

“TrendSetter” – New Advisory Report From HRMC and HRI Designed to Provide a Practical Roadmap for Recruitment and Workforce Optimization

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The TrendSetter prepares organizations for emerging trends and challenges in recruitment and staff development, providing real world strategies and solutions

Tampa, FL — August 13, 2003 – An organization's ability to prepare for – and benefit from – emerging trends in business and human capital management has just dramatically improved. Human Resource Management Center (HRMC), providers of “next generation” selection, assessment and management solutions, and the Human Resources Institute (HRI), the leading HR think tank, today announce the “TrendSetter,” an advisory report providing HR departments with real world strategies and solutions to address trends in recruitment and workforce development.

The TrendSetter complements HRI's influential TrendWatcher, a regularly issued newsletter to which HR professionals turn for the latest findings and analysis on key industry trends. Each issue of the TrendSetter will focus on a relevant trend or issue covered in a recent HRI TrendWatcher and provide readers with a practical guide for implementing successful strategies. For example: if HRI's TrendWatcher reports on the importance of workforce planning, the corresponding TrendSetter will detail how companies can implement an effective workforce planning process for their environment.

The first series of reports will cover such topics as: how to factor organization, culture and strategy into hiring, using technology to reduce HR costs and enhance processes, and how HR can play a role in business ethics.

“Maintaining a competitive, vibrant workforce begins with effective recruiting strategies and practices, which are themselves based on an awareness of broader trends and issues that affect the entire employee lifecycle – from the way applicants are screened, company information communicated, candidates selected and employees developed,” said Ron Selewach, HRMC President. “By combining HRI's vast intellectual capital across the HR spectrum and HRMC's practical experience in implementing successful recruitment and staff development solutions, the TrendSetter will significantly improve an organization's ability to prepare for emerging challenges and sustain a high-performance workforce.”

According to Jay Jamrog, Executive Director of HRI, “The idea for the TrendSetter was driven by demand among HRI's clients for detailed practical strategies to address the developing trends we've identified in our reports. Over the years HRI has earned a reputation for helping HR professional think strategically about the future by rigorously researching and analyzing trends impacting people in organizations. Now, by tapping into HRMC's breadth and depth of practical experience to create the TrendSetter, HR professionals will not only be aware of the trends shaping the future but also have practical tools that will give their organization a competitive advantage.”

The TrendSetter is the second joint project in which the two organizations have collaborated. HRMC's Acclaim platform powers HRI's surveys, the findings of which have appeared in various HRI publications (including HRI's TrendWatcher). HRMC Acclaim automates the labor-

intensive data gathering, record keeping, workflow processing, and decision-making activities for companies who hire and manage talent. Through effective use of integrated IVR and Internet technologies, HRMC Acclaim provides a rapidly configurable and easy-to-use solution that saves your organization valuable human resource effort, reduces associated costs, and accelerates the process of finding, qualifying, and acquiring human talent. Custom implementations typically take just two weeks; HRMC Acclaim can be deployed as a complete, standalone screening and assessment solution, or extend the functionality of installed Applicant Tracking Systems (ATS).

About HRMC

Founded in 1984, HRMC is a pioneer in applying cutting edge technology to solve business' most pressing human capital challenges. The company's flagship HRMC Acclaim solution simplifies the management of all phases of the employee lifecycle, and the identification of opportunities for improvement.

HRMC's technology automates a range of interrelated processes within a flexible, user-friendly framework, enabling organizations to streamline the acquisition and assessment of talent, evaluate new employees' readiness to contribute and analyze the impact of a company's culture on retention and performance. Whether accessed over the web or the phone, users - from job prospects to long time employees -- are lead through an interactive experience that approximates true human dialogue, resulting in more effective interviews and employee surveys. HRMC Acclaim is easy to deploy and can be up and running within two weeks. It can be integrated with and extend the functionality of existing applicant tracking and HRIS systems, or provide companies with a complete, end-to-end automated solution from the ground up.

Industry-leaders such as Capital One, Cingular Wireless, SBC, Frito-Lay, Tropicana, QVC and T. Rowe Price have all used HRMC Acclaim. HRMC is headquartered in Tampa, Florida and is privately held. For more information, visit the company's website at www.hrmc.com.

About HRI

One of the world's leading research institutes devoted to the practical and strategic management of people, the Human Resource Institute (HRI) is an academically based organization whose mission is to promote strategic thinking regarding the major issues affecting the management of people today and the trends that are shaping the future.

Dr. William Pyle, Founder and Chairman, and Jay Jamrog, Executive Director, oversee 15 senior research and professional staff members from offices in St. Petersburg, FL, and on the campus of The University of Tampa in Tampa, FL.

HRI's research was initiated in 1965 at the University of Michigan. Early studies focused on strategic human resource planning but later shifted to human resource accounting and human capital metrics. For the past 20 years HRI has dedicated the majority of its research efforts to identifying and analyzing the major issues and trends affecting the management of people in organizations. Currently, HRI is following over 150 demographic, social, economic, technological, health, political, legal and management trends, and there are approximately 100 major corporations supporting this research with annual grants.

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