

IOWA STATE UNIVERSITY

University Human Resources

Staff Recruiting Year in Review

November 2020



Background

- Recruiting practices were highly decentralized and could take months to complete
- Job classification and compensation structure drove “one-off” recruiting to fill positions
- Workday and ISD go-live highlighted gaps in process and proficiency
- New classification and compensation structure creates opportunities to move even faster and more efficiently
- The following are highlights of how things have evolved over the past year

Candidate Experience

Social media has changed and shaped candidate expectations and we need to continue to adapt to remain competitive:

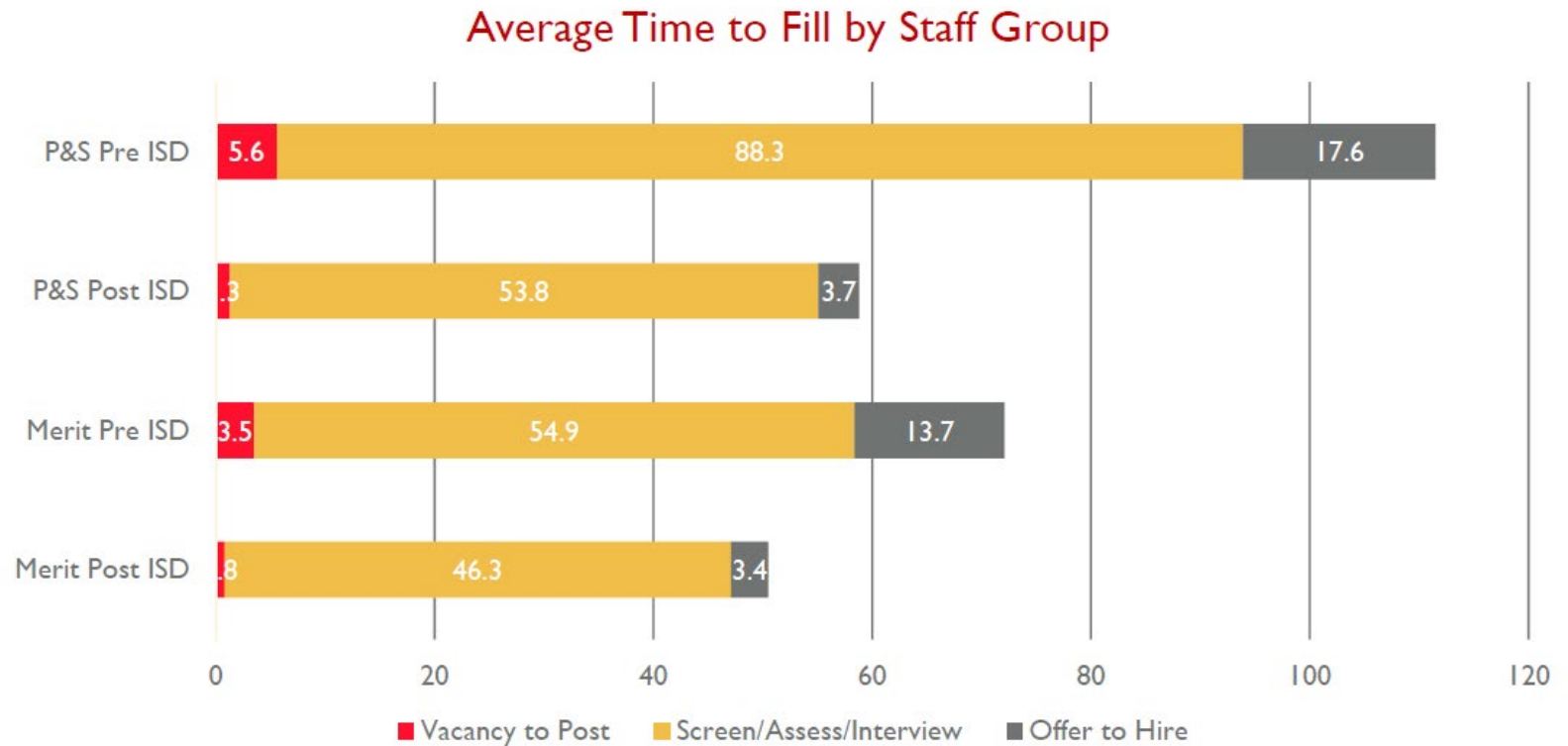
- 63% of job seekers will likely reject a job offer because of a bad candidate experience
- 72% of job seekers that had a bad experience told others about it
- 64% of job seekers say that a poor candidate experience would make them less likely to purchase goods and services from that employer

Workday Updates

- Updated job posting end date
- Ability to bundle application materials into one document
- The ability of candidates to review their application (including attachments) before final submission
- Many others - <https://www.hr.iastate.edu/about-uhr/talent-acquisition/workday-recruiting-updates>

Results

Time to Fill Staff Comparisons



Results

- Better definition of job, level and salary guidance from hiring manager through HR Delivery to recruiter
- Shorter posting time
- Reduction in use of search committees
- Reviewing applications as they come in
- Conducting phone screens

Candidate Feedback

(Candidate) “I thought **timeliness** was great. There was a very quick turnaround time. Also, responses to emails were very quick. The Staff Recruiter was nice with telling me all the information and had great answers to my questions. She told me if I had any other questions for other jobs I could reach out to her.

The overall process was super **easy** and I would absolutely recommend it to others. This was one of the best recruiting experiences I have had!”

Hiring Manager Feedback

(Hiring Manager) “I’ve been involved with hiring processes prior to the implementation of staff recruiters, so that influenced my experience. The new process was entirely different, and I was somewhat skeptical throughout, but I was won over by the end. Our **staff recruiter took the time** to understand exactly what we were looking for, which was very helpful.

The candidates we brought in for interviews were all **extremely qualified** and could have been **great fits**, and it was difficult for me to make a decision.”

Moving Forward

- Regular candidate and hiring manager surveys
 - Real-time feedback to define and prioritize continuous improvement efforts
- Ongoing Workday enhancements
- Increased outreach and social media presence
- Reduction in reliance on search committees/search firms
- Continued time-to-fill reductions that translate into time savings for candidates and hiring managers and cost savings for the university

Resources

- Upcoming Workcyte Article
 - workcyte_feedback@iastate.edu
- Upcoming ISD Annual Report
- Upcoming Inside Iowa State Article
- UHR Talent Acquisition website
 - employment@iastate.edu

ISD Impacts

- Background
 - Job classification and compensation structure drove “one-off” recruiting to fill positions
 - Workday and ISD go-live highlighted gaps in process and proficiency
 - New classification and compensation structure creates opportunities to move even faster and more efficiently
- HR Partner and HR Coordinator roles and how they interface with Recruiters to drive efficiency and speed

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Ongoing Improvements

- Connection of recruiting performance to ISD performance through Advisory Committee
- Strengthen UHR collaboration between ISD and Talent Acquisition
 - Focus on workforce planning by HR Partners to drive better recruiting goals
 - Alignment on job definition, level and pay to attract the right talent
 - Seamless handoffs between ISD and Talent Acquisition

Class/Comp Review

- HR Delivery working directly with employees and supervisors through ongoing questions
- Focus
 - Continued education
 - Flexibility to understand work and link of position to job
 - Data-driven, objective process for reviews
- Overarching goals of the new structure will take time to realize

Questions and Discussion

