





BUILDING YOUR **2021** RECRUITER TOOLKIT

December 9, 2020

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AGENDA

-  **Data** – how to get it, interpret it, and use it to make marketing decisions
-  **Destination** – a site or landing page that gives candidates the information they need
-  **Message** – a story or pitch that tells candidates why they should join you
-  **Strategy** – a way to reach and attract candidates, including pay-for-performance media

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WE OPTIMIZE
CANDIDATE ATTRACTION
THROUGH

STORYTELLING, TECHNOLOGY & STRATEGY

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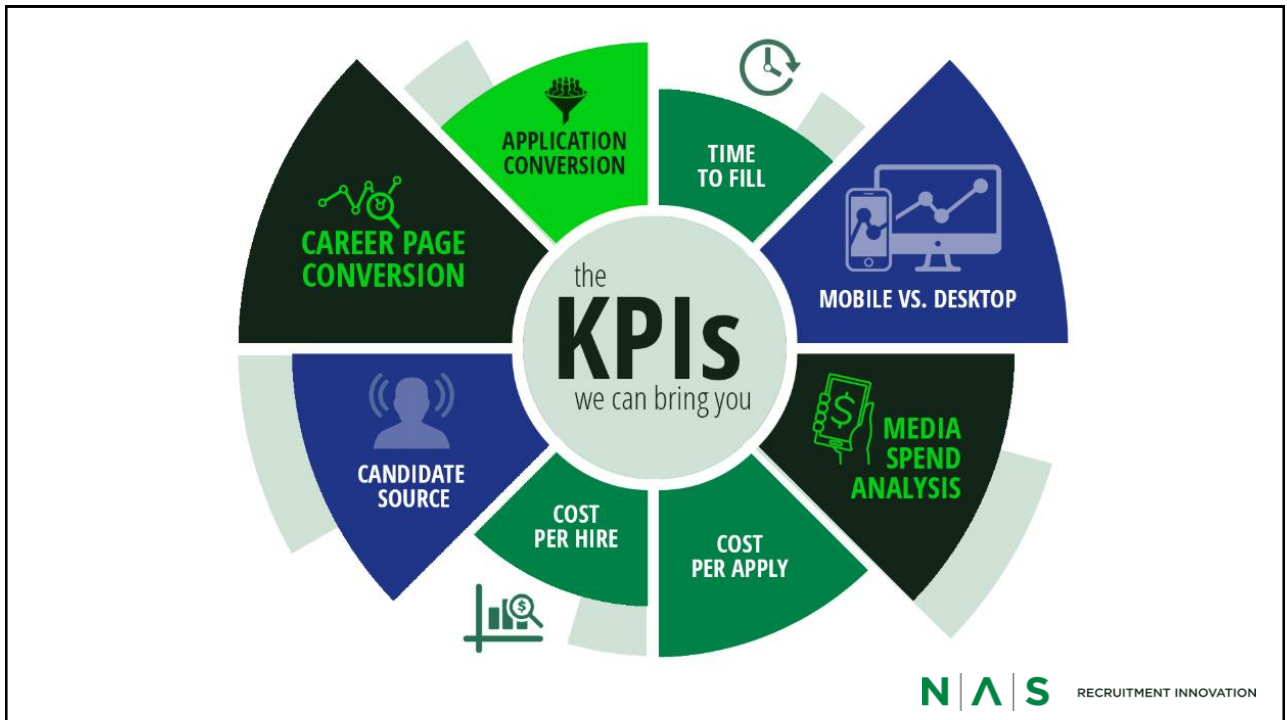
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Data



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KPI Focus

Application Conversion: Where are your ATS stumbling blocks – do you know what step has highest drop-off rate?

Time to fill: Movement from each step-in application process; to target time delays and improve processing

Mobile Vs. Desktop: Develop strategies for each based on averages to convert on each device

Media Spend Analysis (CPA or CPH): Understanding where \$ are spent; and how to improve delivery to lower cost and increase results

Candidate Source: What source works/doesn't – focusing on saving money and time for recruiters based on QUALITY applicant vs. volume

Career Page Conversion: Is your content engaging to move candidates through the funnel?

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MEASURE AND IMPROVE



Smarter Media Buying: Know what media is performing well and for which job families. Get results-oriented insights that drive action.

- ✓ **Decrease monthly media spend up to 50%** while maintaining similar or increased activity.
- ✓ **Decrease both cost per apply and cost per hire up to 75%.**

Growth Strategy: Identify career areas with healthy organic application volume and focus spend on areas of need.

- ✓ **Target media spend** by job family or location.
- ✓ **Increase volume of applies** without increasing media spend.

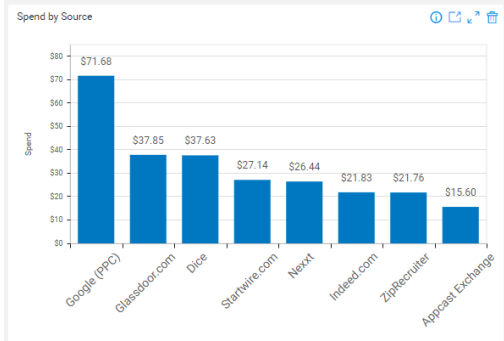
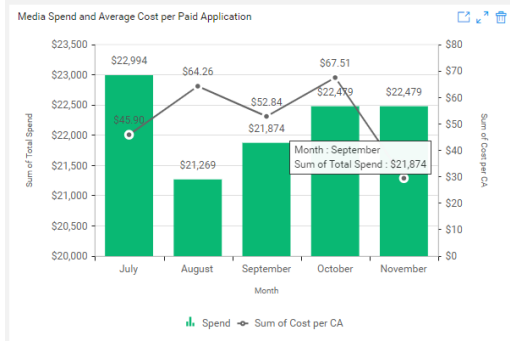


ANALYZE YOUR SPEND AND RESULTS

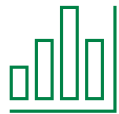


Q3 2020 Performance Report

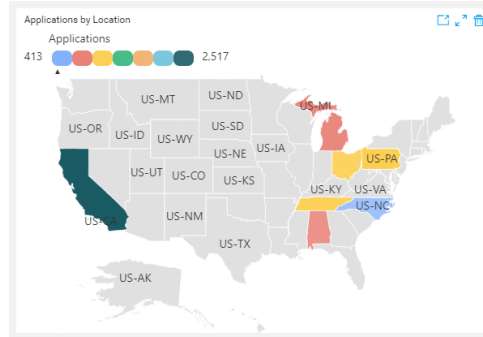
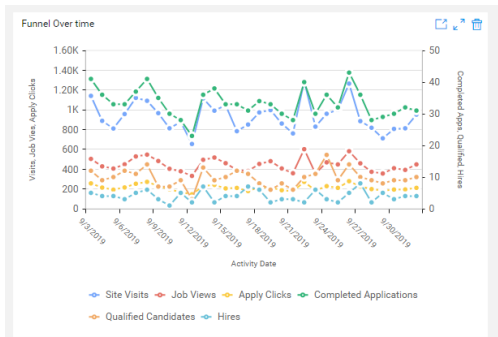
Views	Applications	Avg. Cost / Paid Application	Total Job Spend November	Hire Count
March Views: 91,515 February Views: 91,021 ▲ 0.54%	March Apps: 8,151 February Apps: 8,702 ▼ -6.54%	\$29	\$22,479	217



UNDERSTAND YOUR FUNNEL

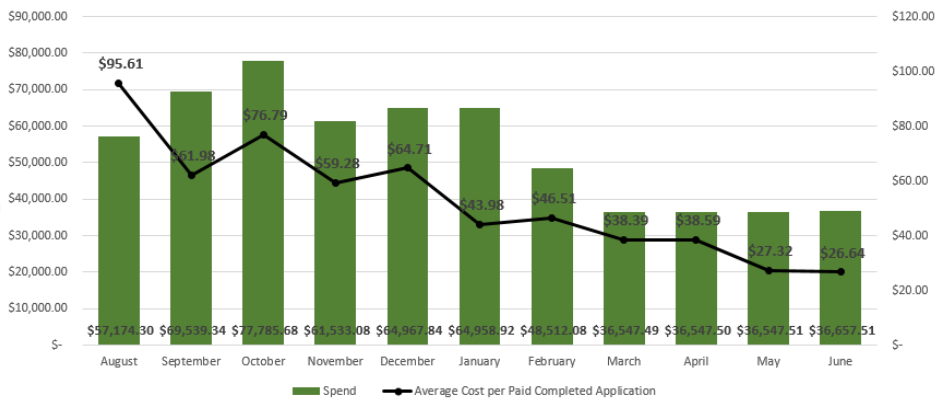


Site Visits 28,028	Job Views Total Job Views 13,292 47.42%	Apply Clicks Total Apply Clicks 6,375 47.96%	Completed Applications Total Completed Apps 1,000 15.69%	Qualified Candidates Total Qualified 293 29.30%	Hires Total Hires 120 40.96%
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CAMPAIGN SUCCESS: MEDIA SPEND AND AVERAGE COST PER APPLY



✓ 75% decrease in cost per apply over 10 months



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Destination



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Common Career Site Problems



Limited Search Engine Optimization (SEO)



Poor Candidate Experience



No Measure of Success



Lack of Strategic Execution

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THE UNIVERSITY OF TEXAS
MD Anderson
~~Cancer Center~~
 Making Cancer History®



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MD Anderson Career Site: Before

The screenshot shows the MD Anderson Career Center website interface. At the top right, there are links for 'CURRENT EMPLOYEE', 'SEARCH ALL JOBS', and 'HELP'. A banner below reads 'Let's give cancer the boot!' with a 'WELCOME' sign. Below the banner is a search bar with 'Find jobs by keyword' and 'Location (e.g. "New York")' fields, and a 'Search' button. A grid of six category tiles follows: Nursing Opportunities, All Jobs, Research Opportunities, Allied Health Opportunities, Executive Opportunities, and Faculty Opportunities. Below the grid, a text prompt says 'Search through the various Careers at MD Anderson' and 'Browse through opportunities across all or specific job categories, please click on links below.' A long list of job categories is provided, including Accounting/Finance, Admin/Clinical Support, Audit/Compliance, Environmental Health & Safety, Food & Dining, Healthcare Business Support, Human Resources, Information Technology, Law Enforcement/Security, Managerial/Professional, Marketing/Communication, and Philanthropic/Biz Development. Annotations with arrows point to the top right links (labeled 'No Content Areas'), the banner (labeled 'No branding elements; WIIFM'), and the long list of categories (labeled 'Lengthy, hard to read and direct link to ATS; no content for SEO value').

— No Content Areas

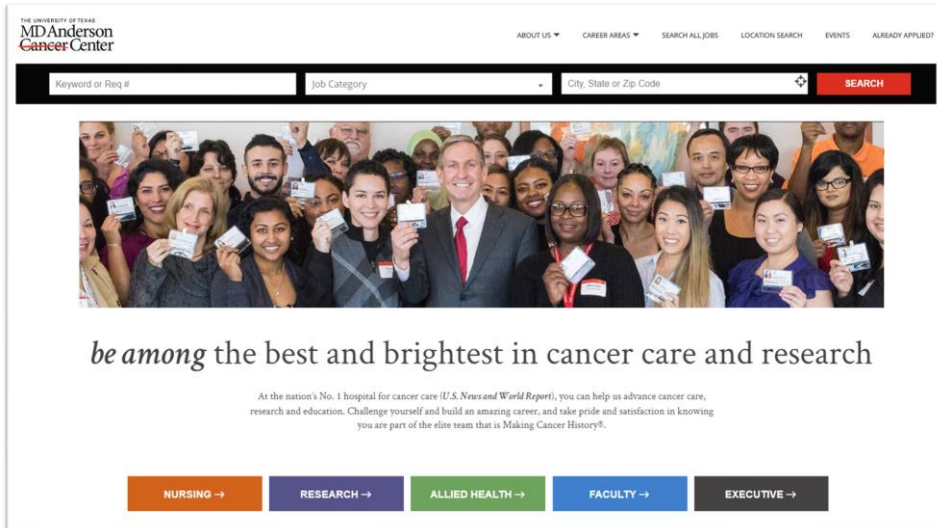
No branding elements; WIIFM

Lengthy, hard to read and direct link to ATS; no content for SEO value



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MD Anderson Career Site: Today



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Career Site Performance

Q1 year over year increases of 60% in completed applies



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HOME PAGE

Scroll rate

75%

50%

25%

Top clicks

- Search widget
- Already Applied
- Nursing
- Research
- Additional Opportunities scroll

(limited activity with buttons)

Little Activity

- Military

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ALREADY APPLIED

ABOUT US * | NURSING | RESEARCH | ALLIED HEALTH | FACULTY | EXECUTIVE | TRAINEE PROGRAMS | EVENTS | LOCATIONS | SEARCH JOBS

Be among the best and brightest in cancer care and research

At the nation's No. 1 hospital for cancer care (*U.S. News and World Report*), you can be a part of the team that has pioneered countless medical advances and is an innovator in cancer care, research and education today. Challenge yourself and build an amazing career, taking pride and satisfaction in knowing you are a part of Making Cancer History®.

Search for jobs in these areas:

Accounting/Finance >	Executive >	Information Technology >	Nursing >
Admin/Clerical Support >	Facilities >	Law Enforcement/Security >	Philanthropic/Biz Development >








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ACTIVATE™ IS A PROPRIETARY, CLOUD-BASED SAAS THAT DELIVERS:

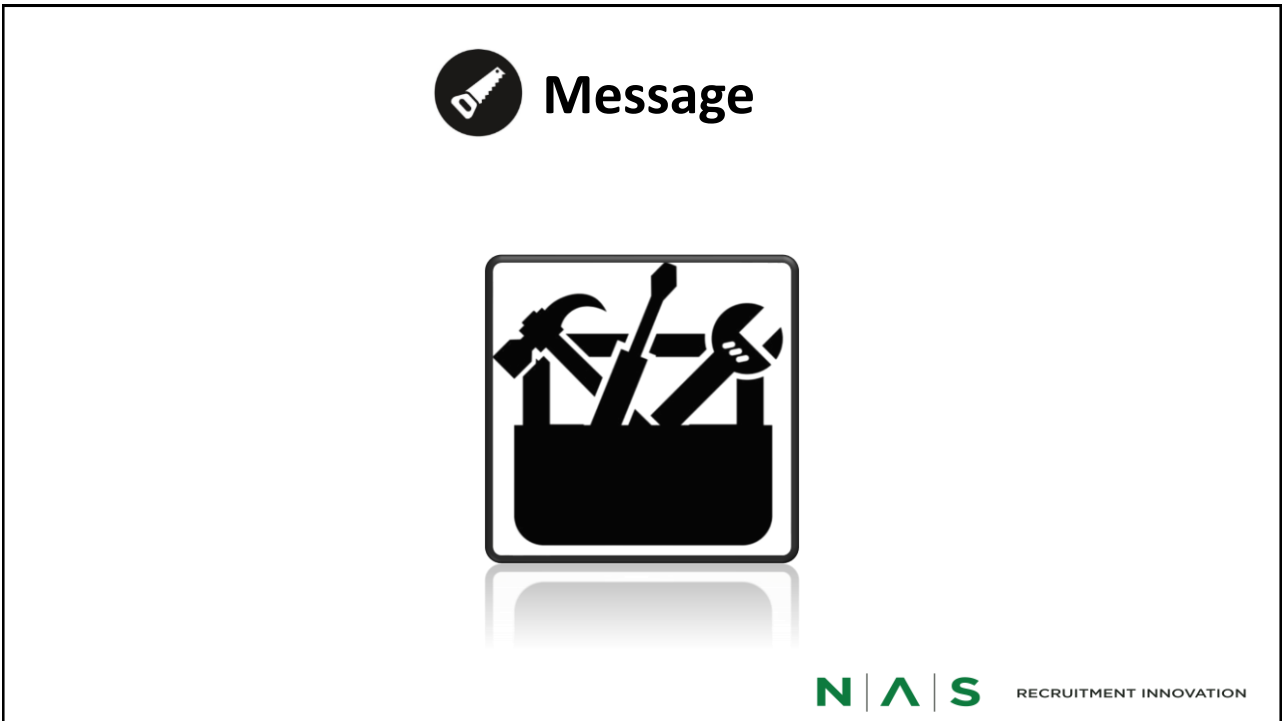
	A quick and easy job search experience		Mobile-responsive design
	Branded landing-page content		Improved SEO (your jobs get better rankings)
	Outreach capabilities via email and text		Quick form for candidates to indicate interest
	Robust analytics to track results and manage budget		

ACTIVATE
CANDIDATE ATTRACTION PLATFORM

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STORYTELLING



Our goal is to take what we've learned through discovery and develop an employment brand platform that tells your unique story with impact.

DIFFERENTIATE.

BUILD FLEXIBILITY.

MOTIVATE.



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STORYTELLING



Specialized expertise in employment branding

Seamless partnership with TA and Marketing

Flexible, depending on budget and existing intelligence



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STORYTELLING Concept Creation



PROUD
to share my skills at Oklahoma's top-ranked hospital.

Stand OU Med Tall

My passion for pediatrics brought me to the best.
Susan | PICU RN
OU Medicine
Children's Hospital

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My drive is to deliver advanced care for our communities.
Sandra | RN
PHYSICIAN ASSISTANT
SUMMER 2020

WRITE YOUR STORY with Oklahoma's healthcare leader.

Work with the best
We're the only hospital in Oklahoma and the 8th largest in the U.S. Ranked #1 in the South, we're known for our exceptional care, education and research. And, you'll work with the best of the region.

Do the most good
We're committed to bringing the highest care with the most advanced risk. We're the only one in the region that offers an integrated care model. From health to home care, we have an impact on people's lives and our community, all working with us.

Be on the forefront
We're bringing the best care to the bedside through our research efforts. We offer challenges, career growth, ongoing education and training. We'll provide the most advanced care and your professional development.

Experience more
We offer excellent medical, dental, vision, life, and disability insurance. We offer a comprehensive benefits package with a 401(k) plan, tuition reimbursement, and other employee benefits that make us a great place to work.

Show our growth
The commitment to career opportunity. We're currently seeking for HCP at The OU Medicine's facilities. Our state-of-the-art facilities, research, and patient care. We're looking for people who are passionate about their work and the patient.

NURSING
Bring your passion and skills to a team that's truly your best.
LEARN MORE >

NEW GRAD RNS
Exciting opportunity to begin your nursing career in OU Medicine.
LEARN MORE >

ALLIED HEALTH
Find the challenge and a great you deserve.
LEARN MORE >

NON-CLINICAL
Find a career that's a challenge to you.
LEARN MORE >

My passion for pediatrics brought me to the best.
Valerie | PICU RN
OU Medicine4me
Children's Hospital

My drive is to deliver advanced care in our new Adult Patient Tower.
Sam | RadTech
OU Medicine4me

OU Medicine

My expertise is trusted and the challenges are exciting.
Ben, Supply Chain Manager
My OU Medicine Story

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STORYTELLING



Brand Guidelines

DIGITAL:

Career website:
The shared vision was design elements of the OHSU branding plus using EVP design and copy along with recruitment focused copy and content, to give it for one quality, clean, modern and clear graphic design. Keep the EVP as additional copy. "Thank you!" call to action buttons should always be clearly visible to avoid content problems to applicants whenever they are ready.

Printed media and relevant banner graphics:
Police, social, media and content, while conforming to the brand request. These will need to be designed to one of the request or a specific one, and for message and photo should be chosen accordingly.

PRINT:

Brochures, mailers, flyers and other printed collateral:
You should follow the OHSU career guidelines for the cover or front and pick up elements of the EVP that, utilizing more white space and a strong balance between copy and visuals for interior pages. Again, these may focus on either a particular mission or job, or OHSU as a whole, depending on your specific messaging target.

POSTERS:
HELP US TELL OUR EMPLOYMENT STORY
BE YOURSELF WHILE CHANGING THE WORLD.
CAREERS OHSU

VERTICAL BANNER:
WWW.OHSU.EDU/JOBS
BE YOURSELF WHILE CHANGING THE WORLD.
CAREERS OHSU

PRINT BROCHURE:
EXTEND YOUR ACADEMIC CAREER TO A NEW FACILITY
CAREERS OHSU

PRINT BROCHURE:
OHSU EMPLOYEE VALUE PROPOSITION
IN PARTNERSHIP WITH
NAS RECRUITMENT INNOVATION
OHSU
MARCH 2020

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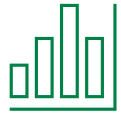
Strategy



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STRATEGY



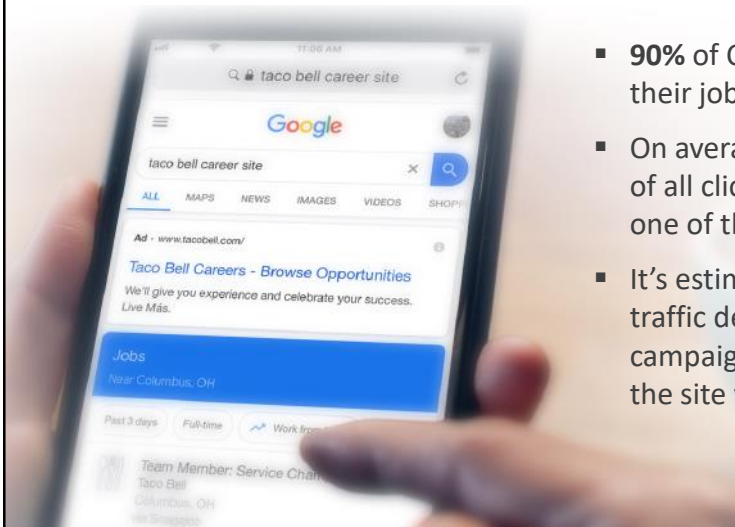
NAS uses creative messaging and strategic thinking to improve your hiring metrics.



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GOOGLE SEARCH: WHY IT WORKS



- **90%** of Candidates start their job search on Google.
- On average, **more than 50%** of all clicks on Google go to one of the top 3 results/ads.
- It's estimated that **89%** of the traffic delivered by a paid search campaign would not have visited the site without that campaign.

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DISPLAY AND RETARGETING



Our teams are experts in combining real-world and digital data and applying market intelligence to give our customers the insights that help them win.

Media

Fuel brand growth and higher sales through award-winning, hands-on programmatic ad campaign management.

Analytics

Drive successful business outcomes through custom analytics solutions.

Tech

Unlock value in any data asset through best-in-class A.I. technology with limitless scalability.

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DISPLAY: HOW IT WORKS



- **Banner ads are displayed across 90% of internet.**
- **12 sizes offer cross-device compatibility (mobile, tablet, desktop, TV).**
- **We can target from nationwide to micro geo-targeting.**

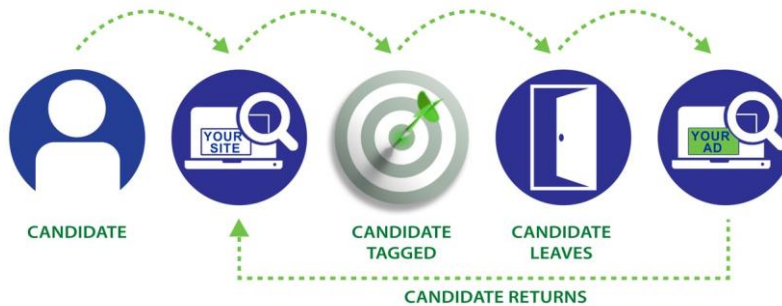
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RETARGETING: HOW IT WORKS



Display ads target users who have visited your site before.



- Tracking Tag is placed on desired landing page(s).
 - Candidate visits landing page and is 'tagged'.
 - Display ad discretely follows candidate throughout the internet.

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WHY A PAY-FOR-PERFORMANCE STRATEGY

- Invest in and manage recruitment advertising **budgets better.**
- **ROI results** in the form of candidate conversions, such as clicks on job ads or completed applications.
- Campaigns adjusted real-time to **maximize performance** and results.



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CLIENT SUCCESS STORY



GOALS

- Drive traffic to rural area positions
- Focused on apply volume
- Focus on set KPIs: CPC, CPA and Conversion

RESULTS

- Applies increased from **464 to 2,309**
- CPC decreased by **50%**
- Avg. CPA decreased from **\$66.34 to \$13.67**
- CTR% increased from **1.6% to 3.6%**



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SOCIAL MEDIA



The importance of social media in recruiting continues to grow. An Adweek report suggests that **92%** of recruiters use social media, and the share of companies that use social media for recruiting has increased to **84%**. It also offers a low barrier to entry.



Attract

Attract and capture the right audience and drive them to your career site and talent community.



Engage

Plan and provide transparent information that today's candidates expect and that helps them make the right decision.



Source

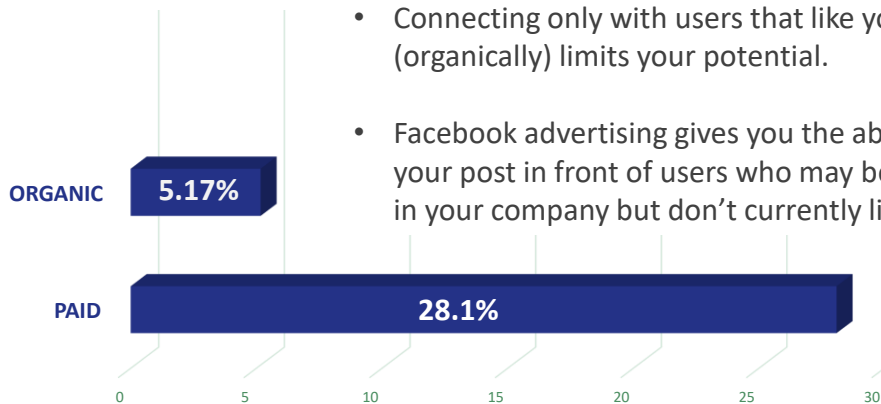
Set conversion goals, including increased social engagement, talent community growth, applies and hires.

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FACEBOOK FOR RECRUITMENT



Organic vs. Sponsored Post Results



- Connecting only with users that like your page (organically) limits your potential.
- Facebook advertising gives you the ability to get your post in front of users who may be interested in your company but don't currently like your page.

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FACEBOOK FOR RECRUITMENT



Sponsored Post Strategy



Link Click Ads

- Supported placements are made throughout Facebook and Instagram.
- Sends audience to landing page associated with your ad.
- Delivers the same ad across multiple news feeds and reaches a large audience at the same time.

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Assessment



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COMPETITOR ASSESSMENT	Brand Consistency	Career Site Experience	SEO Ranking	Mobile Experience	Application Process	Social Presence	Glassdoor Activity	Indeed Co. Review
Your Organization								
Competitor 1								
Competitor 2								

 POOR: Improvement needed  AVERAGE: Areas for Improvement  GOOD: Experience meets expectation

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THANK YOU

Jennifer R. Henley, PHR & SHRM-CP

Vice President, Client Services

Tel: 410-353-7689; Email: jhenley@nasrecruitment.com

Tim Hawk

Regional Talent Strategist

Tel: 443-791-8564; Email: thawk@nasrecruitment.com

