

Improve Staff Hiring to Attract Top Talent

Employee and candidate data can help leaders make recruitment decisions and track progress towards goals. HR teams should use this guide to ensure they track the best metrics to identify high- and low-ROI hiring practices and unit-specific inefficiencies. CHROs should use this guide to recommend process improvements and budget allocation.

Problem-in-Brief

Without tangible data on applicants and hiring processes, colleges and universities lose out on top talent:

Hiring Processes Take Too Long

Top candidates likely drop out of your applicant pipeline when they hear back from other employers first. Without data, you can't pinpoint the slowest parts of your hiring process.

Effectiveness of Sourcing Channels Vary

Investing in recruitment channels without a clear strategy can diminish the quantity and quality of candidates you attract. Without data, you risk wasting money on low-yielding sources.

Diagnose Pain Points in the Hiring Process To Acquire More Top Talent

1 Track Employee Data Metrics

2 Ask Diagnostic Questions

3 Make Tangible Changes

Hiring Milestones (Average # of Days)

- | | | |
|---|---|---|
| <input type="checkbox"/> Time to post a role | • Which units have the slowest time to hire? | • Ask units with slow time to hire to eliminate hiring committees for entry- and mid-level roles |
| <input type="checkbox"/> Time to interview for a role | • Which hiring milestones create bottlenecks in our recruitment timeline? | • Partner with units to reduce number of approvals needed to post a role |
| <input type="checkbox"/> Time to offer a role | | |
| <input type="checkbox"/> Time to start a role | | |

Recruitment Channel Effectiveness

- | | | |
|--|---|--|
| <input type="checkbox"/> Money spent per source | • Do our sources yield candidates for critical roles? | • Advertise jobs in multiple channels beyond your website and higher ed-specific job boards |
| <input type="checkbox"/> # of applicants per source | • Do our sources yield a diverse candidate pool? | • Redirect funds from low-yielding sources to sources with higher ROI |
| <input type="checkbox"/> Applicant demographics per source | | |

Candidate Experience

- | | | |
|---|--|--|
| <input type="checkbox"/> Application drop-outs (e.g., before, after submitting) | • At what point(s) in the hiring process do we lose candidates? | • Address candidate satisfaction feedback for high drop-out points |
| <input type="checkbox"/> Candidate satisfaction survey data | • What can we change in our hiring process to increase satisfaction? | • Begin onboarding, manager intros promptly to decrease post-offer dropouts |

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Quick-Start Guide for Using People Analytics to Save Money



Five Non-Negotiable People Data Analyses to Conduct Today



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