



EDUCATE ONLINE BUILDS A SMARTER RECRUITMENT PROCESS

Candidate Ranking and Prescreening Technology Grade High

ASSESS

Educate Online, Inc. is one of the nation's leading providers of online educational instruction, delivering live, online academic help to students in a variety of subjects as well as working in partnership with several school districts and learning centers. With average annual hiring needs of 1,000 teachers, their candidate interview process was staggering, requiring a huge internal time commitment affecting their recruiters, hiring managers and overall process.

On average, Educate Online's hiring managers were spending 45 minutes interviewing candidates only to find out some did not meet their basic key criteria. They needed a system with screening and sorting functionality to streamline their process to ensure the more qualified candidates got the attention they deserved. After consulting with a number of talent acquisition system providers, the iQ solution was selected for a number of factors, most notably, prescreening questionnaire functionality, candidate ranking technology, overall user friendliness and exceptional customer service.

STRATEGIZE

To introduce greater efficiencies in their overall system, the Technomedia-Hodes iQ team implemented a full system with questionnaires allowing recruiters to easily and quickly rank candidates as well as a "Candidate Finder" application that turned their applicants into a searchable database based on skills, subject matter expertise and location.

“The sourcing capabilities inside the iQ technology are crucial to the success of our online recruiting efforts.”

Maggie Hird,
Executive Director, HR, Educate Online

IMPLEMENT

The iQ system helped recruiters mine a more qualified candidate pool. Recruiters are no longer wasting time on unqualified applicants that don't meet prescreening requirements and can focus on bringing the right talent onboard to fill open requisitions with ease. Additionally, the questionnaires and all candidate answers are searchable allowing recruiters the ability to easily find them based on specific skillset and geographical matches. Educate Online has also implemented iQ's Hiring Manager Module to develop a stronger partnership with their hiring managers who play an active role in the selection process.

The iQ technology also provided and built in ad hoc reporting tools to assist with seamlessly onboarding new hires through the internal process. Future considerations include incorporating integrated background checks and HRIS functionality, social networking links and the Jobs Recruiting Widget.

MEASURE

Educate Online has benefited tremendously from the new system and features. Specifically, when launching Florida teacher recruiting, Hiring Managers quickly identified candidates in their database meeting key criteria (Algebra proficiency) as well as pinpointed their locations to local and adjoining areas.

Company-wide, overall retention has increased from 50% to 85% in two years' time due to utilizing questionnaires to more effectively pre-qualify candidates for expertise and a better overall fit.

Furthermore, by searching for existing candidates in their database, Educate Online expects to reduce recruitment spend next year by nearly \$700 per additional hire.

Experience the Power of Unified Talent Management

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