



MEMBERSHIP RECRUITMENT REPORT

AIESEC in Turkey - Refers to October 2016 Recruitment



MEMBER RECRUITMENT

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WHAT CAN YOU FIND HERE?

Information about:

Attraction Phase

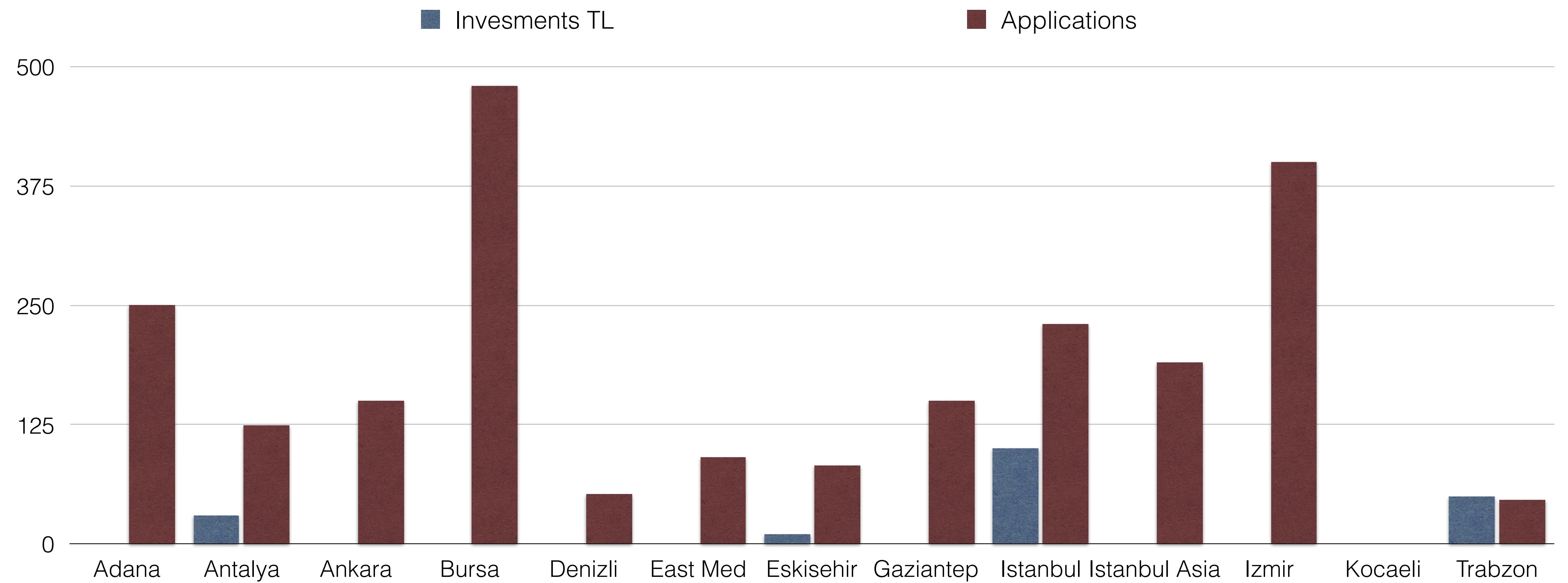
Talent Plan Realisation

Talent Allocation

Conversion Rates

Induction Phase - General and Functional

ATTRACTION



I X P

Planned

Achieved

14

10,5

7

3,5

0

Adana

Antalya

Ankara

Bursa

Denizli

East Med

Eskisehir

Gaziantep

Istanbul

Istanbul Asia

Izmir

Kocaeli

Trabzon

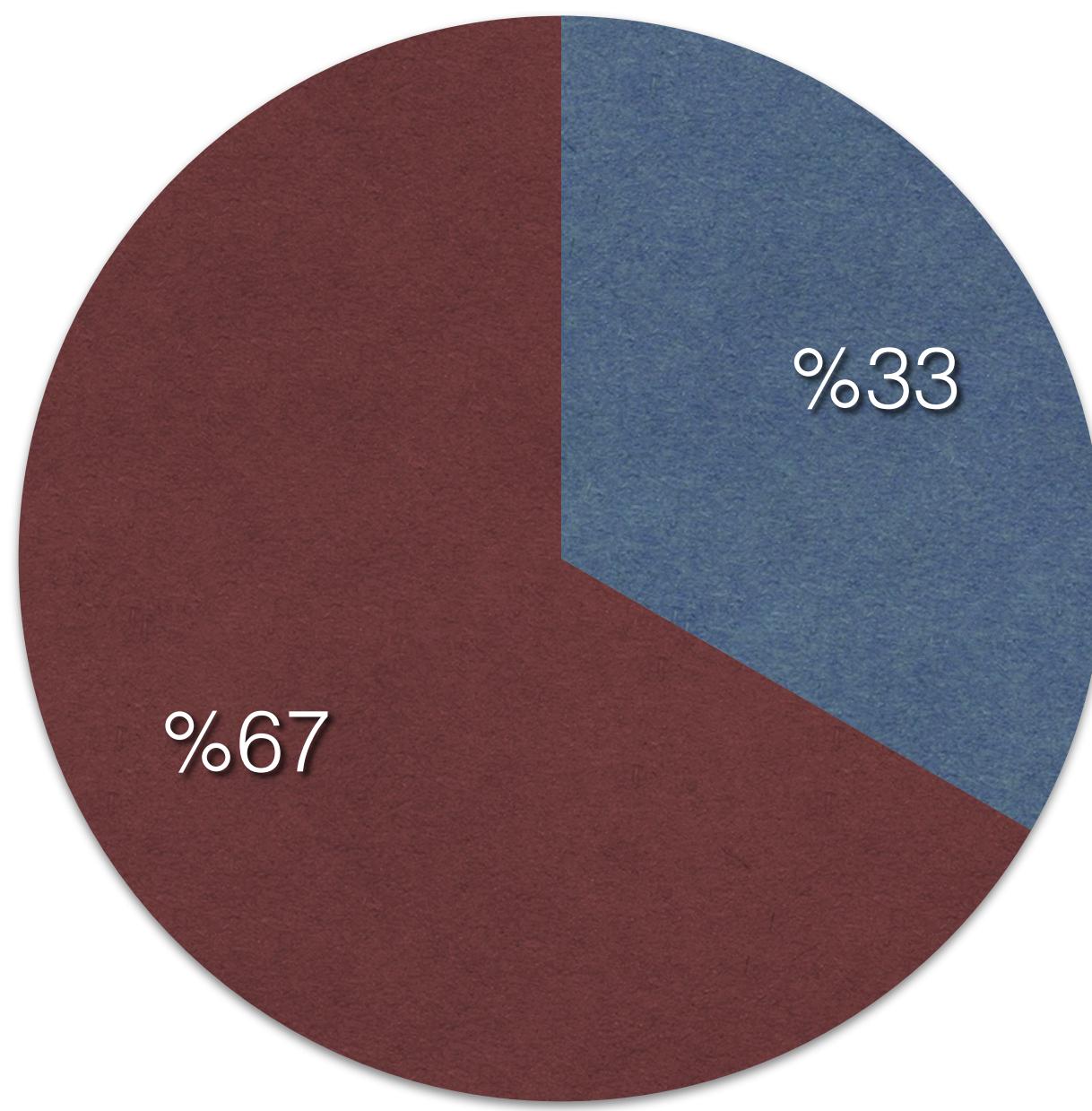


I X P

	Plan	Achieved
Adana	1	1
Ankara	11	11
Antalya	1	0
Bursa	0	0
Denizli	12	4
East Med	0	0
Eskisehir	5	4
Gaziantep	6	6
Istanbul	10	10
Istanbul Asia	10	13
Izmir	8	8
Kocaeli	-	-
Trabzon	0	0
Turkey	64	57

How did you integrate the previous EPs into AIESEC membership?

- *Invitation, no selection process*
- *Reintegration Seminar + Interview*



Adana, East Med, Istanbul, Trabzon



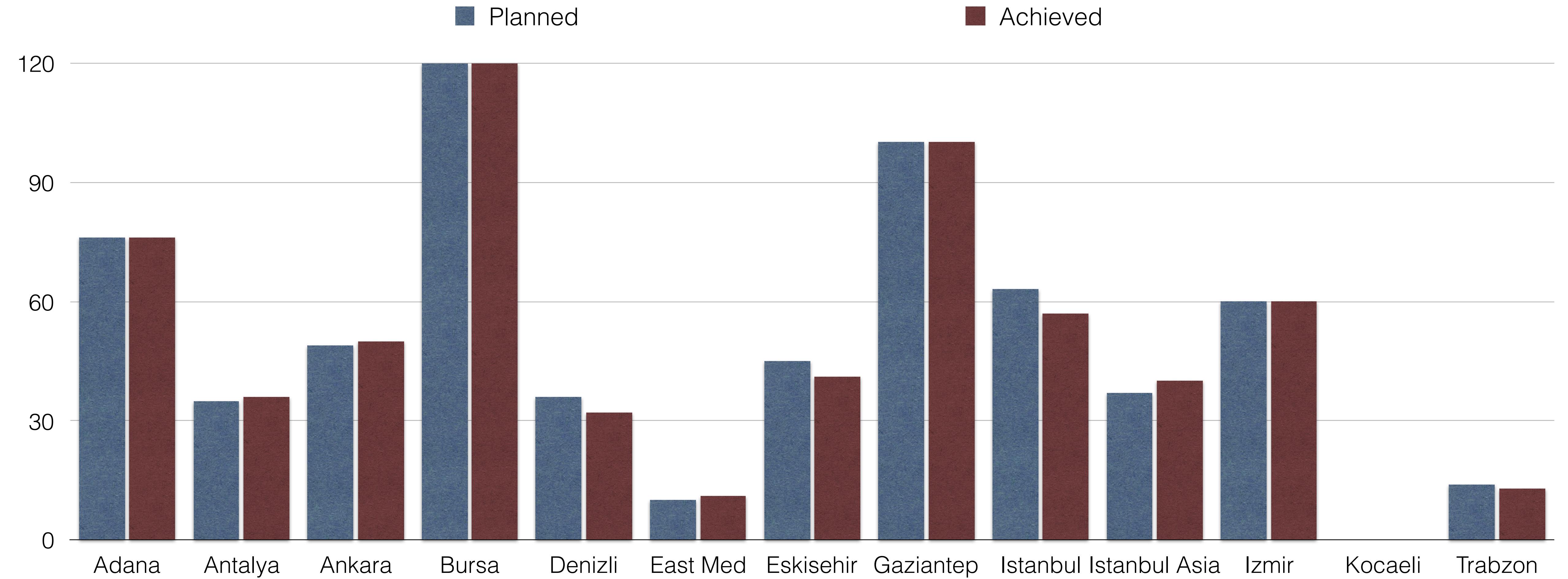
*Ankara, Antalya, Bursa, Denizli, Istanbul
Asia, Izmir, Gaziantep, Eskisehir*

COMMENTS

Recruiting new members that went on exchange is a huge opportunity. AIESEC in Turkey recruited 57 people, 7 more than last year. It is positive, but way behind our potential.

For the next recruitment, we need to work more on this strategy.

TALENT PLAN



TALENT PLAN

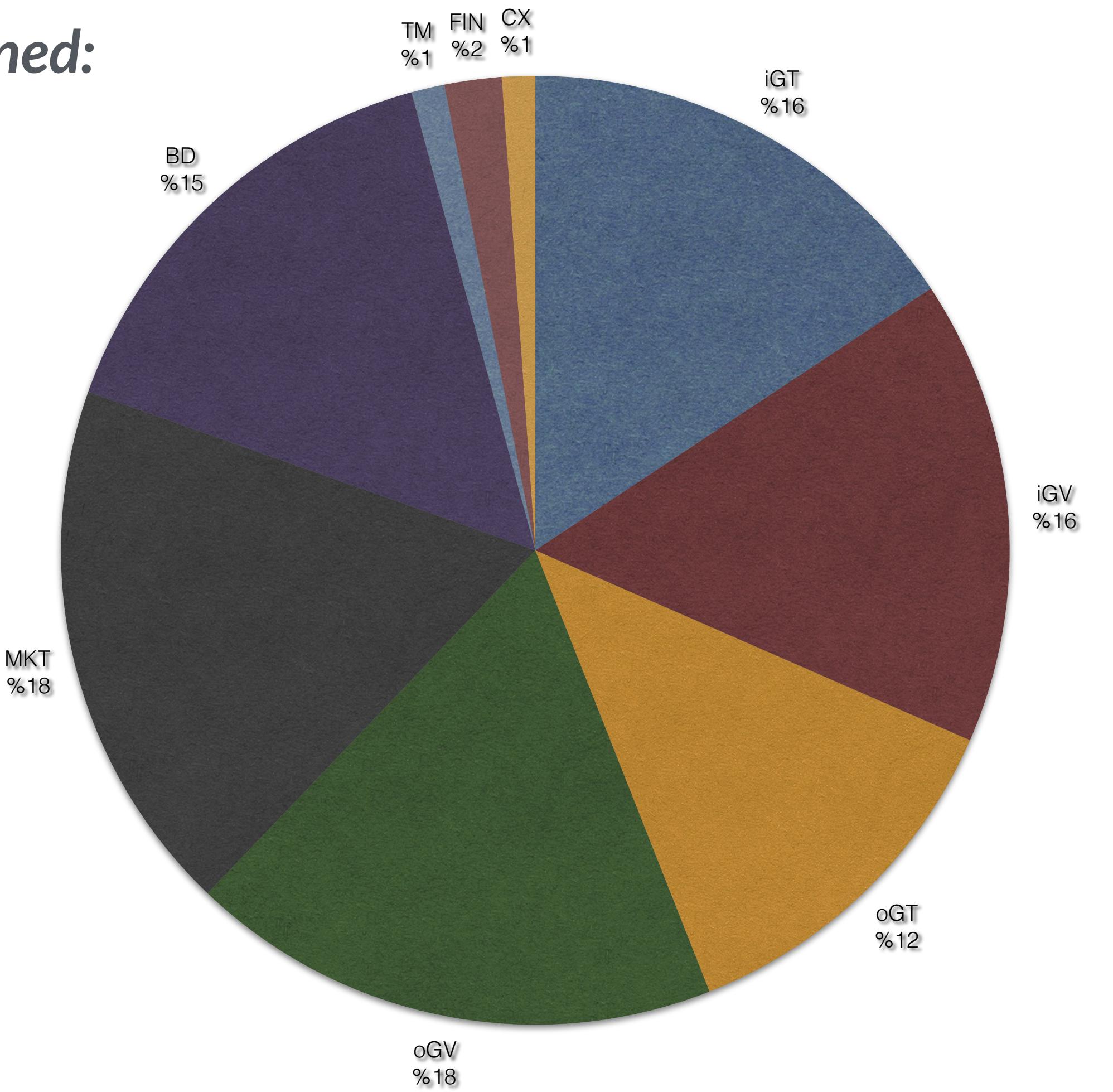
	Plan	Achieved	Goal Achievement
Adana	76	76	%100
Ankara	49	50	%102
Antalya	35	36	%102
Bursa	120	120	%100
Denizli	36	32	%88
East Med	10	11	%110
Eskisehir	45	41	%91
Gaziantep	100	100	%100
Istanbul	63	57	%90
Istanbul Asia	37	40	%108
Izmir	60	60	%100
Kocaeli	-	-	-%
Trabzon	14	13	%92
Turkey	645	636	%98

COMMENTS

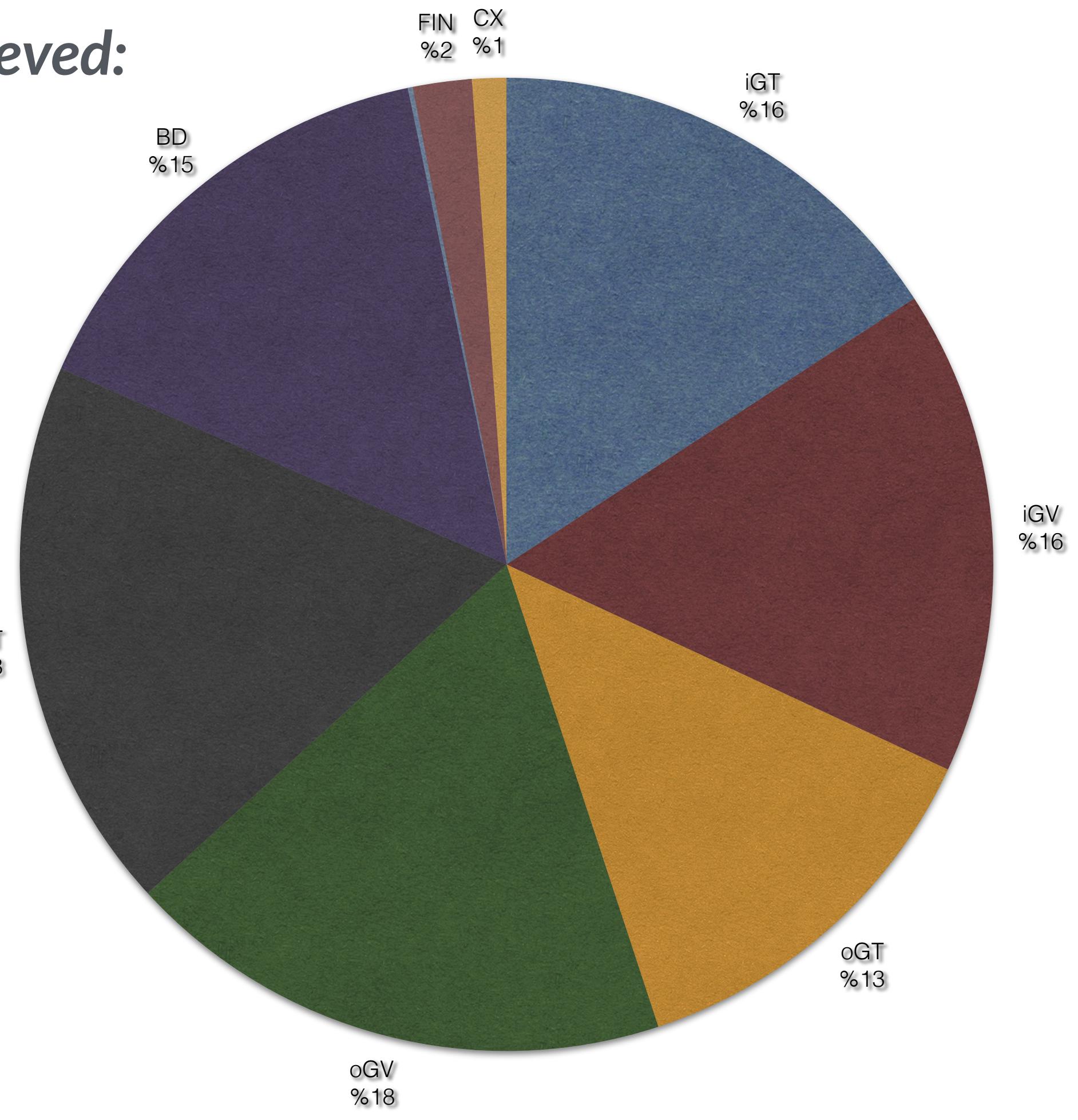
98% Goal Achievement for our Talent Plan is extremely positive. However, some LCs still recruited more members than planned, which is not recommendable. Instead, these LCs could have planned more members :)

TALENT ALLOCATION

Planned:



Achieved:



TALENT ALLOCATION

	Plan	Achieved	Goal Achievement
iGT	97	97	%100
iGV	98	99	%101
oGT	77	80	%103
oGV	112	112	%100
MKT	113	113	%100
BD	95	93	%97
TM	7	1	%14
FIN	12	12	%100
CX	7	7	%100

COMMENTS

Why so many members in Marketing?? If these members are integrated in exchange departments, it's okay. But if they are merely a Marketing member, then it's gonna be extremely hard to give them proper job descriptions.

Recommendation: if in the first month you see their JDs are not relevant enough, reallocate them to exchange areas.

INDUCTION DURATION

	General Induction	Functional Induction	Total
Adana	16 Oct	5 days	6 days
Ankara	16 Oct	5 days	6 days
Antalya	16 Oct	5 days	6 days
Bursa	14/15 Oct	5 days	7 days
Denizli	23 Oct	4 days	5 days
East Med	23 Oct	2 days	3 days
Eskisehir	8 & 11 Oct	5 days	7 days
Gaziantep	-	5 days	5 days
Istanbul	8 Oct	5 days	6 days
Istanbul Asia	15/16 Oct	5 days	7 days
Izmir	22 Oct	5 days	6 days
Kocaeli			
Trabzon	15 Oct	9 days	10 days

COMMENTS

Induction dates and durations were quite aligned, which is an improvement from last year's recruitment.

The key of a good recruitment is its induction! It is the most important thing. If you don't induct your newbies properly, recruitment is useless.

CONVERSATIONS

	Applications	Interviews	Recruited	Inducted
Adana	250	170	76	70
Ankara	150	120	53	42
Antalya	124	73	36	30
Bursa	480	172	120	80
Denizli	52	38	32	22
East Med	91	26	11	-
Eskisehir	82	80	41	41
Gaziantep	150	150	100	-
Istanbul	230	140	57	50
Istanbul Asia	190	120	40	35
Izmir	400	160	60	50
Kocaeli	-	-	-	-
Trabzon	46	13	13	13
Turkey	2145	1342	639	433

COMMENTS

Out of 636 people, 433 went to induction. This concerns me a little bit because if these newbies don't have induction, then I doubt they will stay in the organisation for a long time. Please make induction to them asap!

2145 applications is a satisfactory number. But if we want to be an exclusive organisation for our members, we should have even more applicants :)

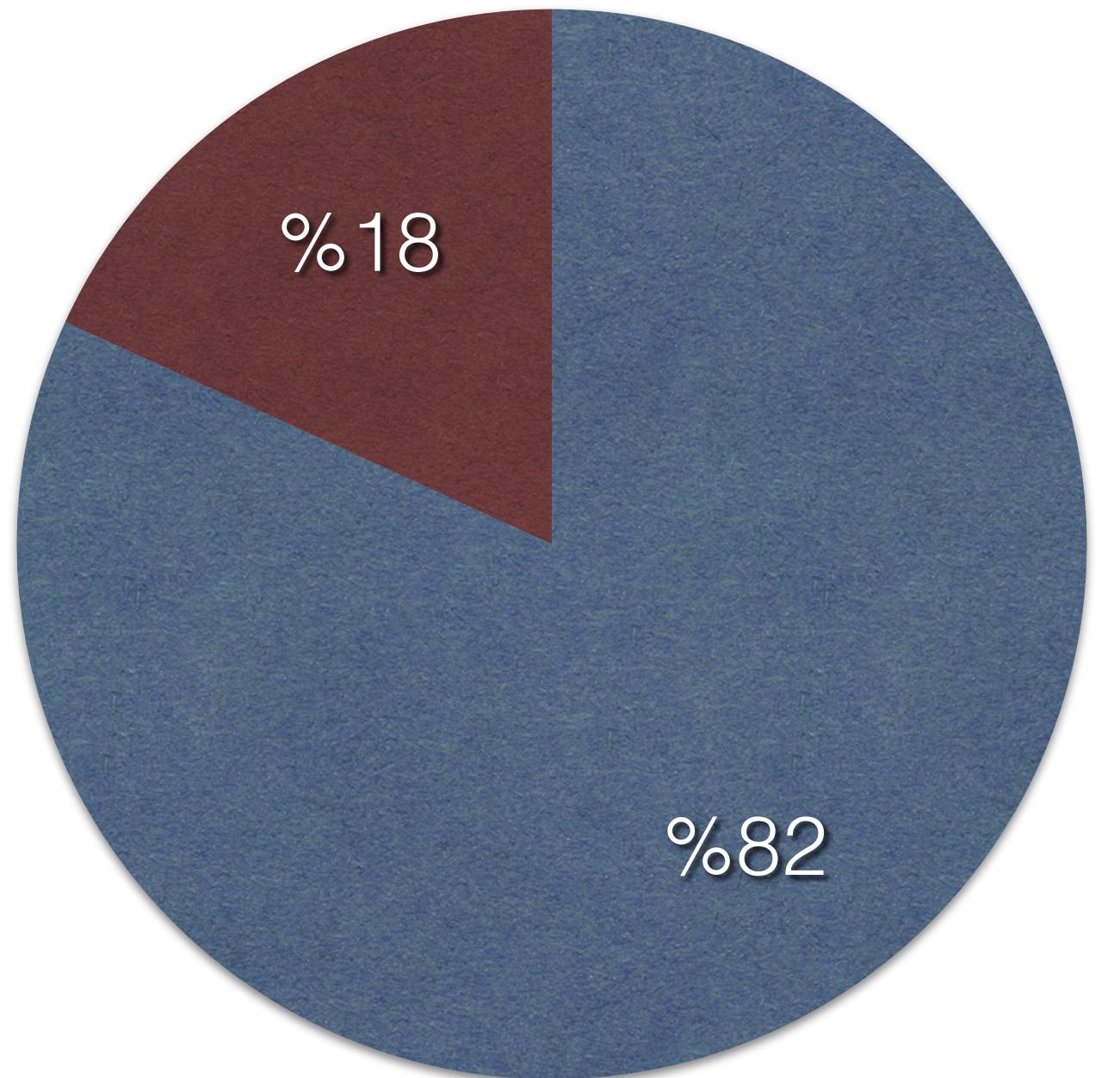
RETENTION RATE PREVISIONS

	RR in Q4 - Previsions
Adana	%90
Ankara	%50
Antalya	%10
Bursa	%30
Denizli	%70
East Med	%80
Eskisehir	%80
Gaziantep	%80
Istanbul	%90
Istanbul Asia	%80
Izmir	%40
Kocaeli	-
Trabzon	%80

NATIONAL ALIGNMENT

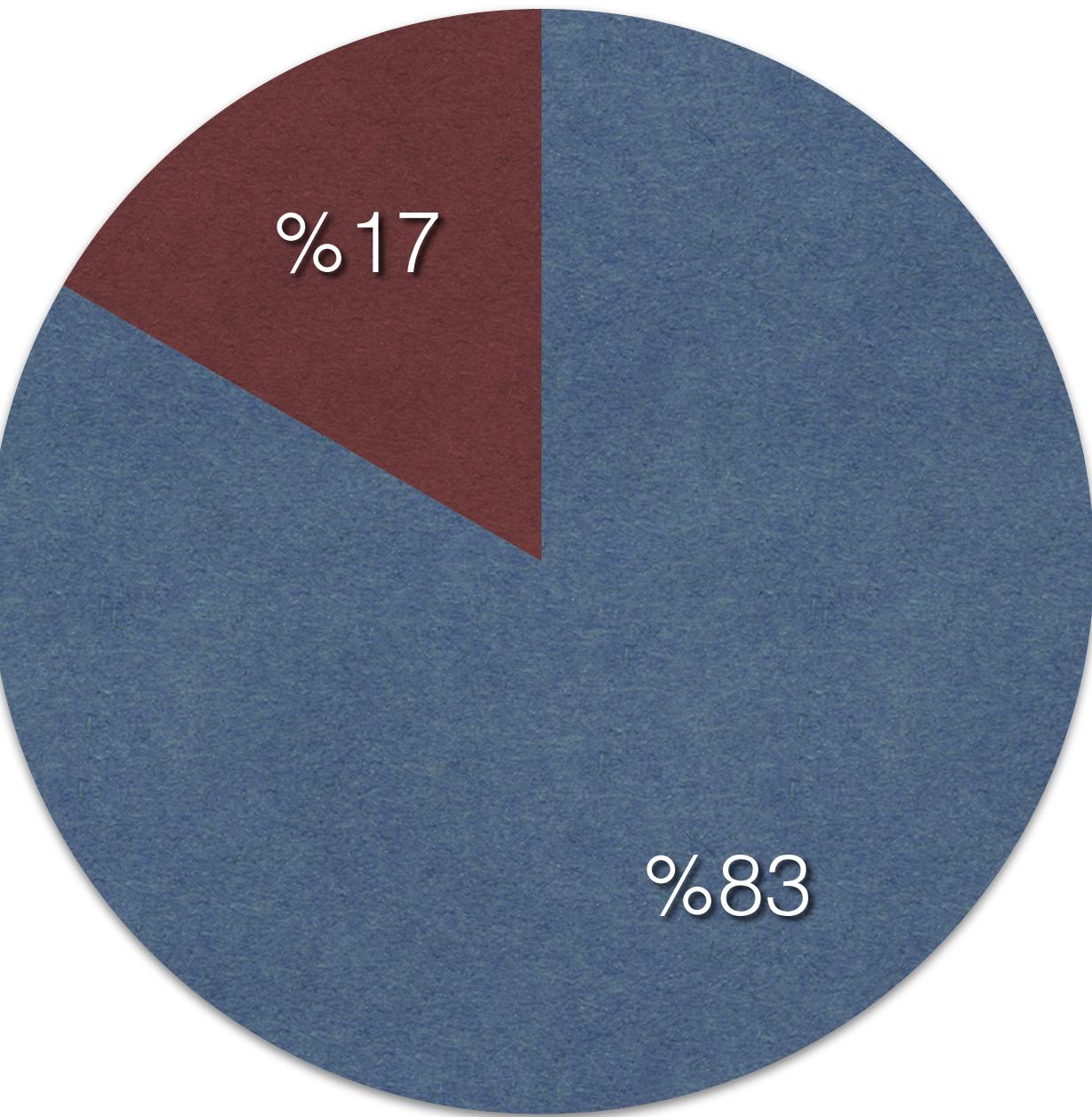
● Used National Induction Strategy

● Didn't use



● Used National Recruitment Strategy

● Didn't use



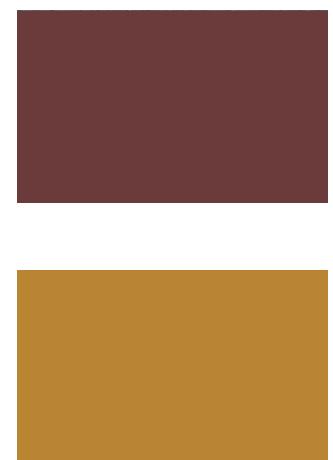
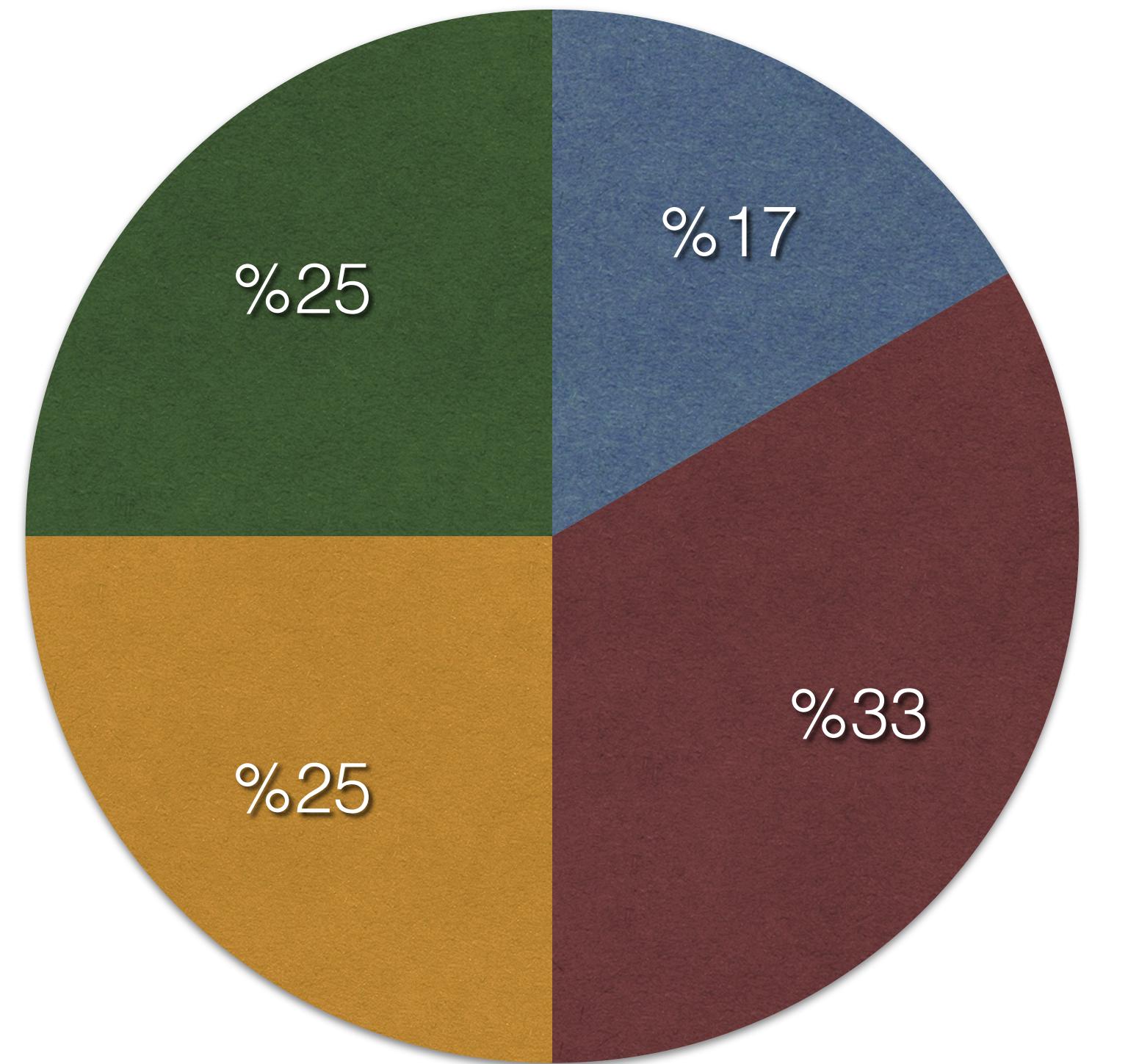


TEAM LEADER RECRUITMENT

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TL SELECTION

- Same time as TMs
- 1 month before
- 3 weeks before
- 2 weeks before



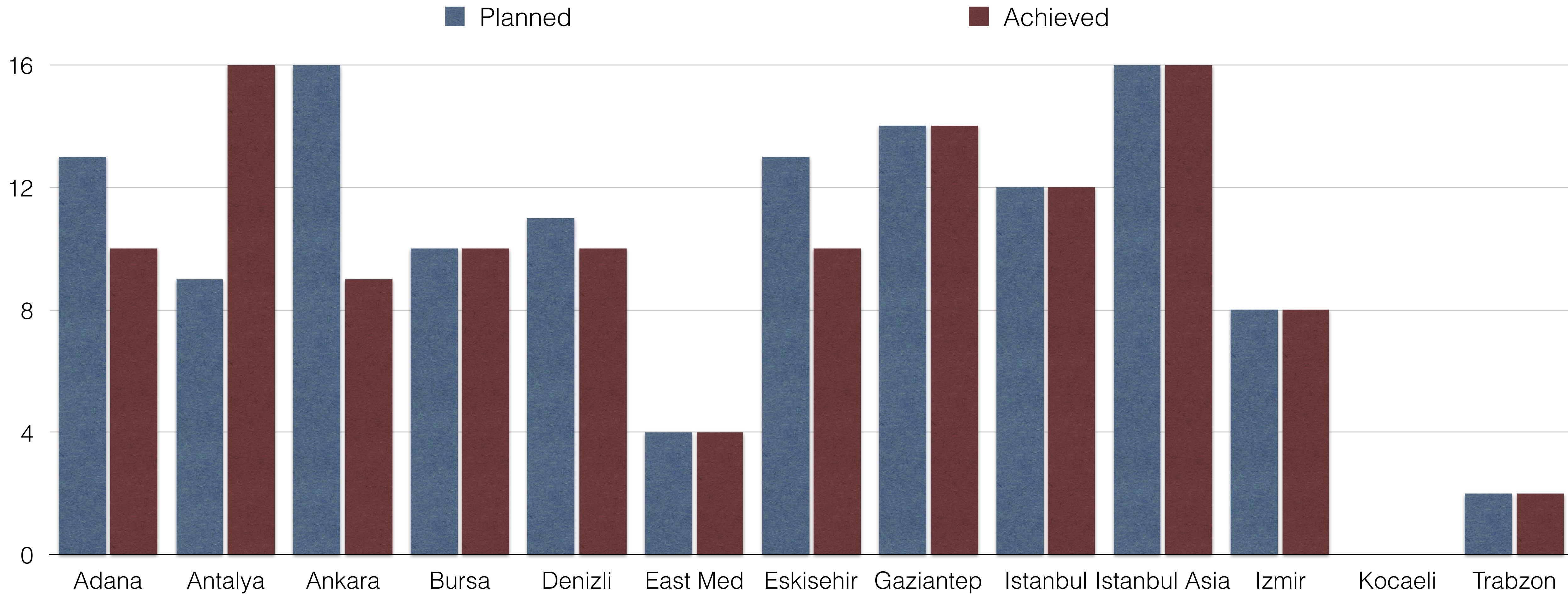
Bursa, Eskisehir, Gaziantep, Izmir

Ankara, Istanbul, Trabzon

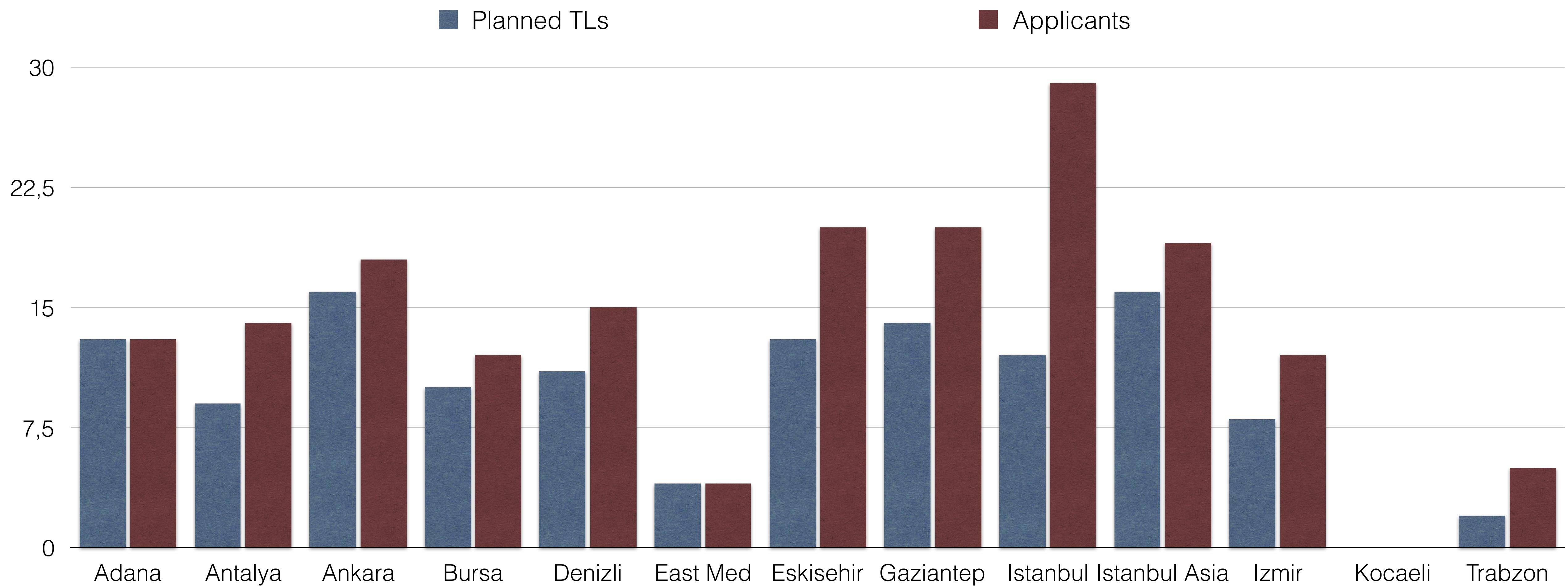
Antalya, Denizli, Istanbul Asia

Adana, East Med

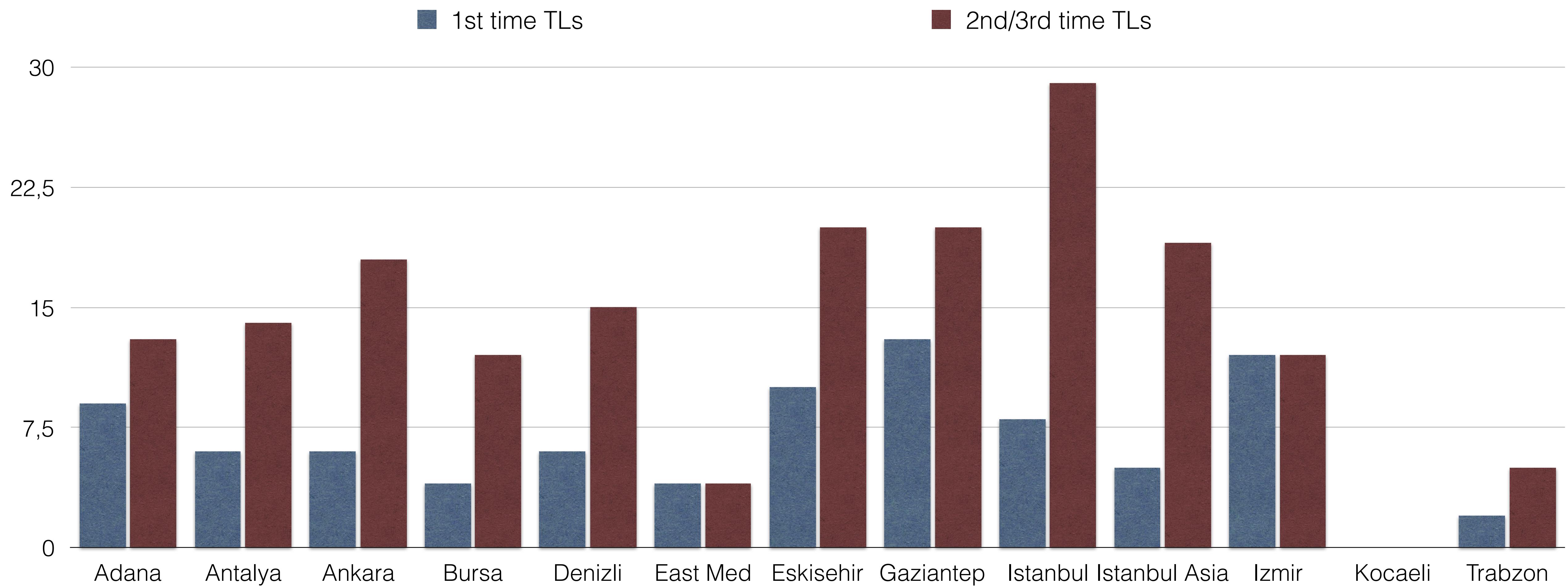
TALENT PLAN



APPLICATIONS FOR TL



EXPERIENCED TLs VS NEW



OVERALL COMMENTS

MAIN SUCCESSES

We had a clear target profile, which made selection and allocation part smoother and based on clear data and criteria.

Changing the interview system and including functional questions.

Clear Talent Plan according to the needs of the LC.

Induction division between: general and functional.

MAIN LEARNINGS

If we have a better communication with universities, we can attract more and better people.

Promotion plan and preparations need to start earlier to the recruitment timeline.



CONGRATULATIONS AIESEC IN
TURKEY!

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GET ✓
KEEP
DEVELOP



GET PART IS DONE, MAKE
SURE YOU KEEP AND
DEVELOP YOUR MEMBERS!



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