**Members Confirmed**

About Talent: Ryan Baca

Accolo: John Younger & Mike Tastle

AdvancedRPO: Pam Verhoff & Tim Oyer

Hueman RPO: *Joe Marino did not attend*

Mynt Consultant: Maru Gonzalez & Cynthia Cohen

Newton Talent: Patty Silbert & Jeff Kweder

Novotus: Cory Kruse

**Not Confirmed:** Method3: Mark Lukens

**Not Attending:**Yoh (company retreat)

**Agenda**

***Introductions: (10 min total. 1 minute per attendee)***

* Personal introduction (include one thing that’s personal about yourself.)
* Company overview (year founded, geographic location, market you operate in, verticals you specialize in, differentiator.)
  + *Each individual provided an introduction of themselves and the organization they represented*

Market pulse: (40-45 mins total. Participants from the same company should decide how to allocate the time among themselves.)

***1) Discuss the three-to-five (3-5) biggest challenges you experienced in 2016 and how you’ve shifted strategy to overcome the challenge in 2017.*** Be prepared to discuss:

* Sales & Marketing
  + Market education; unsophisticated buyers within the middle market
  + No one answers their phone
    - Shifted strategy – robust digital marketing campaigns, increasing conference attendance and speaking engagements
  + Extended timelines or strategy changes with decision making
  + Finding good sales professionals is a challenge across most groups
* Operations/Delivery
  + Alignment between what’s sold and what’s delivered
  + Managing spend – recruitment tools/technology, job boards, etc
    - Added infrastructure role to focus solely sourcing/recruiting strategy and technology
    - Quarterly analysis of ROI
  + Meaningful metrics/KPI’s (internal) – client mix varies from high volume to very specialized one-off roles
  + Client needs are very niche
    - Hiring more experienced and specialized recruitment teams
  + Novotus specific – went through an acquisition in 2016
    - Now starting to leverage the strength of the partnership
* Market drivers
  + Have seen a lot of growth in sales positions within our customers
  + Revenue Cycle Management is a high growth market

(15 mins total. 2-2.5 min per company)

***2) What changes in business activity have you experienced to date in 2017?***

* Current client activity has been extremely high;
* Year over year client retention is very high

***Be prepared to discuss types and size of contracts***

* Average annual revenue
* Average number of hires
* Exempt or non-exempt hires
* Fully outsourced RPO program or a segment of the whole
* Everyone responded to these questions in relatively general way
  + Average number of annual hires is up
  + Majority work with exempt only
  + Some include skilled labor in the portfolio
  + Hybrid model is prevalent
    - Defined as an RPO working in conjunction with an existing TA function
  + All are looking for fully outsourced partnerships
    - Will work on projects and phased programs
  + Technology is embedded within the solution

(15 mins total. 2-2.5 min per company)

***3) What is your outlook for the rest of 2017 with respect to the RPO market? Include your reasoning for the outlook you provide.***

* Employment landscape provides the basis for a strong year. Specialized talent is difficult to recruit and mid-sized companies have difficulty scaling their internal teams (if they have one).
* General consensus is the outlook is very strong

**Next RPOA Roundtable:**

Our next member meeting is scheduled for October 3rd, and we plan to have an in-person meeting. We want you to have a say in where to meet. Send in your suggestions before our call and we'll vote on the city. Places suggested: Miami, Chicago and Denver.