

Evaluation of the Cineris REFEREE-CV Application by Tower Hamlets College, London.

12 December 2008.

Cineris REFEREE-CV software was used to provide CV feedback reports for job seekers as part of the Temporary Resource Service (TRS) Programme "How to Be An Effective Office Temp". All TRS clients were local job seekers of varying ages, backgrounds and work experience.

The goals of the course were to:

- increase employment opportunities
- to create an effective CV
- work on communication and presentation
- and ultimately join the bank of temps for paid work at Tower Hamlets whilst seeking permanent work and career opportunities

Before REFEREE-CV was available several one to one appointments were required to assist the construction of an effective CV. After we used REFEREE-CV the time between completing the course and being "job ready" was measured in days rather than weeks. Using the REFEREE-CV Report, job seekers received feedback on their CV shortly into the week-long course. They were instructed to use the Report to upgrade their CV and provide the TRS Manager with a final version shortly after the course.

Usually, the initial step in appointing temporary personnel is for the recruiting manager to use applicants' CVs to establish a shortlist for interview. It became apparent very quickly, in this process, that all temps with Cineris CVs were short listed for interview, because their CVs were so effective and had immediate impact.

Empowering a job seeker to construct an effective CV was liberating for the job seekers; it raised their confidence and self-sufficiency. Just as importantly it helped the job seeker to complete application forms and write personal statements. The "Job Analysis" profiles available via REFEREE-CV provided working examples of how to write about work experience, and to identify transferable skills when relevant work experience was lacking. The "Job Analysis" tool also helped jobseekers to produce evidence-based examples from their own experience, rather than copying from others. The jobseeker's involvement in this process seemed to impact upon interview performance - they can "interview their CV" rather better.

REFEREE-CV enabled me to produce 6-9 CV reports daily whilst still managing the TRS Temp Desk (27,624 paid temp hours in last two years). Without REFEREE-CV, around half the number of CVs could be reviewed.

Summary of how Referee-CV benefited the course

- Reduced time required to review a CV (approx 50%)
- Increased success rates of CVs being short listed
- Increased success rates of candidates at interview
- Increased confidence and self-sufficiency levels among job seekers

Three Case Studies follow, overleaf.



<p><input type="checkbox"/> Poplar Centre Poplar High Street London E14 0AF Tel 020 7510 7510 Fax 020 7538 9153</p>	<p><input type="checkbox"/> Arbour Square Arbour Square London E1 0PT Tel 020 7510 7510 Fax 020 7510 7555</p>	<p><input type="checkbox"/> Bethnal Green 229 Bethnal Green Road London E2 6AB Tel 020 7510 7510 Fax 020 7613 1289</p>	<p><input type="checkbox"/> The National Skills Academy for Financial Services George Green Building 155 East India Dock Road London E14 6DA Tel 020 7510 7641 Fax 020 7001 2750</p>
<p>Principal: Joanna Gaukroger</p>		<p>Website: www.tower.ac.uk</p>	

Trainee X (male)

X presented a CV that was ineffective at gaining interviews for employment. There was a lack of guidance concerning transferable skills and a lack of evidence of the work experience that was claimed in his personal profile. The layout issues also needed to be addressed.

X commented: "The Cineris Referee Report helped me in several ways, it made me aware of what a good CV should look like and the feedback was very helpful. Additionally, it changed the complete layout of the CV which now looks much better"

X is now working at Newham College as a Temporary Administrative Assistant, after graduating in June 2008 and having been unemployed for five months.

Trainee Y (female)

Y presented an overall good CV with two areas that required attention – the trainee was advised to write a Personal Profile and to include modules relating to her recent degree.

Y commented: "The Cineris Referee report is a very useful tool. Not only did the traffic light system identify and prioritise areas that needed attention, it also highlighted the good points about my CV. The constructive feedback was extremely helpful especially as it provided advice on where to find guidance to help improve the problem areas."

Y now holds a long term temporary assignment as a Programme Administrator.

Trainee Z (female)

Z is a graduate who presented a CV with layout problems, especially in the use of different fonts and underlining. There were also spelling errors and incorrect use of written English.

Z commented: "Before I went on the TRS course I had a CV that I worked on constantly, but still I was not getting any replies from employers, when I applied for jobs. After graduating this year I had applied to hundreds of organisations but I was not getting any replies. I was in desperate need of a job and saw the TRS course advertisement in the newspaper and went down to register. I knew that I was capable of working but I wasn't getting a chance to show what I can do. *Getting your CV fixed* caught my eye and thought this could be it. The week went by so fast and I learned so much.

At the end of the week I got my Cineris Referee Report with suggestions on what to change. The printed Report used a system which coded the advice red, amber and green. Red stands for urgently fix; amber for minor changes and green for excellent. I made the adjustments and I must admit my CV looked better and was easy to read. I am very thankful to the TRS for helping me. I am now on my second temporary job and love working there."

Z is completing a long term assignment as an Administrator for the Student Union at Tower Hamlets College and has been requested to apply for the permanent position.

For further details, contact:

Asif Siddiqui
 Tower Hamlets College
 020 7536 5706
asif.siddiqui@tower.ac.uk



<input type="checkbox"/> Poplar Centre Poplar High Street London E14 0AF Tel 020 7510 7510 Fax 020 7538 9153 Principal: Joanna Gaukroger	<input type="checkbox"/> Arbour Square Arbour Square London E1 0PT Tel 020 7510 7510 Fax 020 7510 7555 Website: www.tower.ac.uk	<input type="checkbox"/> Bethnal Green 229 Bethnal Green Road London E2 6AB Tel 020 7510 7510 Fax 020 7613 1289	<input type="checkbox"/> The National Skills Academy for Financial Services George Green Building 155 East India Dock Road London E14 6DA Tel 020 7510 7641 Fax 020 7001 2750
---	---	--	---