

The Ultimate Campus Recruiting Enablement Platform

Build and nurture your talent pipeline



Jeanette Leeds Maister

Managing Director, Americas

Oleeo

Connect with me

- https://www.linkedin.com/in/jeanettemaister/
- https://twitter.com/jeanettemaister







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.

Reactive Recruiting



Recruiting Enablement

- Poor alignment between recruiting and business
- Lack of data and insights
- Inconsistent processes
- No or little content to engage candidates

- Strong alignment between business and recruiting goals
- Improvements made based on data
- **Consistent processes**
- Content created and improved based on data

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





Protecting the Candidate Experience

And your future talent pipeline!



Driving better outcomes through process

Protecting relationships with "Unqualified Fandidates"

Unqualified "fandidates" are brand fans that apply for open roles, but whose skills are not yet a fit for that role.

- Identify unqualified applicants
- Design workflows that let them down easy & protect your brand

Building relationships with qualified "Casual Candidates"

The best candidates are often casual: they are aware of their value, have more than one offer to consider, and are snapped up fast⁹.

- Identify top candidates
- Fast track them to the next step in your process

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

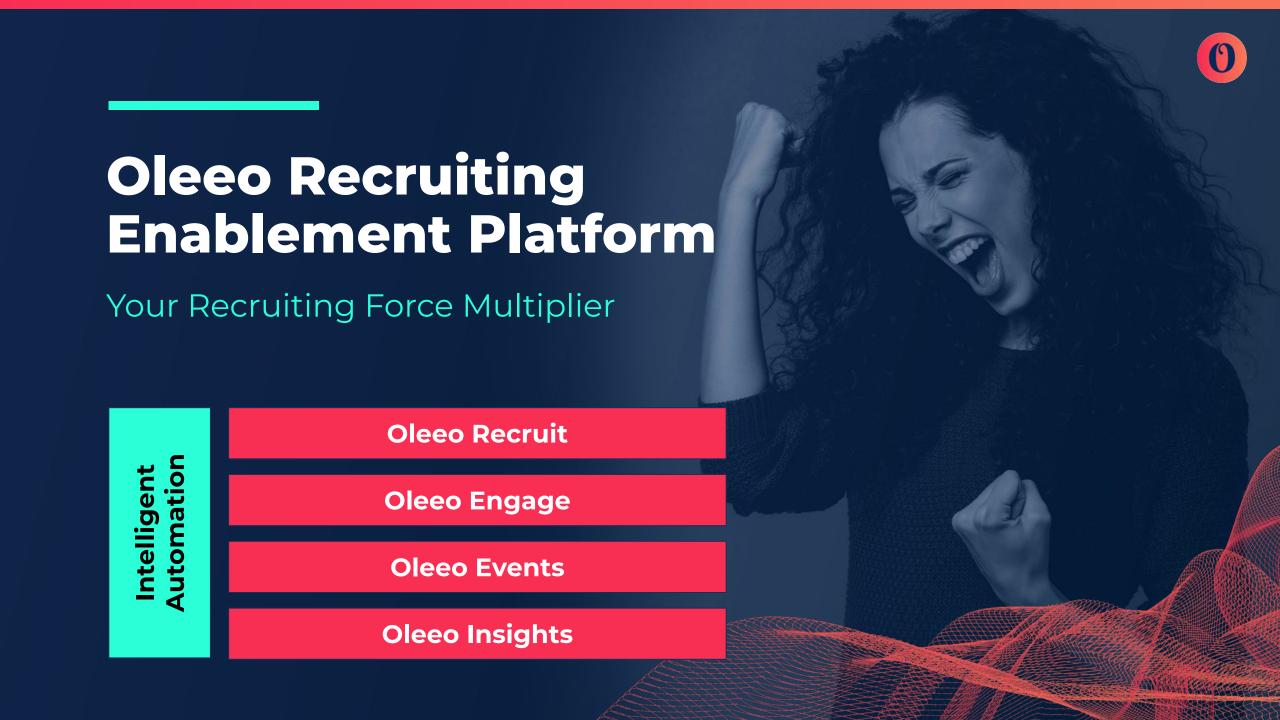


Challenges:

- 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





Ian NadarajahGlobal Solution Consultant Oleeo

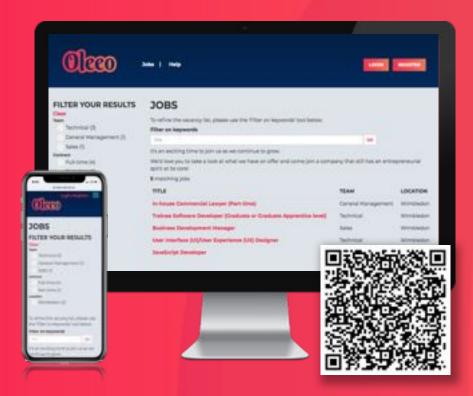
Connect with me

https://www.linkedin.com/in/ian-nadarajah-356b411a



Demo

Candidates

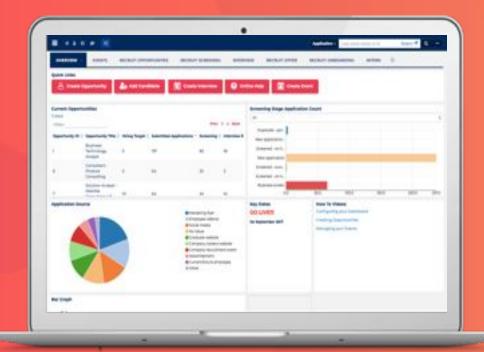


Mobile App

Recruiter & Manager



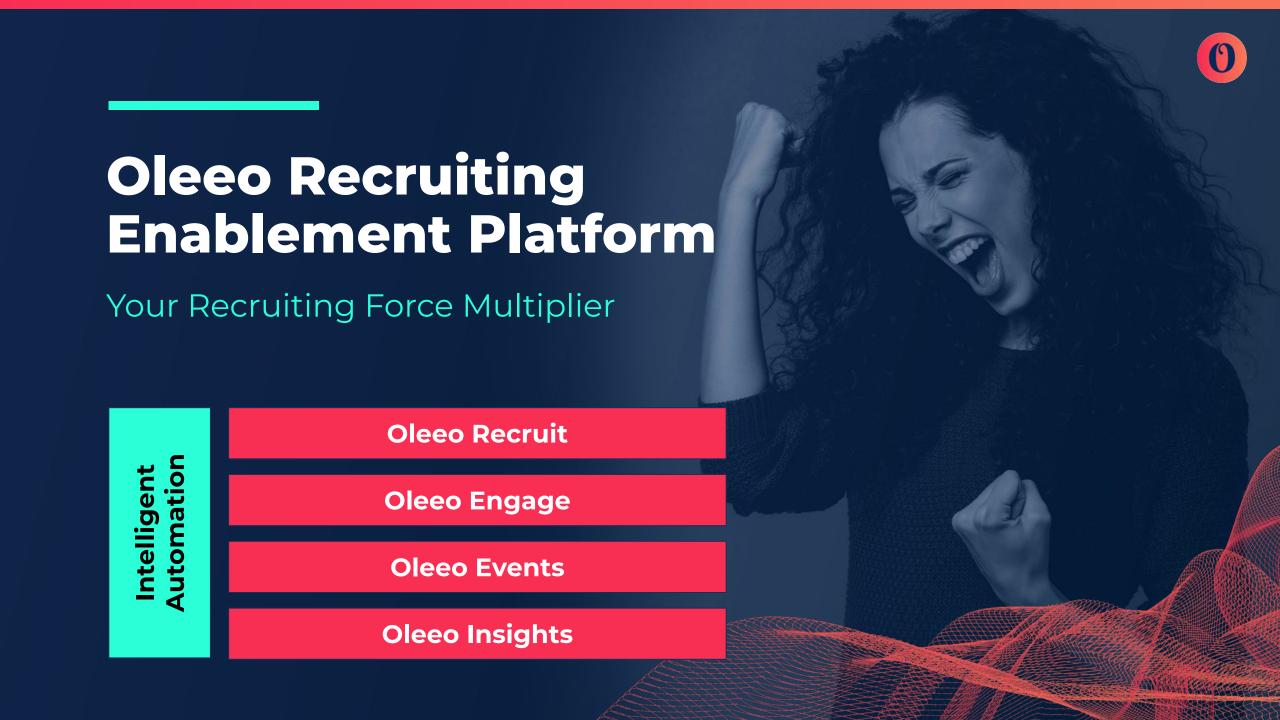
Recruiter Dashboard



Text:
"NACE20"
to 41411

Registration







Thank you! Resources for you:



CASE STUDY:

TRANSFORMING CAMPUS RECRUITING TO BE FIT FOR THE 21ST CENTURY

Challenge Objectives

Oleeo needed to help BOA achieve digital transformation in four key areas:

- To deliver an enhanced candidate experience across all touchpoints
- To grow in its ability to meet the best and most diverse candidates, wherever they are
- To operate more efficiently and improve its "time to offer"
- To improve the assessment of candidates by reducing unconscious bias and being more consistent

Reasons for Transformation

- Help the bank to attract more students digitally by meeting them where they are, while also preserving its personal, high-touch approach.
- Recognition that campus recruitment is constantly changing, particularly as communication, mediang space and social model platforms change. White recruitment seasons are never the same, some common traits have emerged in the last three to four terms.
- Be reactive to the fact that the recruiting process is more competitive and faster than ever, which means there is a greater need to meet candidates virtually, not only through our "people on the ground" at the colleges and universities.
- This change has been made even more important because today the bank competes for talent with new employers, including sechnology firms and start-ups, as well as traditional poers and traditional financial services and asset management firms, like hedge funds and banks.

Case Stud

Oleco

Case Study: How Bank of America is Transforming Campus Recruiting



Whitepaper: Assessing Campus Recruitment Event Effectiveness

OLEEO FOR HIGH VOLUME RECRUITING

BULK HIRE IN NO TIME.

Oleeo for High Volume Recruiting helps you scale the workforce faster than ever before. Whether it's seasonal hiring or global expansion, our intelligent automation will have you hiring quality talent in minutes, not weeks.



Brochure: Oleeo for High Volume Recruiting



CONNECT: THE VIRTUAL EXPERIENCE

TECH SOLUTIONS

THANK YOU for attending this session!

VISIT NACEWEB.ORG FOR MORE RELATED CONTENT.