

Cornerstone – Custom Applicant Source Code

Custom Applicant Source Code Overview

- Custom applicant source codes can be used to track where an applicant found out about your vacant position. For each posting that is placed externally, a specific source code will need to be added at the end of the application link.
- When an applicant clicks on the custom link and is then directed to the university's job board, it allows Cornerstone to collect and track applicant source data.
- This data can be used to assess good faith efforts, to determine which sources are useful for recruiting and which sources may not be as helpful.

How to Use Custom Applicant Source Codes

1. **After the position has been posted, go to <https://jobs.illinois.edu> and find the posting on the university's job board**
2. **Click on the position title to open the full announcement**
3. **At the top of the page, find the direct URL and copy the link**
 - a. SAMPLE format of a direct URL; your link will be different; do not use this link:
<https://illinois.csod.com/ux/ats/careersite/1/home/requisition/1211?c=illinois>
4. **After copying the direct URL, paste it into the external posting and add the appropriate source code at the end of the link**
 - a. The source code will be specific to the site being used
 - b. For example, if using LinkedIn then the source code set up for LinkedIn would need to be added to the end of the URL → i.e., “&source=LinkedIn” would need to be added at the end
 - c. Adding the LinkedIn source code to the SAMPLE URL above would look like this:
<https://illinois.csod.com/ux/ats/careersite/1/home/requisition/1211?c=illinois&source=LinkedIn>

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5. Please note, for Cornerstone reports to be accurate the full URL from the university's job board, with the source code added to the URL, must be used in the external posting. In addition, Cornerstone must be updated to include the source name/source code.
6. The following source codes are currently set up in the Cornerstone system:

Source Name	Source Code
AbilityLinks	&source=Abilitylinks
Academic Keys	&source=academickeys
ALA JobLIST	&source=alajoblist
ARL Library	&source=arllibrary
ARLIS/NA	&source=arlis
Asian/Pacific American Librarians Association (APALA)	&source=apala
Black Caucus	&source=bcala
CALA	&source=cala
CLIR+DLF Job Board	&source=clirdlf
Diversity Abroad Network	&source=diversitynetwork
Facebook	&source=Facebook
Forum on Education Abroad	&source=ForumJobs
Gateway International	&source=GatewayInternational
HandShake	&source=handshake
Higher Education Recruitment Consortium	&source=HERC
HigherEdJobs	&source=Higheredjobs
https://hireveterans.com/	&source=hireveterans
Illinois Community Colleges Jobs Consortium or College Central	&source=collegecentral
Illinois International Website	&source=IPEmployment

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Source Name (cont.)	Source Code (cont.)
International Educators of Illinois	&source=ieillinois
LinkedIn	&source=LinkedIn
NAFSA: Association of International Educators	&source=NAFSA
REFORMA	&source=reforma
SECUSS-L University at Buffalo	&source=secuss
The Chronicle of Higher Education Jobs	&source=Chronicle
Twitter	&source=Twitter
WE HERE	&source=wehere
You're Welcome CU	&source=welcomeCU

7. **If you would like to request for additional custom applicant source codes to be added in Cornerstone, please send an email to accessandequity@illinois.edu with the list of source names and we will respond with the source codes once they have been set up in the system**

8. **Note: if there are concerns about the full URL being too long, an option could be to use a hyperlink in the external posting**
 - a. Here is an example of a hyperlink using the [SAMPLE URL](#) from above
 - b. To set this up, highlight the text in your posting where the link should go and then right click
 - c. Select “Link” and then “Insert Link”
 - d. Paste in the URL and click “OK”
 - e. In the position announcement, the wording could say “to apply for this position please go to the University of Illinois job board”
 - f. Then you could turn the words “University of Illinois job board” into a hyperlink which includes the full URL with the source code
 - g. When applicants click the link, it will take them to the job board and Cornerstone will then be able to track the source where they found the position