

THE TOOL KIT

News, Advice, and Resources for Nonprofit Workers

As New Graduates Size Up the Job Horizon, Smart Recruiting Matters

By Jennifer C. Berkshire

Focus the search for candidates.

The school year is still in session, but Kamy Akhavan's search for potential hires for Procon.org, a nonprofit Web site that provides research on the pros and cons of controversial issues, is well under way. Disappointed with the candidates he found through career Web sites, Mr. Akhavan, president of the organization, now uses online college message boards to find students whose interests in political science, sociology, or history meshes well with ProCon.org's mission. The Santa Monica, Calif., group then works directly with the relevant academic departments at several universities in the Los Angeles area.

"They want to provide their students with a career path, so they're excited to work with us," says Mr. Akhavan.

"We might get a smaller number of applicants," he adds, "but those are the candidates that have turned out to be the right ones."