

Marketing Strategy for the Nuclear Safety Professional Development Program

To showcase the NRC as the 'Federal Agency of Choice' for a select group of highly qualified engineers and scientists, in addition to highly qualified support applicants.

NRC will attend over 60 recruitment events predominantly at universities and professional organizations during FY04. These institutions have produced highly qualified candidates in the past, with skills and disciplines needed to function as NRC employees. The organizations selected provide a cross section of minority and women students and professional applicants nationwide. Also, student-led organizational activities, recruitment events for people with disabilities, search firms, employment databases; and advertisements are placed in selected periodicals throughout the year to inform highly qualified individuals of NRC employment opportunities. During FY 04 the Interviewing Skills and Techniques for Recruiters training course was developed for recruiters to enhance their recruiting skills and techniques.

NRC vacancies are posted on the OPM's job website at www.usajobs.opm.gov.

Current marketing strategies used for the FY 2004 NRC Intern Program yielded 1262 applications from applicants nationwide. Out of the 1262 applicants, 362 were best qualified.

To address confusion among applicants created by use of the term "intern," the name of the program has been changed to Nuclear Safety Professional Development Program.