keep the right IT Professionals?
  - Recruiting and Retention Practices? (back to basics)
  - Recruiting Technologies? (eat our own dog food)
  - Social Networks? (that’s just being crazy)
Supply/Demand Imbalance - “Perfect Storm” Environment
The Need for Skilled Professionals is Greater Than Ever

- The U.S. Needs 1.5 million additional skilled IT professionals by 2012
- 70M baby boomers exit workforce during next 15 years; only 40 million workers entering

- Between 2010 and 2020, the US, Europe, Japan, China and India will face a shortfall of 32M technically specialized professionals
- NACE (Nat’l Assoc of Colleges & Employers) actively lobbying for more H-1B visas to address talent crisis

Watson Wyatt, Monster.com; U.S. Department of Labor; Bureau of Labor Statistics; Information Technology Association of America,
IBM Academic Initiative

- Partnering with schools, colleges and universities to drive open standards
- Better educate millions of students for a more competitive IT workforce
- Offerings:
  - IBM middleware and tools
  - Access to IBM hardware
  - Course materials and textbooks
  - Curriculum assessment services
  - Education: faculty and IT staff
  - Certifications, Tutorials, articles
  - Forums, webcasts and newsletters
  - New skills for the 21st century

Supported by a Worldwide Community of IBM Volunteers

ibm.com/university/academicinitiative
Goal – Win/Win Collaboration

- To foster a spirit of collaboration among universities and businesses
- Work together to increase the supply of skilled resource necessary to maintain and improve our competitive position in the Global Economy.
SIM is...

...a professional society of senior IT leaders.

...the premier network for IT leadership.

...a provider of resources and programs inspired by IT leaders for IT leaders.

...a community of thought leaders who share experiences and rich intellectual capital.

...an organization that enables CIO's to further develop the leadership capabilities of themselves and their staff.

...a collective voice to advocate policy and legislation on behalf of the IT profession across industries.
Annual Member Survey

Top IT Management Concerns:

1. IT & Business Alignment
2. Recruiting and Retaining IT Professionals
3. Security & Privacy
4. IT Strategic Planning
5. Speed & Agility
6. Government Regulation
7. Complexity Reduction
8. IT Governance
9. Information Architecture
10. Business Process Reengineering

“Consistently among the top 3 issues for 20 years”
Advocacy

- SIM Takes Stand on the Workforce Shortage Issue
  - Whitepaper to DC
  - Joint Academic/Practitioner Research
  - Joint program with Microsoft

- SIM responded to the National Strategy to Secure Cyberspace

- Legislative Advisories
  - New offering to keep members informed on issues that may impact their business

- Position Statements
  - Approved by Chapter Presidents & Executive Board
  - Non-vendor related, not industry specific

Phil Zwieg
VP Advocacy & Communities of Interest
IT Workforce Shortage - The Employee View?
(or former employee view?)
IT Workforce Shortage - The CIO View?
(or at least the ones in this room)

Instant Opinion Pole; Insert here:

- bla
- bla

Around 34% of CIOs said their staffing dollars were increased in 2009 and 45% say they’ll have more money to spend on staffers in 2010.

Baseline
Getting and Keeping the Right IT Professionals
(What can you or your Organization do)

• Recruiting and Retention Practices? (back to basics)
• Recruiting Technologies? (eat our own dog food)
• Social Networks? (that just being crazy)
Recruiting and Retention Practices
(What that the HR experts say)

The growing recognition that the quality talent is a sustainable competitive advantage, coupled with a realistic view of the complexity and scope of changes in the global workforce, has led to a renewed focus and urgency around talent management. Based on nearly 700 responses, human resources (HR) and business leaders overwhelmingly identified “attracting and retaining skilled and professional workers” as the workforce challenge most impacting their organizational strategy. “Developing manager capability,” “retaining high performers,” “developing succession pool depth,” and “addressing shortages of management or leadership talent” closely followed.

Top 5 Workforce Challenges
1. Attracting and retaining skilled professional workers
2. Developing manager capability
3. Retaining high performers
4. Developing succession pool depth
5. Addressing shortages of management or leadership talent
Recruiting and Retention Practices

Talent acquisition fundamentals are in place, but there is plenty of room for improvement

Most organizations have the fundamental aspects of talent acquisition firmly in place, including processes to ensure compliance, incentives for employee referrals, and internal job posting mechanisms.

However, few organizations have well-integrated talent acquisition processes or are effectively leveraging technology. A mere 16% of organizations consistently use technology to automate their recruiting processes. Their shortcomings don’t stop there, as little is being done to integrate talent acquisition practices with other talent initiatives. While 68% of organizations make considerable use of competency-based hiring, just 12% of organizations consistently link candidate screening criteria to other talent management processes, such as performance management, development, and succession planning.

McINTIRE
SCHOOL OF COMMERCE
UNIVERSITY OF VIRGINIA
What Some Smart People Say

(Context for our discussion of IT Human Capital)
Management Practices

Strategist Gary Hamel Re-Imagines Management

Talent will matter far more than titles. And one of the most important catalysts and models for 21st century management will be the Internet. "Technology makes it possible to organize and manage in new ways," says Hamel, a visiting professor of strategic and international management at the London Business School and co-founder of the school's Management Innovation Lab. An edited version of Hamel's conversation with CIO Insight follows.

If you think about management in the simplest way, it's about doing two things. One is to amplify human capability and to get people the tools that allow them to achieve more than they otherwise could. The other is aggregating human capability. How do you put together the efforts of the individuals so they can do collectively what they couldn't do individually.

Technology makes it possible to organize and manage in new ways, but it usually takes companies and individuals quite a while to find a way to exploit that new technology. Not only are there new problems but we have new tools that allow us to compound human effort in ways we never could have done before, something like open source.

The last time I checked, there were over 150,000 open source projects around the world with 1.5 million participants. You could aggregate human effort with almost no hierarchy, no job descriptions, mobilizing an army of volunteers around the world. That is management innovation and it was simply inconceivable 15 years ago.
Air Products Emerging Technologies Organization
(CIRCA 1985)

TECHNOLOGICAL DISCONTINUITY

Value

Time

Emerging Technologies
Present Technologies
Maturity
Growth
Contagion
Initiation

McINTIRE
SCHOOL OF COMMERCE
UNIVERSITY OF VIRGINIA
How to Recruit Human Capital
(In the context of Emerging Technologies)

Marketspace Discontinuity

Question: Will traditional Want-Adds and Job-Board postings be replaced by social networking?
Social Networks Challenge Most of Us

• Using Social Networks for company-wide recruiting is...
  – New for many of us
  – Hard to govern
  – Hard to scale
  – Rife with hazards
    • Recruiters using their personal accounts, complete with their weekend getaway pictures.
    • Colorful language used by candidates that’s searchable on the Social Web.
And Employees Are Blogging to the World

Nurse Sourcer
Workforce Board honors Regional Medical Center Bayonet Point's efforts in attracting & retaining employees!

THURSDAY, JULY 16, 2009

Discounted college tuition 4 HCA employees!

Today I learned about the tuition discount Western Governors University offers us HCA employees! From what I gathered, they'll waive the application fee of $65 & give a 10% discount on their tuition rates. Apparently you pay for "terms" versus credit hours. Bachelor's & Master's programs in IT, Accounting, Finance, HR, Marketing, Business & Healthcare (Nursing, Informatics, Education, Leadership) are available. Be sure to visit their website for more information!

Posted by Julie Davis | 0 comments
Labels: Benefits, HCA News, News

THURSDAY, JUNE 25, 2009

Back to Nursing Program expands!

I am pleased to inform all retired RNs who wish to return back to work & are willing to undergo a refresher phase, that HCA’s West Florida Division Back to Nursing program has been extended to Hillsborough, Pinellas & Pasco Counties! More info can be obtained online at: http://www.mycareerchoices.com/BackToNursing.aspx!

Let us help you get back to work! Contact us today! We’re looking forward to hear from you!

Cheers,

Subscribe via email
Enter your email address:

Subscribe

View our career opportunities @
www.careerinloc.com

My daily reads!

Recruiting at HCA West Florida Discounted college tuition 4 HCA employees! - Today I learned about the tuition discount Western Governors University offers us HCA employees! From what I gathered, they'll waive the application fee . . .

Healthcare Today / What's Hot 8 Ways to Manage a Complaint (and Protect Your Nursing License!) - Nursing

133 million blog records indexed by Technorati since 2002
7.4 million blogs posted in last 120 days
1.5 million blogs posted in last 7 days
900,000 blog posts in 24 hours
78,000 blogs with Technorati Authority of 50+
Top 100 blogs by Technorati Authority

Technorati Authority is the number of blogs linking to a website in the last six months. The higher the number, the more Authority the blog has.
But... Social Networks Are Gaining an Audience

Users spent over 1 billion hours on social media in June, 2009 (SAI, 7/15/09)

Over 250M users on Facebook alone

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Female</th>
<th>Male</th>
<th>Total Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>1,400,400</td>
<td>316,900</td>
<td>1,717,300</td>
</tr>
<tr>
<td>18-25</td>
<td>3,166,900</td>
<td>1,846,700</td>
<td>4,913,600</td>
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<tr>
<td>26-34</td>
<td>6,086,700</td>
<td>4,382,280</td>
<td>10,469,000</td>
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<tr>
<td>35-44</td>
<td>8,316,680</td>
<td>5,922,740</td>
<td>14,239,420</td>
</tr>
<tr>
<td>45-54</td>
<td>11,127,420</td>
<td>9,516,980</td>
<td>20,644,400</td>
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<tr>
<td>55-65</td>
<td>3,759,260</td>
<td>2,678,700</td>
<td>6,437,960</td>
</tr>
<tr>
<td>Total</td>
<td>21,309,540</td>
<td>14,690,740</td>
<td>36,000,280</td>
</tr>
</tbody>
</table>
So How about we Twit it?
(Reverse the amplification – search to find them versus advertizing so they find us)

Sourcing on Twitter

- Find People You Know (build a core)
- Search for Other People (target talent)
- Use Advanced Search and Operators
- Search with Google
- Search with Twellow
- Search with Twingly

Search on Twellow

- **Twellow** supports **Boolean search**
- Also supports categorized search as in the example at right
- 2.7MM of the approx. 10MM on Twitter listed
- Try (massachusetts | "rhode island" | boston | providence) (nurse | nursing)
So How about we Build a Widget?

(Let aggregation take care of the amplification)
We Can Baby Step Web 2.0 Safely

• What if we shrank your career site into a box that you can use for Web 2.0 Recruiting?
  – Lower risk & governance
  – Larger footprint in Social Recruiting
Candidates Can Place it on their Personal Pages
Companies Can Place it on their Fan Pages

Add the widget to your splash pages.
Employees Can Put them on their Blogs

Stuff That’s Awesome: “F–22 Raptor”
June 30, 2009


Links of interest on this topic:
http://www.f22fighter.com/
http://www.f22-raptor.com/

I had to post about this because it’s just SO incredibly awesome that I cannot bear to keep it to myself. I remember how much I used to love watching the videos and shows about the Stealth Bomber and the Blackbird.... now we have something WAY more awesome. The F–22 Raptor.
IT Human Capital Questions
(revisited)

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  - Recruiting Technologies? (eat our own dog food – yes of course)
  - Social Networks? (that’s just being crazy smart)