

# How Recruiters Can Get Business from the Stimulus Plan

The question being asked by many of you is, "How can I take advantage of the stimulus plan?" The answer: Be proactive.

As research firm IDC said regarding IT vendors, "The IT vendor community must be both aggressive and agile in their strategy to capture this newly addressable market. This once-in-a-lifetime flood of new technology money requires a new way of finding and following opportunities. Due to the aggressive timeline, success will not come from traditional business development via relationships and RFPs."



This same thinking applies to recruiters. Don't wait. Do your research and get poised to grab your share of the stimulus funding quickly being released. The flow of money from agencies to states is already underway: 2% of the \$787 billion had already been awarded by mid-April, 2009.

## What to Do Now

Recruiters should first determine which federal or state agencies are likely to be involved in funneling money to technology, finance and security-clearance initiatives their firms are involved in or likely to recruit for.

- Funds will be funneled through the federal government's departments, each of which is required to maintain a website dedicated to its recovery efforts. The sites offer information on funding, as well as actions taken and planned for the near-term. Get educated. You can [find a listing of the sites here](#).
- Hardware, software, networking equipment and similar purchases will often be made on the local level, through agencies you may already be familiar with. Many agencies have wide flexibility in how they spend their funds. Reach out to state agencies and local companies to see whether they're pursuing stimulus funds, and ask what types of projects you could help them recruit for.

Local VARs should find business installing and maintaining networked systems in medical practices so be sure to contact them about potential recruiting opportunities.

## Key Sectors Receiving Funds

If you have specific expertise recruiting technology professionals, finance professionals with regulatory compliance experience, and/or security-cleared personnel, you'll want to reach out to the agencies and companies most likely to be bidding on projects in the areas listed below.

- Healthcare IT (electronic health records and prescriptions, other new healthcare technologies)
- Energy systems (smart power grids, green/alternative energy, energy-efficient buildings)
- Broadband internet access (building wireless/broadband networks)
- Information security, privacy and detection (cybersecurity and infrastructure protection)
- Regulatory compliance (IT tools and finance professionals related to Sarbanes-Oxley)
- Education (modernization of classrooms and science labs with computers and networks)
- Public-sector technology and infrastructure improvements

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