

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 shared externally, a custom link will need to be placed in the posting. This custom link includes the direct URL address of the posting, plus a specific source code.
- When an applicant clicks on the custom link and is then directed to the university’s job board, it allows Cornerstone to track applicant source data that is specific to your vacancy. 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

To view the list of source codes that are currently set up in Cornerstone please visit the [Source Code URL Workbook](#) and use the steps below to set up custom URLs that are specific to your vacancy:

1. **Obtain the direct URL address for your vacancy**
 - a. After the position has been posted, go to the [Illinois Job Board](#) and locate the posting
 - b. Click on the position title to open the full announcement
 - c. At the top of the page, find the direct URL and copy the link
 - d. **EXAMPLE of a direct URL (your link will be different; DO NOT use this specific link)**
<https://illinois.csod.com/ux/ats/careersite/1/home/requisition/4050?c=illinois>
2. **After copying the direct URL, go to the [Source Code URL Workbook](#)**
 - a. In cell A2, paste in the direct URL from the job board and hit enter
 - b. This will automatically update all the links in the column titled “Link to Publish”
 - c. Search the spreadsheet for a source you would like to use; Then copy the “Link to apply” and paste this link into the posting for that source
 - d. For example, if you plan to post on AbilityLinks, find the row for AbilityLinks, copy the “Link to apply” and paste this custom URL in the AbilityLinks posting
 - e. For reference, here is what the example URL from earlier would look like with AbilityLinks source code included **(your link will be different; DO NOT use this specific link)**: [Link to apply](#)

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- f. Reminder: Each “Link to apply” is specific to one vacancy and source; A separate custom link must be used for each source you would like to track
3. **Please note, for reports to be accurate the source code must be set up in Cornerstone**
 - a. If you would like to request for additional source codes to be added, please send an email to accessandequity@illinois.edu and include the list of source names and website (if applicable)
 - b. We will respond once they have been set up in Cornerstone and added to the [Source Code URL Workbook](#)
 4. **After postings have been placed with the custom source code links included and applications have been submitted, the Applicant Demographics by Source report can be used to track which sources applicants applied through**
 - a. This report can be requested by reaching out to the appropriate college contact
 - b. The list of individuals with access to this report can be found in the [Search Process Toolkit](#) in the document titled “Applicant Demographics by Source Code and Diversity of the Pool Report Access”