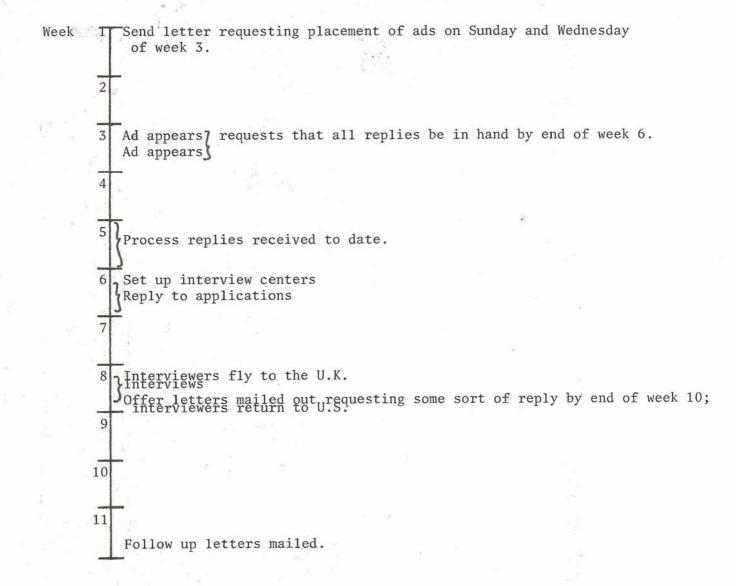
#### STAFF RECRUITMENT IN THE UNITED KINGDOM

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



## 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.

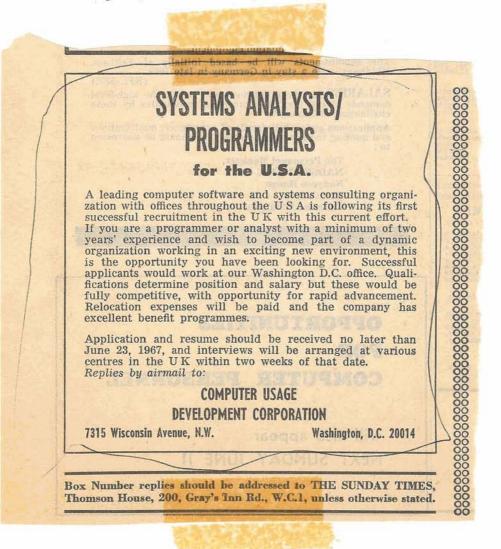
The ad will request that replies be sent to a Bethesda Post Office Box and will give a date by which replies would be expected.

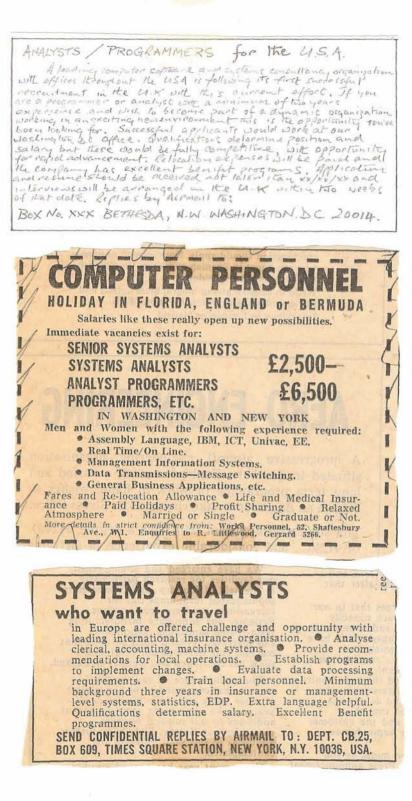
Insert 1 is a suggested ad and insert 2 shows roughly how it would be displayed and examples of recent ads that have appeared.

## 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.





- 5-

### 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

**INSERT 5** 

#### 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 particularily 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 Preminum incentive pay Leave Hours of work Sickness Personal progress Expenses when on site Transfer between offices if mutually benefical Clearance Points regarding applicant Experience - Companies Hardware Software Administrative Education Marital status Criminal record Hobbies Objectives Why U. S. A. How soon Points general Entertainment Housing Washington, D. C. Visa application Draft Cost of living Taxation Transport Climate

INSERT 7

# SALARY LIST

|                            | ANNUAL SALARY | MONTHLY SALARY | BI-WEEKLY SALARY | ANNUAL SALARY<br>(pounds sterling)   |
|----------------------------|---------------|----------------|------------------|--------------------------------------|
| ~ ·                        | \$ 6000       | \$ 500         | \$250            | 2140                                 |
|                            | 6600          | 550            | 275              | 2354                                 |
| Programmer                 | 7200          | 6600           | 300              | 2568                                 |
|                            | 7800          | 650            | 325              | 2782                                 |
| Senior<br>Prammer          | 8400          | 700            | 350              | 2996                                 |
|                            | 9000          | 750            | 375              | 3210                                 |
|                            | 9600          | 800            | 400              | 3424                                 |
| Analyst                    | 10200         | 850            | 425              | 3638                                 |
|                            | 10800         | 900            | 450              | 3852                                 |
|                            | 11400         | 950            | 475              | 4066                                 |
|                            | 12000         | 1000           | 500              | 4280                                 |
|                            | 12600         | 1050           | 525              | 4494                                 |
| Staff<br>Analyst           | 13200         | 1100           | 550              | 4704                                 |
|                            | 13800         | 1150           | 575              | 4918                                 |
|                            | 14400         | 1200           | 600              | 5132                                 |
|                            | 15000         | 1250           | 625              | 5346                                 |
| Senior<br>Staff<br>Analyst | 15600         | 1300           | 650              | 5560                                 |
|                            | 16200         | 1350           | 675              | 5744                                 |
|                            | 16800         | 1400           | 700              | 5988                                 |
|                            | 17400         | 1450           | 725              | 6202                                 |
| -                          | 18000         | 1500           | 750              | 6416                                 |
|                            | 18600         | 1550           | 775              | 6630                                 |
| Pinciple<br>Analyst        | 19200         | 1600           | 800              | 6844                                 |
|                            | 19800         | 1650           | 825              | 7058                                 |
|                            | 20400         | 1700           | 850              | 7272                                 |
|                            | 21000         | 1750           | 875              | 7486                                 |
|                            | 21600         | 1800           | 900              | 7700                                 |
| 0                          |               |                |                  | The smallest increment<br>is \$5 bi- |

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)

, 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 representing 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:

## I,

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.

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:<br>Postage, telephone<br>P.O. Box, etc. |     | 120  |
| Total  | \$3 | ,100 |