

Winston T Hooker Sr.  
418 Waterford Lake Drive  
Cary, NC 27519  
February 22, 2015

The Honorable Nikki R. Haley  
Office of the Governor  
1205 Pendleton Street  
Columbia, South Carolina 29201

**Subject: Creation of new jobs in South Carolina**

**Dear Governor Haley:**

**I have a proposal for your consideration regarding the creation of new jobs in S.C. It is a similar proposal to one I made to the Secretary of Commerce for the State of North Carolina.**

**First, some background on me:**

**I am a native North Carolinian, BSME from NCSU, now retired and living in Cary. I have worked at 21 employers (sole proprietors, partnerships, educational institutions, national corporations, international conglomerates, plus a city, a county, 2 state and a federal government agency). I served 4 years with the USAF Intelligence Service as a Russian Language Specialist and 3 years in the US Army Reserve. I have developed and managed operational and capital budgets of up to \$18 million and worked on capital construction projects totaling over \$2 Billion. I have been interviewed more than 117 times, applied for and filled out job applications for over 1,400 jobs. I personally interviewed over 140 applicants and served on over 12 search committees. I supervised as many as 9 cost centers at the same time.**

**The objective is to:**

- A. Make it easy for an expanding company find and hire qualified applicants**
- B. Make it easy for a start-up company to find and hire qualified applicants**
- C. Make it easy for employers to find highly qualified candidates who might not even be looking for a new job.**
- D. Make it easy for applicants to apply for dozens or even hundreds of jobs without becoming discouraged.**
- E. Make it easy for employees to keep their information in the state human resource database up to date.**
- F. Make it illegal for an employer to forbid, or retaliate against, any employee who submits information to the state database.**
- G. Induce employers to keep their wages, salaries and benefits competitive thus making cost-of-living pay adjustments and deserved pay increases almost automatic.**
- H. Allow the state to charge fees for use of its database.**

**JOB SEEKING CHALLENGES:**

**Looking for and applying for a job are real challenges. Every private employer wants you to fill out their proprietary application form. If an applicant does not fill the company application form, the HR Department will throw out the application. This is very time consuming, repetitive and discouraging. When an applicant must present the unique documents now required by each employer, it is not difficult to understand why job applicants get discouraged by so much paperwork, even when they have access to a personal computer.**

1. **APPLICATION FORMS:** The HR (Human Resources) departments at private employers historically have each developed a proprietary application form. These forms are designed to make it easy for HR to screen applicants so they can create a short list which will be presented to the hiring manager. This form does not provide a good vehicle for the applicant to showcase his/her attributes and to show why it would be advantageous for the hiring manager to select this applicant for an interview. This works for the HR departments but not for applicants.
2. **ALTERNATE APPLICATION FORM:** We need a state law requiring all private employers to accept a completed new universal federal job application form (see GAF-7040) in lieu of their own form. This universal form allows the attachment of a resume. The largest employer in America is the Federal government and they use just one set of application forms for all government jobs. In my own experience when short-listing applicants and during the actual interview process, I used the applicant's resume, not the application form. The federal instructions say that the employer can post, or attach, additional information requirements if any are needed. Job applicants could then complete one universal application and make dozens of copies which in turn could be used to apply for ALL jobs.
3. **RESUME:** The hiring manager needs the information on a good resume. Applicants should focus on creating an excellent resume which shows what skills the applicant can bring to the company, what objectives the applicant has met and how former employers have benefited from the applicant's work. It is helpful if the applicant has access to a personal computer and presents himself/herself by using a resume that has been customized to match both the position and the employer. A good cover letter can personalize the applicant with the employer. Job applicants need to advise the prospective employer how it would benefit the employer to select them, the problems they have resolved, the ideas they have introduced, the objectives they have met. These are better represented in a resume, not a job application.
4. **APPLICANT SCREENING:** The HR recruiter should use the resume, not the job application form, to screen applicants. Far too many good applicants are screened off by HR using only the info on the company's application form. Where the applicant went to school is not as relevant as what the applicant did to benefit previous employers.
5. **INTERVIEWS:** While it is beneficial for the applicant to be well informed about the company, well groomed, well dressed, and knowledgeable about good "body language", it is also advisable for the applicant to ask several questions about the company and the job. Note: Don't ask about pay or benefits until after a job offer has been made. At the end of the interview, if it is a job you believe you want, tell the interviewer that you want the job and that you look forward to the opportunity. To sharpen my own interview skills, I made it a point to "interview the interviewer" to make sure it was a company I wanted to work for and the interviewing manager or supervisor was one I wanted to work for. Always follow up an interview with a letter thanking the interviewer for the interview and close by asking for the job again.

#### **SUMMARY:**

The purpose of the resume is to get the worker an interview with the hiring manager. The purpose of the application form is to provide the HR department with information that can be used to vet the applicant IF the applicant is selected during the interview and also to complete required information for the applicant's personnel file if he/she is hired. The applicant must understand that the application form does not get the applicant a job. It only gets the applicant an interview. The interview with the hiring manager gets the job offer. The HR department can get the personal information they require AFTER the interview if the hiring manager wants the applicant vetted. Sometimes it is helpful for the hiring manager to conduct telephone-interviews of 6-8 shortlisted applicants before making the cut down to 3-4 applicants for face-to-face interviews.

**“HUMAN RESOURCE DATABASE”.**

- 1. The state needs to set up and maintain a human resource database.**
- 2. All employees, whether unemployed or employed, whether looking for advancement or not looking, should be offered a state tax credit of \$10, to submit an updated universal job application to the state each year during the month of January. Failure to keep their information in the state database up to date (annually) should make them ineligible for unemployment benefits.**
- 3. Make it possible for employees to submit this information online. Changes to the information could be protected by passwords.**
- 4. State law should prohibit retaliation against employees who submit such documents.**
- 5. All prospective employers could access the database when looking to fill a job. Employers could be charged a fee by the state for access to the database. This would induce employers to keep their salaries, wages and benefits competitive or the employer would risk having other employers recruit their employees away. Fees could be waived for one year for small start-up companies.**

**I submit that this program will greatly facilitate workers to get jobs, for employers to find qualified workers, and for compensation to remain competitive. It would also become a prototype process for other states to follow and make North Carolina a magnet for employers and employees.**

**If you decide that this proposal has merit, please give credit for the program to the team in state government that develops and administers the program.**

**Respectfully,**

A handwritten signature in cursive script that reads "Winston T Hooker Sr.".

**Winston T Hooker, Sr.**

**(919) 656-4034**

**“It is amazing how much can be accomplished if nobody cares who gets the credit.”**