



Interoffice Communication

To R. E. Lehmkuhl - Houston
From J. A. DeBernardi
Date July 30, 1980
Subject VCM Plant Recruiting Program

CONFIDENTIAL

In reply to your June 26 letter on the subject, the following comments are presented related to our review of our plant's 1979/1980 recruiting effort.

- 1) Improve our presentation of the Lake Charles area as a good place to live and work.

This will be accomplished by some or all of the following:

- a) Working up a slide presentation on the Lake Charles area stressing economical, civic, social, and recreational opportunities.
 - b) Ask recruits to stay two days in the Lake Charles area and use the second day for area tours.
 - c) Thoroughly define the area tour route and formalize the presentation to increase the probability of a positive reflection on the area.
- 2) Revise the list of schools at which we recruit to improve our probabilities of meeting historical ratios.

This step has been accomplished and we have eliminated Texas A&I from our list of schools, and have added University of Michigan and Ohio State. We will also discuss with Houston the possibility of also eliminating the University of Texas from our list.
 - 3) Review our follow-up methods related to recruit contacts and make appropriate changes where necessary.
 - 4) Prepare an analysis of what type of recruits we have made offers to and who has accepted. Here we are looking for a common denominator related to successful performance. Also, in this regard we'll contact LCCP and see if common factors exist between LCCP and VCM Plant data.
 - 5) Revise the recruiting questionnaire used by our plant for those recruits who are offered employment and refuse. Try to make questionnaire more direct and meaningful in our program evaluation. This will not affect the 1980/1981 recruiting season, but should have long term benefit.

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You can be assured that the VCM Plant's level of commitment toward our recruiting responsibilities is strong and will remain that way. We fully support this effort and recognize the fact that it is vital to the Chemical Division's future growth.



J. A. DeBernardi

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CC:
RDG-GLF

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