

Software to match jobs, applicants

BY [Dibya Sarkar](#)
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Although applying for jobs online or sending e-mails with attached resumes has become a ubiquitous practice, a southern Florida county is taking the process a step further — matching an applicant's skills to a posted position.

By the spring, Broward County plans to unveil an applicant matching and tracking system that will better help recruiters pick the right person for an open position, according to Bret Busse, technology marketing director for Minneapolis, Minn.-based iXmatch Inc., which is supplying and helping install the software for the system.

The software helps "recruiters more effectively evaluate the candidate down to a manageable number much more quickly," he said. That may be important for Broward, which has more than 7,000 employees and is constantly hiring new people to replace departing workers, he said.

Currently, the county posts jobs on its Web site, but users must download a job application form and fill it out by hand and then mail it to the human resources division.

Eventually, a link on the county's Web site will enable a candidate to review jobs, register with the site and fill out a portfolio of their skills and experience, Busse said. County offices also will have computer stations available for individuals who do not have Internet access from home, he said.

The county will not refuse paper applications, but he said the officials are trying to head toward an e-government solution as a way to reduce paper.

Using criteria established by a recruiter or human resources agency, the software will match the best candidate for the job that he or she is applying for. "The applicant tracking system would show how well the person matches up with the requirements for the job," he said. "The cool part is no one is ever excluded from a job."

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He said this system allows an "apples-to-apples comparison of all the candidates," because it presents them in an equal format. Recruiters will have the ultimate decision about which candidates to interview.

The process also places all candidates on equal footing. Sometimes, when recruiters receive paper cover letters and résumés, some will reject applicants simply because a wrong color paper was used, Busse explained. If a candidate applies for another job, all he or she has to do is log on to the site and submit information for another position.

iXmatch has several private-sector clients, but Broward is its first public-sector client. "We think the government is a tremendous vertical for us to move into," Busse said, adding that Broward's contract is worth more than \$1 million. "We hopefully will see the software being in use by a number of counties and agencies with the next year."