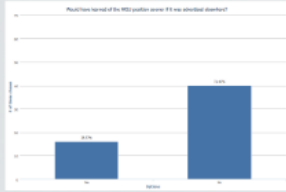


Western Governors University

The Hiring Process

Razmik Gharibian, Ashlee Bobb, Shiyu Wu, Frances Ho



Thank You!
Questions?

THE REQUEST

Working from the perspective that our job candidates are our "customer," we'd like the teams to ID an appropriate marketing strategy for our specific recruiting efforts/challenges

BACKGROUND

Student Mentors

- 15 a month
- Master's Degree

850 full time mentors

Course Mentors

- 200-400 in the next 6 months
- Doctoral Degree

MAIN OBJECTIVES

To communicate with recent mentor program hires in order to facilitate the

- 1) advertising of job
- 2) the job application
- 3) the interview process
- 4) post interview follow up

The Follow Up

- small sample size
- individuality

METHODOLOGY

- 22 question online survey
- 58 out of 71 answered
- 25.86% - Course Mentors
- 74.1% - Student Mentors

- cross tabulations
- t-tests
- multiple regression

The Interview

- 78.2% - took less than one month to receive a response (Appropriate time)
- 87.3% - General Manager of Operations asked questions that were relevant, clear and concise
- 96.1% - Senior Manager asked questions that were relevant, clear and concise

Recommendations

- WGU wait no longer than 3 weeks to contact people after submission
- No more than 1 week pass between a final interview and a job offer

Advertising Methods

- 44% - Internet
- 13.2% - word of mouth



Recommendations

- work from home
- salary



Online Application

- 67.9% - job listings not clear
- 71.2% - form details on education and skill needed

Salary

- 80.9% - no/min salary

Length

- 32.4% - too long

Recommendations

- add more detail into job listing: range in salary, skill requirements, education requirements
- Personal accounts that show status of entire process

Recommendations

- Response time
- 4 respondents- General Manager of Operations interview gave them a negative impression of WGU

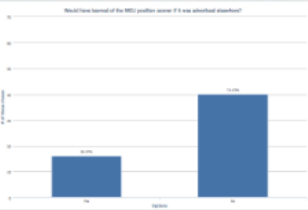
TheCaseSolution.com

Western Governors University

The Hiring Process

Razmik Gharibian, Ashlee Bobb, Shiyu Wu, Frances Ho

Thank You!
Questions?



THE REQUEST

From the perspective that our job candidates are... we'd like the teams to ID an appropriate strategy for our specific recruiting efforts/challenges

BACKGROUND

850 full time mentors

- Student Mentors*
- 15 a month
 - Master's Degree

- Course Mentors*
- 200-400 in the next 6 months
 - Doctoral Degree

MAIN OBJECTIVES

To communicate with recent mentor program hires in order to facilitate the

- 1) advertising of job
- 2) the job application
- 3) the interview process
- 4) post interview follow up

The Follow Up

- small sample size
- individuality

METHODOLOGY

- 22 question online survey
- 58 out of 71 answered
- 25.86% - Course Mentors
- 74.1% - Student Mentors

- cross tabulations
- t-tests
- multiple regression

The Interview

- 78.1% - took less than one month to receive a response (Appropriate time)
- 87.3% - General Manager of Operations asked questions that were relevant, clear and concise
- 96.3% - Senior Manager asked questions that were relevant, clear and concise

Recommendations

- WGU wait no longer than 3 weeks to contact people after submission
- No more than 1 week pass between a final interview and a job offer

Advertising Methods

- 49% - internet
- 12.5% - word of mouth



Recommendations

- work from home
- salary



Online Application

- Clarity*
 - 87.9% - job listings are clear
 - 71.2% - more detail on education and skill needed
- Salary*
 - 34.9% - mention salary
- Length*
 - 21.6% - too long

Recommendations

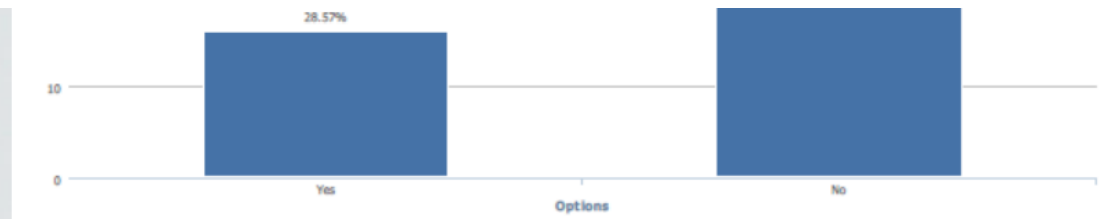
- add more detail into job listing: range in salary, skill requirements, education requirements
- Personal accounts that show status of entire process

Recommendations

- Response time
- 4 respondents- General Manager of Operations interview gave them a negative impression of WGU

TheCaseSolution.com





THE REQUEST

Working from the perspective that our job candidates are our “customer,” we’d like the teams to ID an appropriate marketing strategy for our specific recruiting efforts/ challenges

Razmik Gharibian, Ashlee

BACKGROUND

850 full time mentors

Student Mentors

- 15 a month
- Master's Degree

Course Mentors

- 200-400 in the next 6 months
- Doctoral Degree

METHODOLOGY

- 22 question online survey

• c

MAIN OBJECTIVES

To communicate with recent mentor program hires in order to facilitate the

- 1) advertising of job
- 2) the job application
- 3) the interview process
- 4) post interview follow up

t Mentors

month

er's Degree

Course Mentors

- 200-400 in the next 6 months
- Doctoral Degree

METHODOLOGY

- 22 question online survey
- 58 out of 71 answered
- 25.86% - Course Mentors
- 74.1% - Student Mentors

- cross tabulations
- t-tests
- multiple regression

Online Application

Advertising Methods

- 44% - internet
- 12.5% - word of mouth



Would have learned of the WGU position sooner if it was advertised elsewhere?

