The Ultimate Campus Recruiting Enablement Platform
Build and nurture your talent pipeline
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Agenda

- Intro to Recruiting Enablement
- Driving better outcomes through process
- Leveraging automation
- Demo
- Q&A
Recruitment is More Challenging Than Ever Before

- Changing workforce needs
- Overburdened recruiters
- Business D&I expectations
Research Findings

- Survey by Aptitude Partners (Madeline Laurano), in Feb & March 2020
- Focused on large enterprises
Recruiting Enablement

The practice of providing talent acquisition professionals with the tools (processes, content, and technology) that they need to be effective and efficient at recruiting quality hires.
<table>
<thead>
<tr>
<th>Reactive Recruiting</th>
<th>VS</th>
<th>Recruiting Enablement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor alignment between recruiting</td>
<td></td>
<td>Strong alignment between business</td>
</tr>
<tr>
<td>and business</td>
<td></td>
<td>and recruiting goals</td>
</tr>
<tr>
<td>Lack of data and insights</td>
<td></td>
<td>Improvements made based on data</td>
</tr>
<tr>
<td>Inconsistent processes</td>
<td></td>
<td>Consistent processes</td>
</tr>
<tr>
<td>No or little content to engage</td>
<td></td>
<td>Content created and improved</td>
</tr>
<tr>
<td>candidates</td>
<td></td>
<td>based on data</td>
</tr>
</tbody>
</table>
63% say quality of hire is the greatest challenge, yet...

- No standard around measuring it
- Talent decisions based on gut
72% say using data to automate recruiting decisions is a priority this year

- 2x as likely to improve quality of hire

### Overall Recommendation

<table>
<thead>
<tr>
<th>Competency fit</th>
<th>Probability of success at interview</th>
<th>Probability of being a high performing employee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Leadership</td>
<td>4.1</td>
<td>★★★★★</td>
</tr>
<tr>
<td>2. Communicating</td>
<td></td>
<td>★★★★★</td>
</tr>
<tr>
<td>3. Working together</td>
<td></td>
<td>★★★★★</td>
</tr>
<tr>
<td>4. Seeing the big picture</td>
<td>na</td>
<td>★★★★★</td>
</tr>
<tr>
<td>5. Changing and improving</td>
<td>★★★★★</td>
<td>★★★★★</td>
</tr>
<tr>
<td>6. Making effective decisions</td>
<td>★★★★★</td>
<td>★★★★★</td>
</tr>
</tbody>
</table>

Abilities:
- 1. Numerical reasoning ★★★★★★
- 2. Verbal reasoning ★★★★★★
- Experience/Track Record ★★★★★★
- 1. CV score ★★★★★★
- 2. Application form score ★★★★★★
- Technical skills match ★★★★★★
Protecting the Candidate Experience
And your future talent pipeline!
Driving better outcomes through process

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<th>Protecting relationships with “Unqualified Candidates”</th>
<th>Building relationships with qualified “Casual Candidates”</th>
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<tbody>
<tr>
<td>Unqualified “candidates” are brand fans that apply for open roles, but whose skills are not yet a fit for that role.</td>
<td>The best candidates are often casual; they are aware of their value, have more than one offer to consider, and are snapped up fast.</td>
</tr>
<tr>
<td>- Identify unqualified applicants</td>
<td>- Identify top candidates</td>
</tr>
<tr>
<td>- Design workflows that let them down easy &amp; protect your brand</td>
<td>- Fast track them to the next step in your process</td>
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Leverage automation (data-driven and/or templated)
Lifting the Administrative Burden

Leveraging Automation
Recruiting is often stuck in tactics, fighting fires.
Leverage automation to reduce workload

- Entering candidate data
- Administering & evaluating assessments
- Posting to job boards
- Selecting candidates for interview
- Designing interview agendas & super days
- Managing interview scheduling
- Onboarding new hires
- Nurturing & updating candidates
Challenges:

• Losing out to startups

• Attract more candidates digitally, while preserving a personal, high-touch approach

• Increase the diversity of the candidate pool

Results with Oleeo

• Held 30+ webinars for 5,000+ students globally

• 22% increase in overall applications

• Huge diversity improvements
  • 28% Females
  • 32% Black
  • 57% Hispanic

• Time to hire: From 8 to 4 weeks
Oleeeo Recruiting Enablement Platform
Your Recruiting Force Multiplier

Intelligent Automation
- Oleeeo Recruit
- Oleeeo Engage
- Oleeeo Events
- Oleeeo Insights
Ian Nadarajah
Global Solution Consultant
Oleoo

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Thank you! Resources for you:

- Case Study: How Bank of America is Transforming Campus Recruiting
- Whitepaper: Assessing Campus Recruitment Event Effectiveness
- Brochure: Oleoo for High Volume Recruiting
THANK YOU for attending this session!

VISIT NACEWEB.ORG FOR MORE RELATED CONTENT.