

The logo features a stylized green and yellow arrow pointing right, followed by the word "IMPACT" in a large, white, serif font. Below "IMPACT" is the phrase "SEARCH ADVISORS" in a smaller, white, sans-serif font, underlined.

IMPACT
SEARCH ADVISORS

by Nonprofit HR

AI FOR NONPROFIT RECRUITERS

September 2024

ABOUT

■ NONPROFIT HR

Our Vision:

We are the leading source of innovative talent management, talent acquisition services and knowledge for the social impact sector.

- Total lifecycle solutions for talent management.
- 20+ years of serving the social sector as a trusted advisor and thought partner.
- Thousands of missions served.
- Black woman owned.
- National footprint.
- Award-winning and credentialed staff.

"Nonprofit HR's experts listen, articulate people-centric solutions and understand the correlation between having high-performing engaged staff and us being able to support our members' needs. Their team has elevated the importance of and visibility around innovative HR practices. Nonprofit HR is an invaluable strategic partner."

Cathy Gibney, Chief Financial Officer,
National Hospice & Palliative Care Organization

OUR PRACTICES

Nonprofit HR's suite of solutions are centered on four core service areas.

PEOPLE & ORGANIZATIONAL STRATEGY

- Assessments
- Solutions Architecture
- Learning & Development
- Certified Coaching
- Advisory Services

SEARCH

- Executive Search
- Professional Search

HR OUTSOURCING

- Interim Outsourcing
- Comprehensive General Outsourcing
- Organizational Change Management Strategy Implementation
- Talent, Workforce Needs & Strategy Alignment
- Talent Acquisition Support

TOTAL REWARDS

- Salary Benchmarking
- Compensation Program Design
- Pay Equity Analysis
- Benefits Assessments
- HR Technology Strategy

We partner with all mission-driven organizations, including nonprofits, associations, foundations and social enterprises to help strengthen people management practices.

YOUR NONPROFIT HR PRESENTER



LUITZE CAPODICI, CSC
AI SPECIALIST & TALENT SOURCER,
EXECUTIVE SEARCH

**WHAT IS ONE THING THAT
YOU WANT TO GET OUT OF
THIS COURSE?**

■ INTRODUCTION TO AI IN RECRUITMENT



- **Purpose:** Explore how AI, especially Large Language Models (LLMs), is transforming recruitment.
- Understand AI's role in enhancing how we connect candidates with opportunities.
- **What to Expect:** Look at AI's impact, discuss its applications and engage in activities to see how AI can optimize recruitment tasks.

ROADMAP

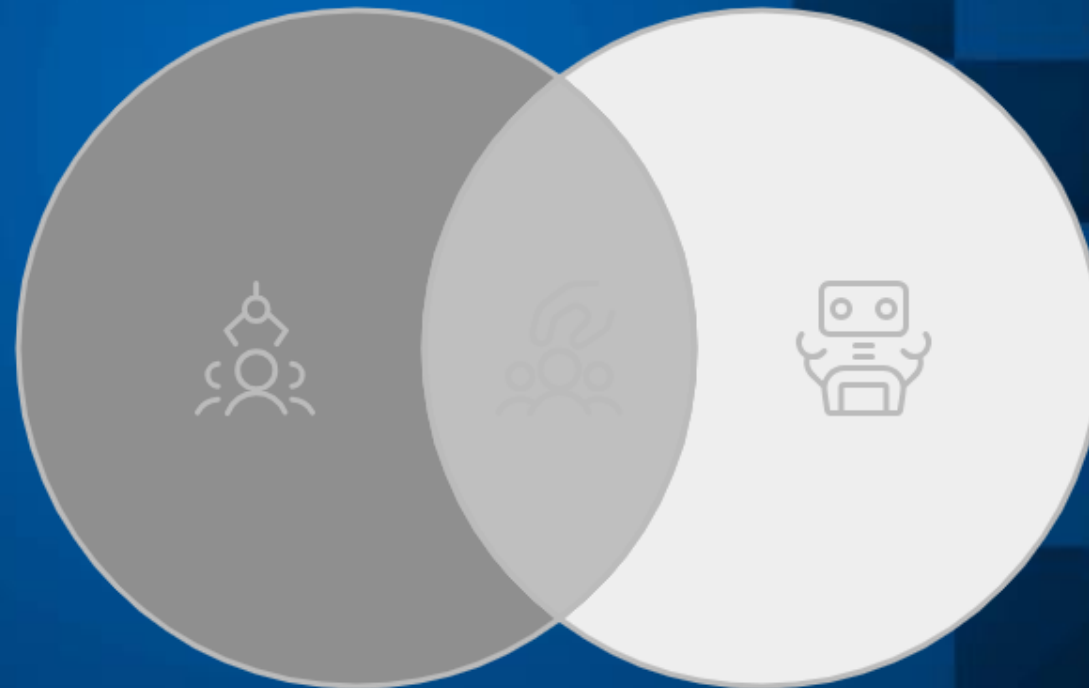
- Myth Busters
- Understanding Large Language Models (LLMs)
- The Impact of AI on Recruitment
- Understanding AI Biases
- Interactive Activity: AI Solving a Recruitment Challenge
- Crafting an Effective Prompt
- Showcasing Prompt Fundamentals
- Applying Your Skills to Recruitment Tasks
- Enhancing Job Descriptions with AI
- Using AI to Craft Boolean and Search Strings
- Integrating AI Tools in Daily Recruitment Tasks
- Q&A



Addressing Misconceptions About AI in Recruitment

Effective and Fair
Recruitment Practices

Misconceptions



Truths

MYTH 1: AI WILL REPLACE HUMAN RECRUITERS

Reality:

AI is a tool to enhance, not replace, human recruiters. It automates repetitive tasks, allowing recruiters to focus on high-value activities like building relationships and making complex decisions.

Example:

AI can quickly scan thousands of resumes, but human recruiters are crucial for assessing cultural fit and soft skills during interviews.



AI enhances recruitment by automating tasks, while humans ensure cultural fit and soft skills.

MYTH 2: ONCE SET UP, AI RECRUITMENT TOOLS RUN ON AUTOPILOT

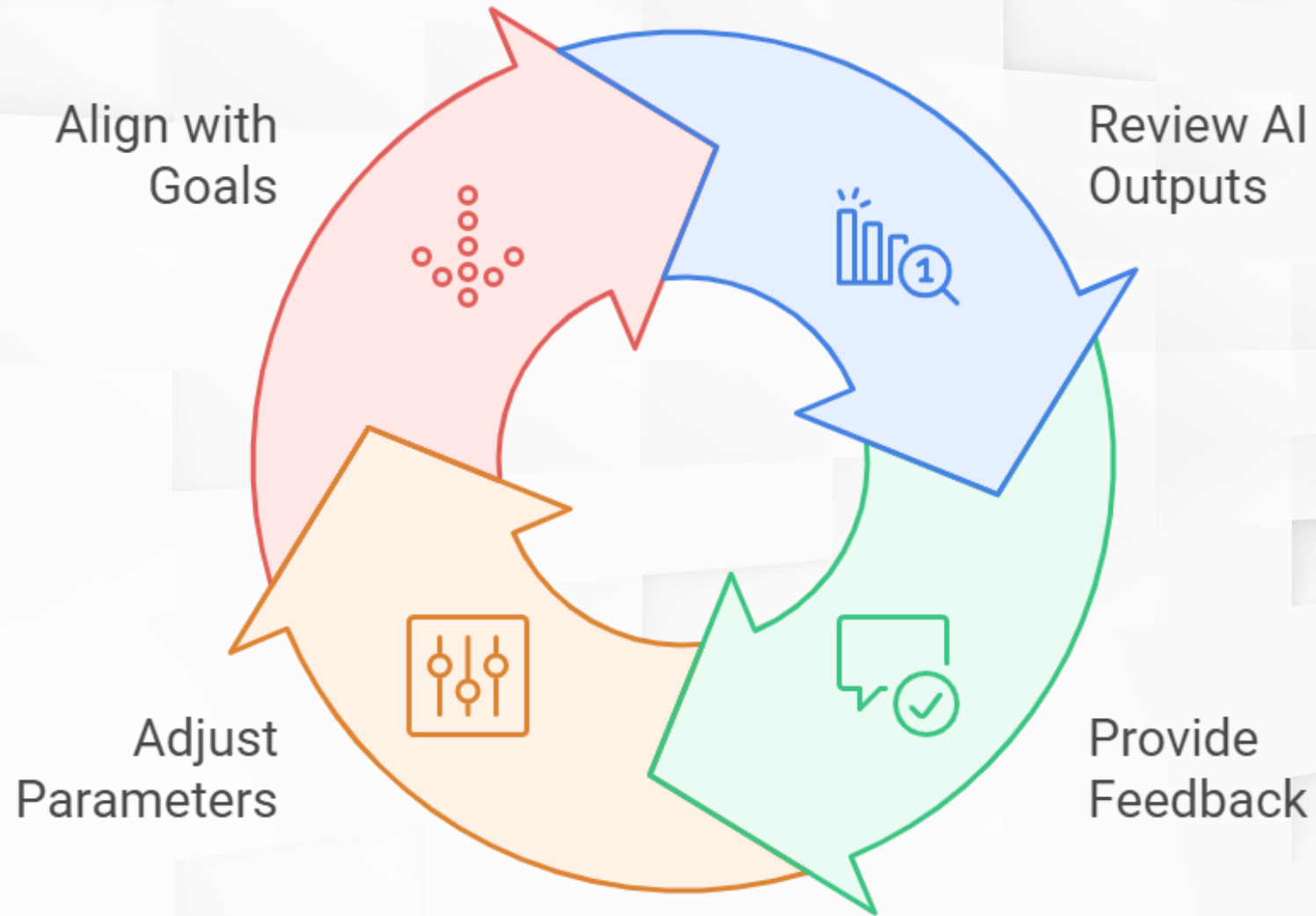
Reality:

Effective AI recruitment requires ongoing human oversight, refinement and adaptation.

Example:

Recruiters need to regularly review AI outputs, provide feedback and adjust parameters to ensure the AI aligns with changing recruitment needs and company goals.

Continuous Improvement in AI Recruitment



MYTH 3: AI IS TOO COMPLEX

Reality:

Modern AI tools are becoming increasingly user-friendly, with many requiring no coding knowledge.

Example:

Platforms like ChatGPT have intuitive interfaces that allow recruiters to leverage AI with simple prompts and natural language.

User-Friendly AI in Recruitment

User-Friendly
Design

No Coding
Required

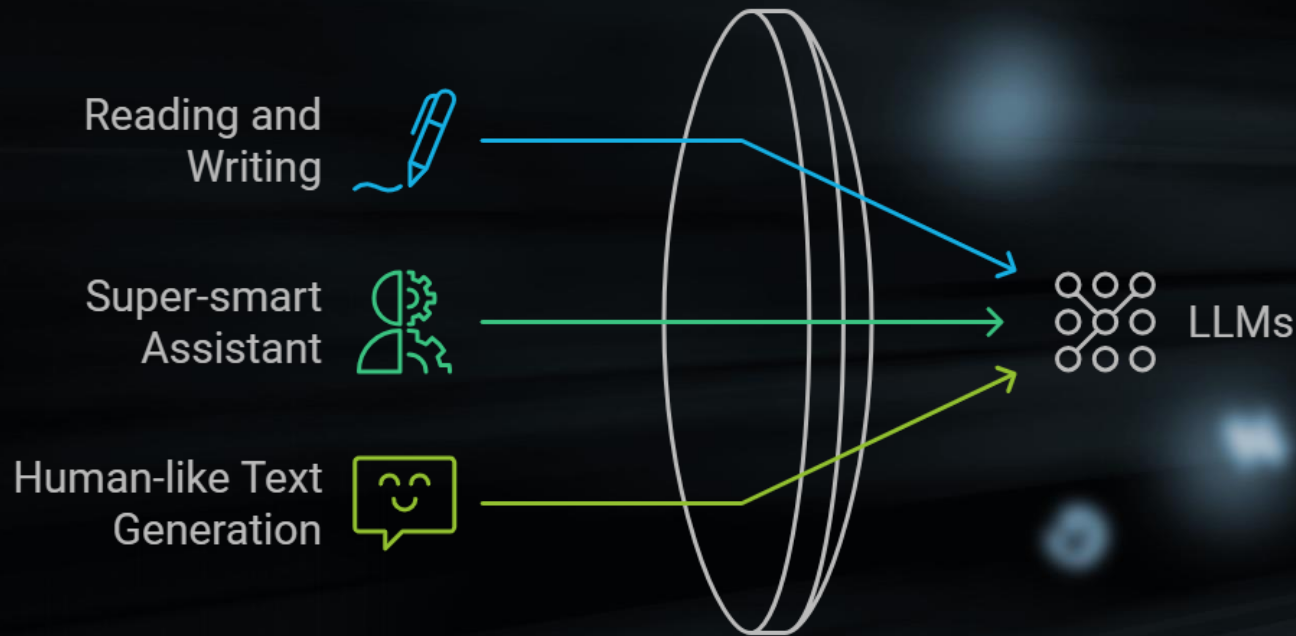


Intuitive
Interfaces

Natural Language
Prompts

UNDERSTANDING LARGE LANGUAGE MODELS (LLMs)

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What are LLMs?

- **Think of them as:** AI-powered "super readers" and "super writers"
- **In simple terms:** Computer programs that can understand and create human-like text

What can LLMs do?

- **Write:** From essays to poetry to code
- **Analyze:** Make sense of large amounts of text data
- **Answer:** Respond to questions with human-like understanding
- **Translate:** Between different languages
- **Summarize:** Condense long texts into key points

Why should recruiters care?

- **Smarter hiring:** LLMs can quickly scan resumes and job descriptions
- **Time-saver:** Automate initial screening of candidates
- **Better matches:** Find candidates whose skills align closely with job requirements

THE IMPACT OF AI ON RECRUITMENT

■ UNDERSTANDING BIASES AND HOW THEY SHOW UP IN GENERATIVE AI

- **Relevant Screening Criteria:** Use a mix of experience and credentials for initial screenings. Tailor criteria to specific role requirements.
- **Transparency & Accountability:** Document data sources, model choices and decision-making processes.
- **Inclusive Design & Testing:** Involve diverse teams in design and testing to identify and address hidden biases.
- **Education & Training:** Provide foundational training on recognizing and mitigating personal biases.
- **Data Cleaning & Refinement:** Assess AI protocols for impacts on demographics like geography, race, gender and age, ensuring fair sourcing and screening.

THE IMPACT OF AI ON RECRUITMENT



Interactive Assignment:

If AI could solve one recruitment challenge for you, what would it be? Type your answer in the chat. We'll review some responses together!

Big Picture:

Imagine AI's ability to analyze thousands of profiles to find the ideal candidate or predict future hiring trends. That's the future we're approaching with AI.

Benefits of AI in Recruitment:

Automation: Saves time by automating routine tasks

Enhanced Descriptions: Optimizes job postings to attract suitable candidates

Improved Sourcing: Identifies the best strategies and channels for recruitment

Better Matches: Deeply understands job needs and candidate profiles to suggest the best fits

Concluding Thought:

AI is not here to replace us but to enhance our abilities and support our goals in recruitment by making processes smarter and faster.

CRAFTING EFFECTIVE PROMPTS

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The Key to Effective AI Communication: Prompt Crafting

Picture this: You're using a powerful but very literal-minded assistant. This assistant can access a world of information, but it needs clear, specific instructions to give you exactly what you're looking for..

Importance of Effective Prompts:

1. **Clarity:** *Be clear about what you want.*
2. **Context:** *Provide some background information.*
3. **Instructions:** *Tell the assistant what to do.*
4. **Desired Format:** *Specify how you want the answer.*



How to communicate with the AI assistant?

Clear and specific

Ensures the AI understands the request accurately.



Contextual

Helps the AI assistant understand the request in the appropriate context.



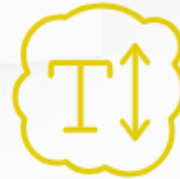
Instructive

Guides the AI on the specific actions to take.



Format-specific

Specifies the desired format of the response.



APPLYING YOUR SKILLS TO RECRUITMENT TASKS

APPLYING YOUR SKILLS TO **RECRUITMENT TASKS**



Introduction to Real-World Application:

Now, let's apply what you've learned to real scenarios you're currently handling in your recruitment efforts.

Interactive Collaboration:

Share your prompts via Zoom chat or on a shared screen. Let's discuss them as a group and refine based on suggestions.

ENHANCING JOB DESCRIPTIONS WITH AI

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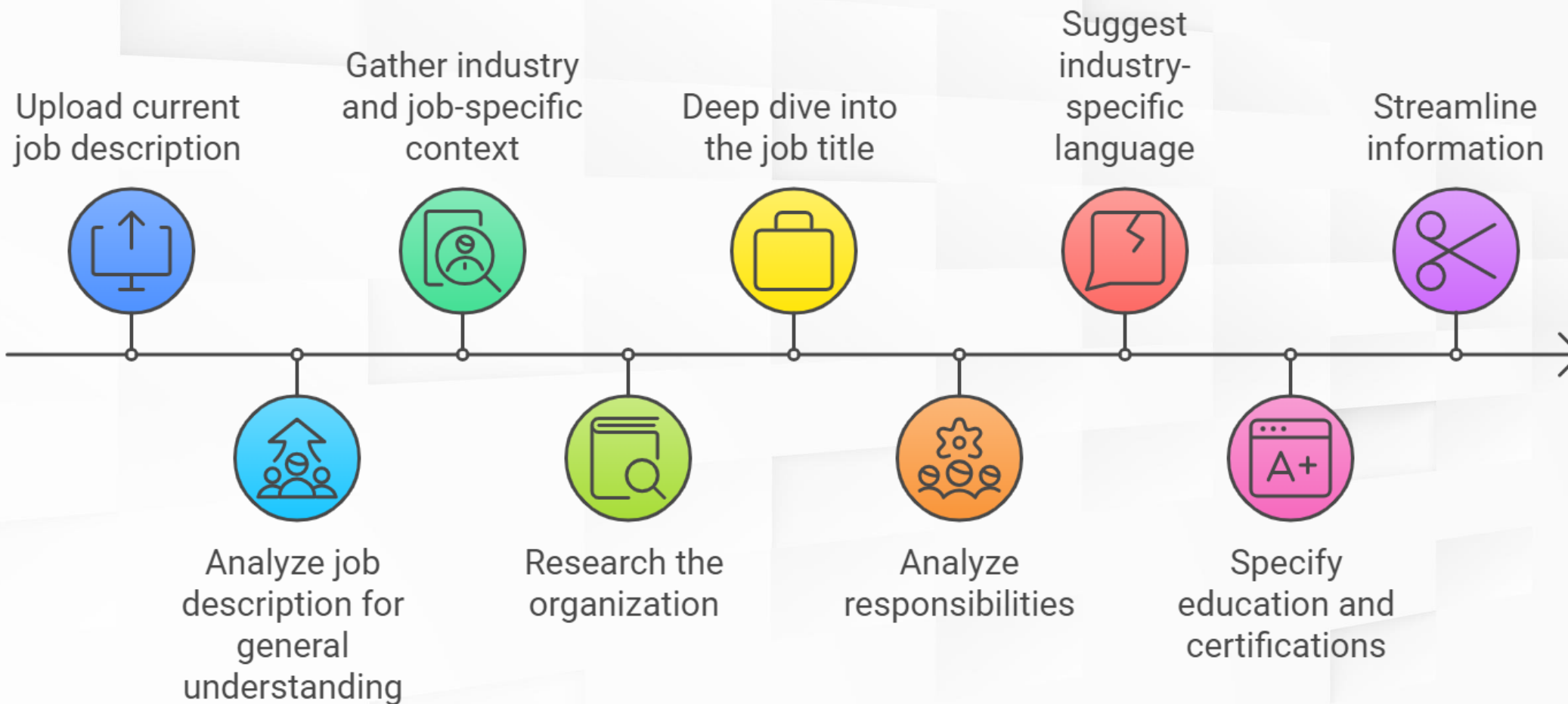
Purpose of Clarity & Attractiveness:

A clear and attractive job description is crucial — it ensures that the right candidates feel compelled to apply and understand the role's requirements.

Role of AI:

AI can analyze existing job descriptions to suggest improvements, making them clearer and more appealing.

Refine Job Descriptions with AI Assistance



USING AI TO CRAFT BOOLEAN SEARCH STRINGS

USING AI TO

CRAFT BOOLEAN SEARCH STRINGS

Overview of Boolean Search:

Boolean search uses AND, OR, NOT operators to combine search terms, allowing for precise targeting in candidate searches.

AI's Role in Creating Search Strings:

AI can analyze the detailed job description and extract key qualifications, skills and industry-specific jargon to suggest effective search strings.

INTEGRATING AI TOOLS IN DAILY RECRUITMENT TASKS

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Recap of AI Tools:

Review of AI tools for job description analysis, prompt crafting and Boolean string generation.

Strategic Implementation:

How to integrate these AI capabilities into your daily recruitment processes to save time and improve candidate quality.

LARGE LANGUAGE MODELS (LLMS)

Anthropic's Claude

- Best for: Thoughtful analysis and long-form content
- Use case: Research assistance, report writing

OpenAI's ChatGPT

- Best for: Versatile task assistance
- Use case: General queries, coding help

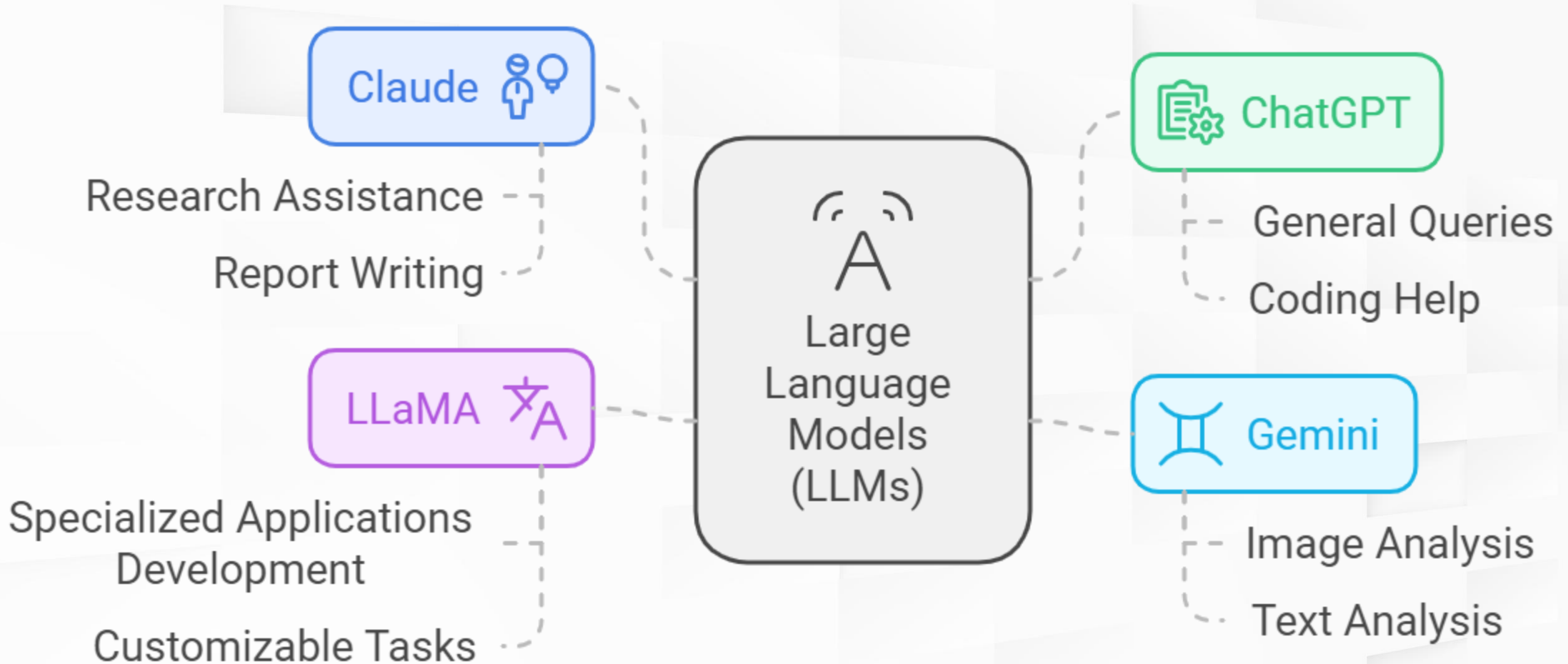
Google's Gemini

- Best for: Multi-modal task handling
- Use case: Image and text analysis

Meta's LLaMA

- Best for: Customizable language tasks
- Use case: Specialized applications development

Other Large Language Models (LLMs)





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QUESTIONS?

THANK YOU & CONTACT US



**LUITZE
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AI SPECIALIST & TALENT
SOURCER,
EXECUTIVE SEARCH,
NONPROFIT HR

**WANT TO LEARN
MORE ABOUT AI?**
Book a 15-minute
consult with Luitze!



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learn-more-about-ai](https://calendly.com/llcapodici/learn-more-about-ai)

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our solutions team!



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