

STAFF RECRUITMENT IN THE UNITED KINGDOM

In what follows I have attempted to set out in some detail the events, method, time scale and cost involved in any U.K. recruitment that CUDC might undertake.

I have assumed that there will be two interviewers, approximately forty applicants to be interviewed and that the interviews will extend over five days.

SUMMARY OF EVENTS AND TIME SCALE

Week	1	Send letter requesting placement of ads on Sunday and Wednesday of week 3.
	2	
	3	Ad appears } requests that all replies be in hand by end of week 6. Ad appears }
	4	
	5	} Process replies received to date.
	6	} Set up interview centers Reply to applications
	7	
	8	} Interviewers fly to the U.K. Interviews
	9	} Offer letters mailed out, requesting some sort of reply by end of week 10; interviewers return to U.S.
	10	
	11	Follow up letters mailed.

PLACING THE AD

It requires an average of one weeks notice to get an ad placed in a British national newspaper. This can be achieved either by directly contacting the newspaper involved or by going through Regie International Inc, New York, who act as agents for them. Either way the cost is the same.

The national papers best known for their 'job' sections are the Sunday Times and the Daily Telegraph. In addition area papers aimed at Wales and Scotland should be utilized. The Glasgow Herald and the Western Mail are best.

The ad will request that replies be sent to a Bethesda Post Office Box and will give a date by which replies would be expected.

Insert 1 is a suggested ad and insert 2 shows roughly how it would be displayed and examples of recent ads that have appeared.

Systems Analysts/Programmers for the USA

A leading computer software and systems consultancy organization with offices throughout the USA is following its first successful recruitment in the U.K. with this current effort. If you are a programmer or analyst with a minimum of two years' experience and wish to become part of a dynamic organization working in an exciting new environment, this is the opportunity you have been looking for. Successful applicants would work at our Washington, D.C. Office. Qualifications determine position and salary but these would be fully competitive, with opportunity for rapid advancement. Relocation expenses will be paid and the company has excellent benefit programs. Application and resume should be received not later than xx/xx/xx and interviews will be arranged at various centers in the U.K. within two weeks of that date.

Replies by air mail to: Box No. xxx, Bethesda, NW, Washington, D. C. 20014, U.S.A.

**SYSTEMS ANALYSTS/
PROGRAMMERS
for the U.S.A.**

A leading computer software and systems consulting organization with offices throughout the USA is following its first successful recruitment in the UK with this current effort. If you are a programmer or analyst with a minimum of two years' experience and wish to become part of a dynamic organization working in an exciting new environment, this is the opportunity you have been looking for. Successful applicants would work at our Washington D.C. office. Qualifications determine position and salary but these would be fully competitive, with opportunity for rapid advancement. Relocation expenses will be paid and the company has excellent benefit programmes.

Application and resume should be received no later than June 23, 1967, and interviews will be arranged at various centres in the UK within two weeks of that date.
Replies by airmail to:

**COMPUTER USAGE
DEVELOPMENT CORPORATION**

7315 Wisconsin Avenue, N.W.

Washington, D.C. 20014

Box Number replies should be addressed to THE SUNDAY TIMES, Thomson House, 200, Gray's Inn Rd., W.C.1, unless otherwise stated.

ANALYSTS / PROGRAMMERS for the U.S.A.

A leading computer software and systems consultancy organization with offices throughout the USA is following its first successful recruitment in the U.K. with this current effort. If you are a programmer or analyst with a minimum of two years experience and wish to become part of a dynamic organization working in an exciting new environment this is the opportunity you've been looking for. Successful applicants would work at our Washington D.C. office. Qualifications determine position and salary but these would be fully competitive, with opportunity for rapid advancement. Relocation expenses will be paid and the company has excellent benefit programs. Applications and resumes should be received not later than xx/xx/xx and interviews will be arranged in the U.K. within two weeks of that date. Replies by Airmail to:

Box No. XXX BETHESDA, N.W. WASHINGTON, D.C. 20014.

COMPUTER PERSONNEL

HOLIDAY IN FLORIDA, ENGLAND or BERMUDA

Salaries like these really open up new possibilities.

Immediate vacancies exist for:

SENIOR SYSTEMS ANALYSTS

SYSTEMS ANALYSTS

£2,500-

ANALYST PROGRAMMERS

£6,500

PROGRAMMERS, ETC.

IN WASHINGTON AND NEW YORK

Men and Women with the following experience required:

- Assembly Language, IBM, ICT, Univac, EE.
- Real Time/On Line.
- Management Information Systems.
- Data Transmissions—Message Switching.
- General Business Applications, etc.

Fares and Re-location Allowance • Life and Medical Insurance • Paid Holidays • Profit Sharing • Relaxed Atmosphere • Married or Single • Graduate or Not.

More details in strict confidence from: Works Personnel, 52, Shaftesbury Ave., W1. Enquiries to R. Littlewood, Gerrard 5266.

SYSTEMS ANALYSTS

who want to travel

in Europe are offered challenge and opportunity with leading international insurance organisation. • Analyse clerical, accounting, machine systems. • Provide recommendations for local operations. • Establish programs to implement changes. • Evaluate data processing requirements. • Train local personnel. Minimum background three years in insurance or management-level systems, statistics, EDP. Extra language helpful. Qualifications determine salary. Excellent Benefit programmes.

SEND CONFIDENTIAL REPLIES BY AIRMAIL TO: DEPT. CB.25, BOX 609, TIMES SQUARE STATION, NEW YORK, N.Y. 10036, USA.

PROCESSING REPLIES

The replies will indicate what sort of geographic dispersement is involved and will dictate the interview centers. It is inconceivable that London would not be one, but other places such as Birmingham, Manchester, Gardiff, Glasgow, Newcastle or Bristol might warrant a visit by the interviewers.

SETTING UP INTERVIEW CENTERS

This would be done by telephone. Reservation of a suite of rooms (usually two bedrooms, a bathroom and lounge) would be the most convenient and least expensive form of accommodation. Failing this a special room should be reserved for interviewing.

REPLY TO APPLICATIONS

These are brief and to the point but whether inviting for interview or rejecting should enclose a brief description of CUC.

Insert 3, 4 and 5 are suggested formats.



7315 Wisconsin Avenue, N. W. Washington, D. C. 20014 | 301/656-0200

INSERT 3

Dear _____:

Thank you for your interest in our recent advertisement. We have studied your resume in detail and are anxious to meet and discuss with you the possibility of joining Computer Usage Development Corporation.

You will find enclosed a brief summary of the aims, scope and achievement of our company which is among the leaders in the field of computer software and systems analysis.

Our interviewers will be in the United Kingdom during the week of _____ and in particular will be at _____ on the _____ of _____. Would you kindly arrange to meet them there at _____ hours.

Please confirm in writing that this arrangement is acceptable, addressing your reply to Computer Usage Corporation, at the above hotel. Include a telephone number at which you may be contacted.

All reasonable expenses incurred will be reimbursed.

Very truly yours,

Manager
Washington Operations

Enclosure



7315 Wisconsin Avenue, N. W. Washington, D. C. 20014 | 301/656-0200

INSERT 4

Dear _____ :

Thank you for your interest in our recent advertisement. We have studied your resume in detail and regret that at this point of time our assignments could not fully utilize your talents.

It is possible that at some future date we will again have a personnel requirement that would better match your qualifications and experience. With this in mind we will keep your name on file.

You will find enclosed a brief summary of the aims, scope and achievement of our company which is among the leaders in the field of computer software and systems analysis.

Very truly yours,

Manager
Washington Operations

Enclosure

INTERVIEWERS FLY TO U.K.

It would be pointless mailing replies to any late applications that might arrive during week 7. These would be hand carried by the interviewers and arrangements made on arrival in the U.K.

The interviewers should have with them the following:

Polariod camera

Tape recorder

Check list of points to be discussed (insert 6)

Statement of salaries and grade of personnel
required (for interviewers benefit) (insert 7)

Contracts (insert 8)

CUC application forms

Visa application forms

Checks for reimbursing applicant's expenses

CUC literature

Literature from Washington, D.C. tourist office

Sears catalogue

Consumer Reports Buying Guide

Apartment guide

Auto buying guide

COMPUTER USAGE CORPORATION

Computer Usage Company (CUC) was founded in 1955 by two former IBM executives, Mr. Elmer Kubie and Mr. John Sheldon. The first office was established in downtown Manhattan and in five years the Company expanded to a point where it opened the first branch office in Washington, D.C. and also made its first public stock offering. By now the Company comprises four subsidiaries: Computer Usage Development Corporation; Computer Usage Education, Inc.; Computer Usage Business Services, Inc.; CUC Reality Corporation, and has offices at the following twelve locations: Baltimore, Boston; Chicago; Houston; Los Angeles; Montclair, New Jersey; Mount Kisco, New York; New York; Palo Alto; Philadelphia; San Francisco; and Washington, D.C.

The last annual report reflects the present rate of growth of the Company income having increased from \$6,003,405 to \$8,897,174 and the staff from 397 to 667.

The Washington, D. C. Office is by far the largest in terms of staff and serves a very diversified market, the large number of Federal agencies, making it a particularly lucrative place for a systems and software company.

CUC has contracts with: General Services Administration; U.S. Defense Administration; Federal Power Commission; National Aeronautics and Space Administration; Naval Weapons Laboratory; Navy Gun Factory; Department of Motor Vehicles; and the Office of Economic Opportunity. These without touching on private industry, commerce or the computer manufacturers for whom we develop software.

The Washington, D. C. Office possess two IBM 360 30's, 32K and 64K, giving a powerful hardware capability and ensuring a profitable computer time sales facility.

CUC is still expanding rapidly while maintaining a reputation for excellence built over the past twelve years. This reputation covers all aspects of computer technology and is in no way tied to any particular hardware. Our present recruitment effort is aimed at continuing this process.

INTERVIEW CHECK LIST

Points regarding CUC

Life insurance
Medical expenses
Profit sharing
Education
Premium incentive pay
Leave
Hours of work
Sickness
Personal progress
Expenses when on site
Transfer between offices if mutually beneficial
Clearance

Points regarding applicant

Experience - Companies
Hardware
Software
Administrative

Education
Marital status
Criminal record
Hobbies
Objectives
Why U. S. A.
How soon

Points general

Housing	Entertainment
Washington, D. C.	Visa application
Cost of living	Draft
Taxation	
Transport	
Climate	

SALARY LIST

	ANNUAL SALARY	MONTHLY SALARY	BI-WEEKLY SALARY	ANNUAL SALARY (pounds sterling)
Programmer	\$ 6000	\$ 500	\$250	2140
	6600	550	275	2354
	7200	600	300	2568
	7800	650	325	2782
Senior Programmer	8400	700	350	2996
	9000	750	375	3210
	9600	800	400	3424
	10200	850	425	3638
Analyst	10800	900	450	3852
	11400	950	475	4066
	12000	1000	500	4280
	12600	1050	525	4494
Staff Analyst	13200	1100	550	4704
	13800	1150	575	4918
	14400	1200	600	5132
	15000	1250	625	5346
Senior Staff Analyst	15600	1300	650	5560
	16200	1350	675	5774
	16800	1400	700	5988
	17400	1450	725	6202
Principle Analyst	18000	1500	750	6416
	18600	1550	775	6630
	19200	1600	800	6844
	19800	1650	825	7058
	20400	1700	850	7272
	21000	1750	875	7486
	21600	1800	900	7700

The smallest increment
is \$5 bi-weekly, \$10
monthly, \$20 annually
(= 42/4/0 pounds
sterling)

OFFER LETTERS

These should be mailed out immediately after completing the interviews and before the interviewers have left the U.K.

The offer letters will request some sort of reply by the end of week 10 and will enclose a contract and full statement of what CUC will cover in the way of relocation expenses, etc. (insert 9)

INSERT 8

I, _____, hereby acknowledge receipt of the sum of \$ _____ from Computer Usage Development Corporation (CUC) in payment of my relocation expenses.

~~I also acknowledge that CUC has paid, on my behalf, the sum of \$ _____ to _____ representing a _____ placement fee.~~

In consideration of the foregoing payments and my employment by CUC, I hereby agree that in the event I should voluntarily terminate my employment with CUC prior to the expiration of the period of one year commencing _____ 1966, I shall repay to CUC, upon demand, that proportion of the total of both of said sums that the then remaining number of days in said one year period bears to 365.

I hereby consent that in the event I should so terminate my employment, CUC may then charge against such amount as may be payable by me hereunder, in full or partial payment as the case may be, any and all sums which may be due and owing to me by it by way of salary or otherwise.

Dated: _____



7315 Wisconsin Avenue, N. W. Washington, D. C. 20014 | 301/656-0200

INSERT 9

Dear _____:

We are pleased to inform you that your application for employment with our organization has been favorably received and we are offering you a permanent position on our staff as _____ in our Washington, D. C. Office at a starting salary of _____ per annum. This salary will be paid on a bi-weekly basis.

As a permanent employee you will be entitled to all of the company benefits described during your interview.

CUC will provide you and your immediate family (wife/children) with one way, tourist air or sea transportation to the U. S. A. and also assist with the transportation of baggage to a maximum of \$200.

On arrival in Washington, D. C. interim living expenses up to \$250 will be paid until permanent residence is obtained by you.

We would like to impress upon you that our salary offer is commensurate with conventional wage scales in this country, as well as your experience with regard to our current staff.

We would appreciate written confirmation of our offer by _____ indicating your approximate date of arrival in the U.S.A.

Very truly yours,

Manager
Washington Operations

COST OF OPERATION

Advertising	\$ 760
Interviewers hotel accommodations	140
Air fare	860
Meals	100
Applicants expenses and travels	1,120
Miscellaneous:	
Postage, telephone	
P.O. Box, etc.	120
Total	<u>\$3,100</u>