

Recruitment Advertising Open Forum



September 27, 2017
EMU Cedar Room
2-3:30 p.m.



Agenda



-  **Advertising Spend & Recruitment Advertising Survey results** – Jerri Gillean, Marie Opsahl & Nancy Nieraeth
-  **Analysis and Recommendations for advertising through Register Guard** – Tom McDonnell & David Koranda
-  **Register Guard Contract Update** – Greg Shabram & Laura Harris
-  **Solicit Input from HR Partners Regarding Advertising Guidance Needs** – Nancy Nieraeth

What We've Done



 Begun conversations with advertising aggregators

 Recruitment advertising practices survey

 Reviewed total spending on recruitment advertising

 Consulted with central Communications & PCS

 Consulted with Register Guard sales team















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Advertising Spend Fiscal Year '16 vs Fiscal Year '17 (top sources)

Advertiser	FY16	FY17	Difference
Guard Publishing Co/dba Register Gu	\$132,563.06	\$123,056.28	\$9,506.78
GBSA Inc/dba Graystone Group Advert	\$43,065.23	\$26,663.98	\$16,401.25
Chronicle of Higher Education	\$26,822.76	\$22,561.88	\$4,260.88
YourMembership.com Inc	\$15,913.99	\$15,643.25	\$270.74
Duffy Group Inc/dba Duffy Research	\$-	\$18,600.00	\$(18,600.00)
Absolute Sports Private Limited	\$-	\$10,000.00	\$(10,000.00)
Sunrise International Education	\$-	\$9,000.00	\$(9,000.00)
American Chemical Society	\$-	\$9,769.50	\$(9,769.50)
Internet Employment Linkage Inc/dba	\$9,915.00	\$8,635.00	\$1,280.00
Oregonian Publishing Company/dba Or	\$6,336.22	\$9,294.54	\$(2,958.32)
What's Happening Inc/dba Eugene Wee	\$5,789.00	\$568.00	\$5,221.00
Boxwood Technology Inc	\$5,710.00	\$1,885.00	\$3,825.00
Oregon State Bar	\$5,405.00	\$-	\$5,405.00
Emerald Media Group Inc/dba Oregon	\$5,086.00	\$786.80	\$4,299.20
Cox Matthews & Associates	\$3,435.00	\$4,450.00	\$(1,015.00)
Southwestern Oregon Publishing Co/W	\$2,715.37	\$1,175.95	\$1,539.42
Computing Research Association/CRA	\$2,439.00	\$1,116.00	\$1,323.00
American Association for the Advanc	\$2,274.00	\$7,152.00	\$(4,878.00)
Association of Collegiate Schools o		\$3,468.00	\$(3,468.00)
CORE 77 INC		\$3,075.00	\$(3,075.00)
Modern Language Association of Amer	\$469.00	\$3,480.00	\$(3,011.00)
Grand Total	\$332,907.85	\$328,488.29	\$4,419.56

Who Participated?

32 Units:

-  Center for Multicultural Academic Excellence / Division of Equity and Inclusion
-  School of Journalism and Communication
-  Geography
-  Philosophy
-  Office of International Affairs
-  EMU
-  PE & Recreation
-  Human Physiology
-  Division of Undergraduate Studies
-  Dean of Students
-  CAS Linguistics
-  CAS Dean's Office
-  Educational and Community Supports
-  University Advancement
-  Library
-  COE, Dean's Office
-  Mathematics
-  UCTC
-  Center of Brain Injury Research and Training
-  Information Services
-  Physics
-  DESTNY GMU
-  Purchasing & Contracting Services
-  VPSL
-  Journalism & Communication
-  FASS
-  Finance & Administrative Shared Services
-  Financial Aid and Scholarships
-  Labor Education and Research Center
-  Student Services and Enrollment Management
-  School of Music and Dance
-  Political Science

What did we learn?



Placed by HR
Partner, Average: 5.5*

Average # people
placing ads per unit:
1.5

Placed by
Department, Average:
7.3*

Average time per
search for all ad
placement: 1.6 hours

*Removed 3 responses 100, 50, 30



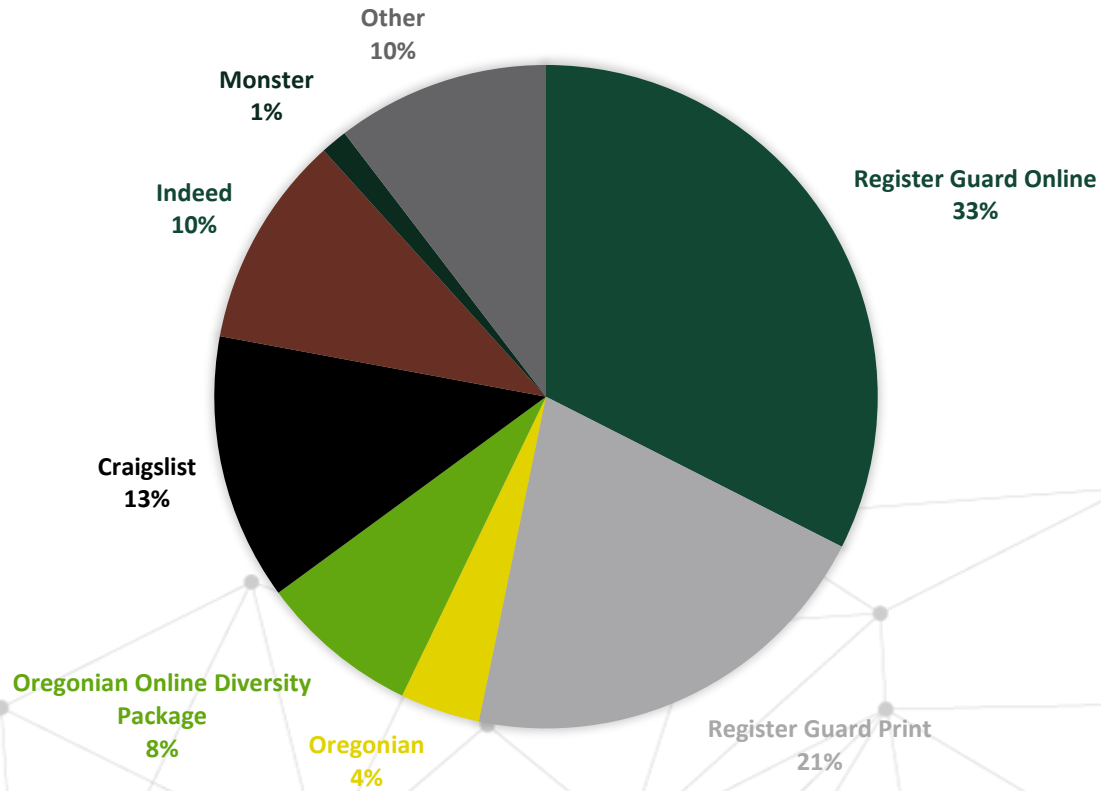
Classified Searches

How much time does it normally take you to place ads for each classified search (average)?

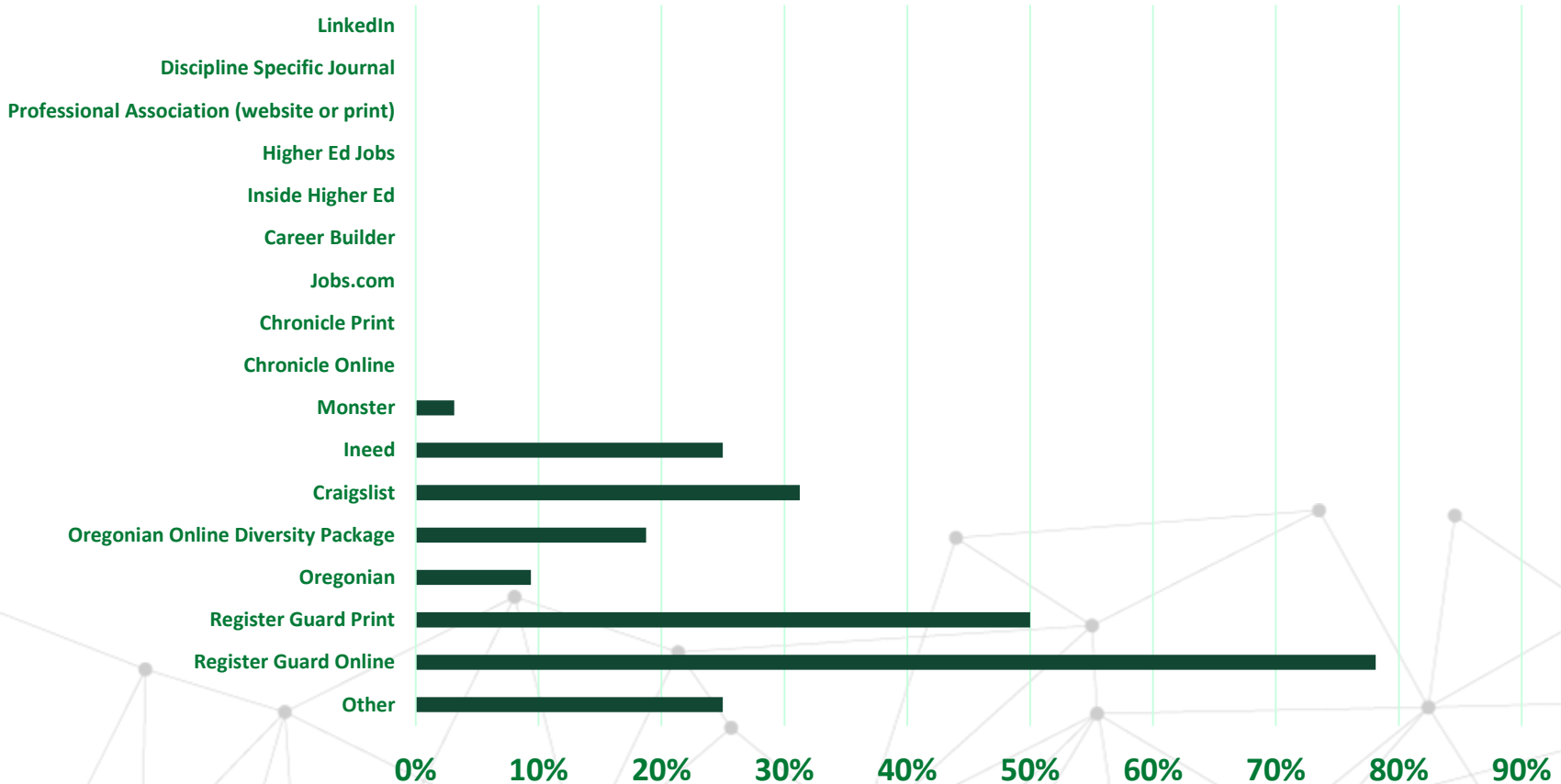
Answer	%	Count
Less than an hour	71.88%	23
1-2 hours	21.88%	7
More than 2 hours	6.25%	2
Total	100%	32

Classified Searches

CLASSIFIED JOBS AD PLACEMENT



Classified Searches: % Placed by Respondents



OA Searches

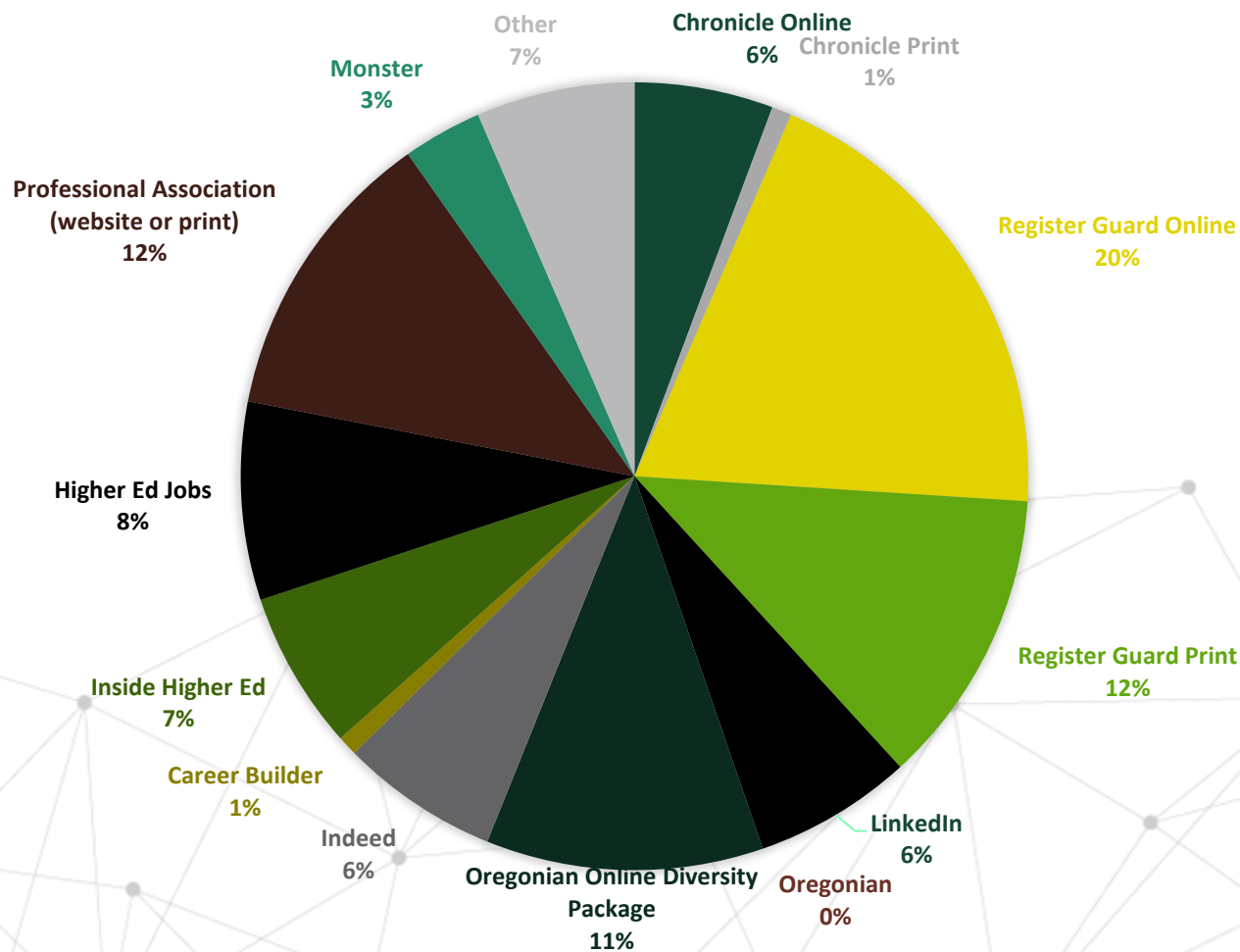
How much time does it normally take you to place ads for each classified search (average)?

Answer	%	Count
Less than an hour	34.38%	11
1-2 hours	53.13%	17
More than 2 hours	12.50%	4
Total	100%	32

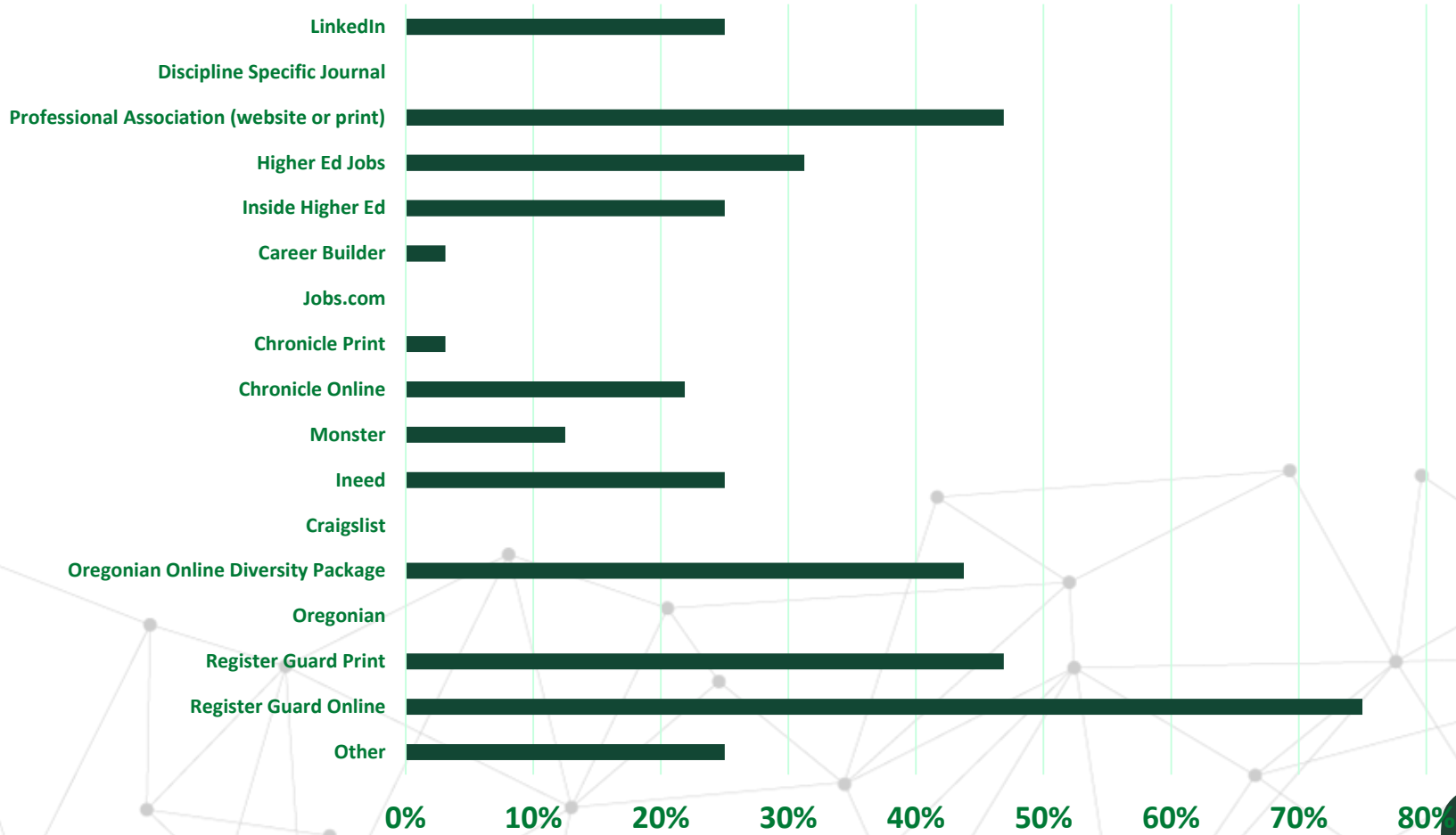
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OA Search: Where are our placements?

OA AD PLACEMENT



OA Searches: % Placed by Respondents



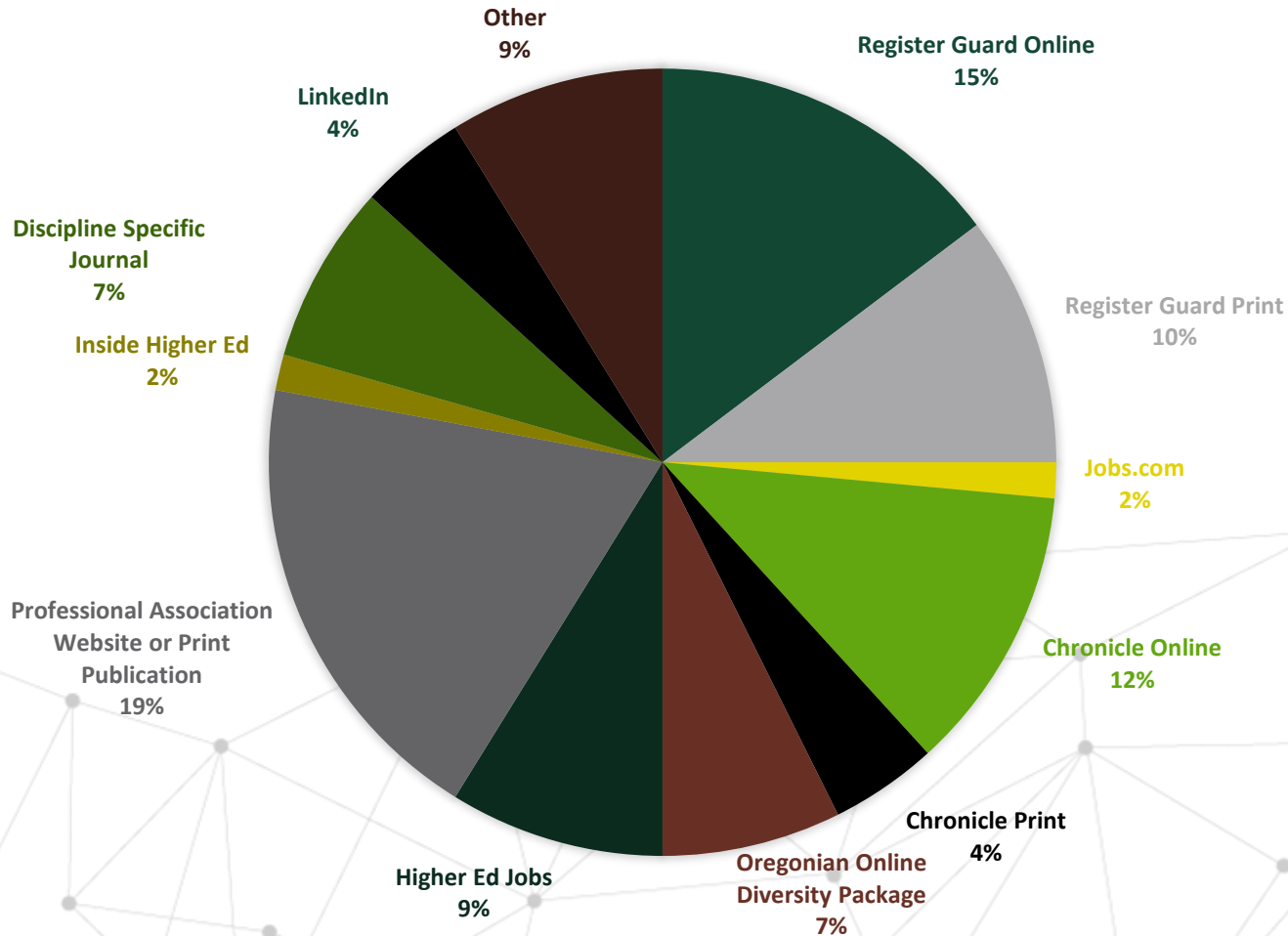
Faculty Searches

How much time does it normally take you to place ads for each classified search (average)?

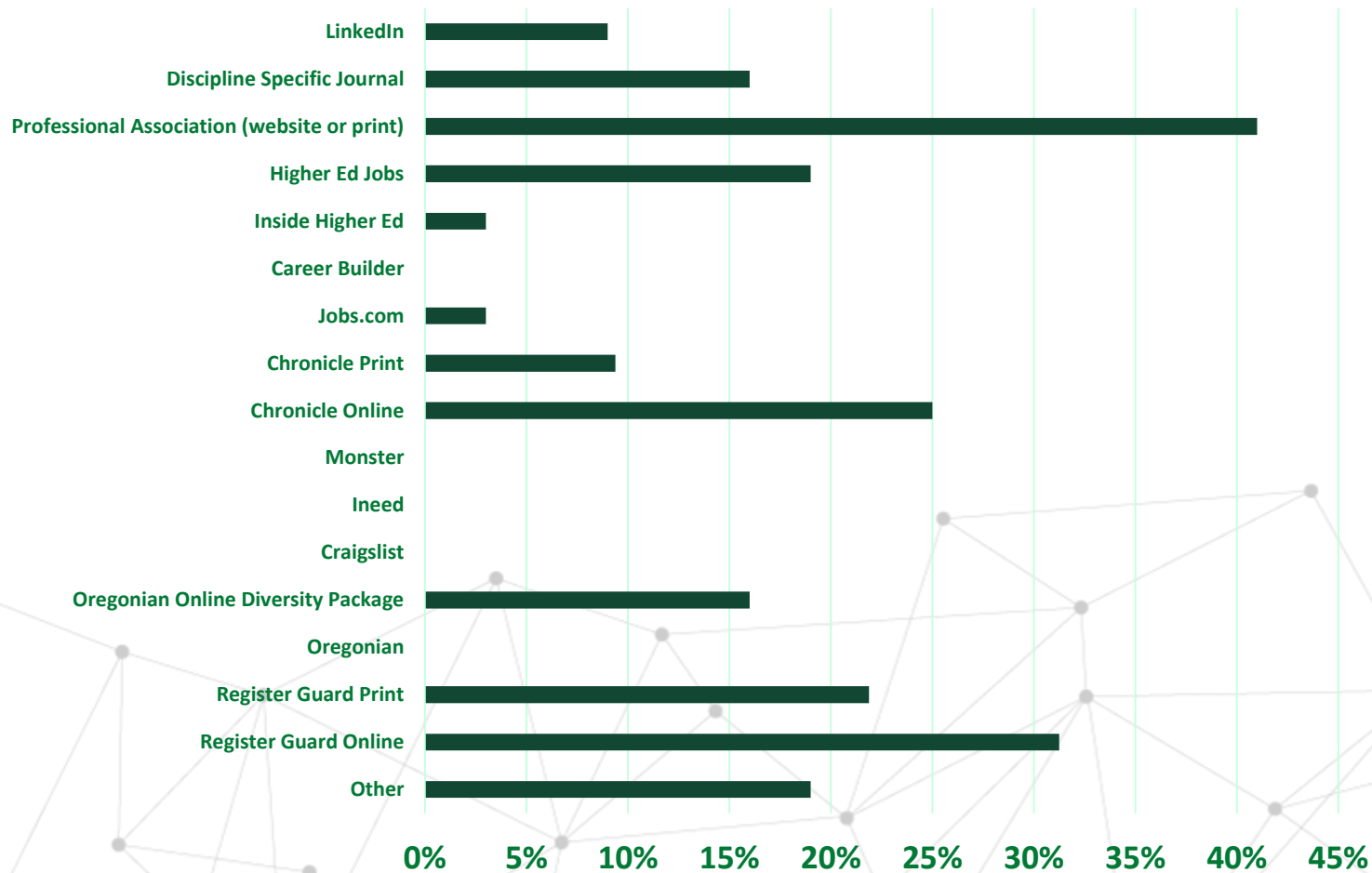
Answer	%	Count
Less than an hour	35.71%	10
1-2 hours	39.29%	11
More than 2 hours	25.00%	7
Total	100%	28

Faculty Searches

FACULTY AD PLACEMENT



Faculty Searches: % Placed by Respondents



Greystone Group



Percentage using Greystone: 12% (4 of 33)

Ad Delivery: 2

Ad Design/Prep: 2



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Diversity Recruiting



How do you recruit for diversity candidates?

32.25% - Other*

29% - Oregonian online diversity package

29% - Diversity specific website

6.45% - Discipline specific website

3.23% - Diversity specific print publications

*RG Diversity Package, HigherEdJobs Diversity & Inclusion Email List, African American Development Officers Network, Latinos in HigherEd, Partners in Diversity



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Register Guard Analysis



- ❖ Units are being “upsold” to purchase additional Diversity Package and other online packages from the Register Guard
- ❖ Cost for diversity package is \$60 for 30 days, other networks have different costs
- ❖ Included networks don’t drive significant traffic, haven’t been updated since 2014
- ❖ Register Guard core business vs. internet sales
- ❖ 23 applicants and 1 hire from RG in first few months of tracking
- ❖ How can we change our diversity outreach strategy?

Proposal for Register Guard Ad



David Koranda and Tom McDonnell, Central
Communications



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6 columns X 2.5 inches

Fri, Sat or Sun

Aprox. \$60/ position

The University of Oregon is hiring.

This Week's Featured Positions:

- Accountant (#521061)
- Purchasing & Receiving Clerk (#521061)
- Education & Operations Coordinator (#521061)
- Catering Operations Manager (#521061)
- Office Coordinator (#521061)
- Cashier (#521061)
- PT Research Asst/Assoc/Post Doc. IT/CS (#521061)
- Admin. Program Assistant (#521061)
- Preschool/Pre-K Assistant Teacher (#521061)
- Purchasing & Receiving Clerk (#521061)
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UNIVERSITY OF OREGON

hr.uoregon.edu/jobs

See website for complete announcement and application instructions or visit Human Resources, 677 East 12th Ave., Suite 400, 5210 University of Oregon, Eugene, OR 97403-5210. 541-946-3159

The UO is an equal opportunity, alternative action institution committed to cultural diversity and compliance with the ADA. The UO encourages all qualified individuals to apply, and does not discriminate on the basis of any protected status, including veteran disability status.

3 columns X 5.25 inches

Fri, Sat or Sun

Aprox. \$60/ position

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2 columns X 5.25 inches

Fri, Sat or Sun

Aprox \$40/position

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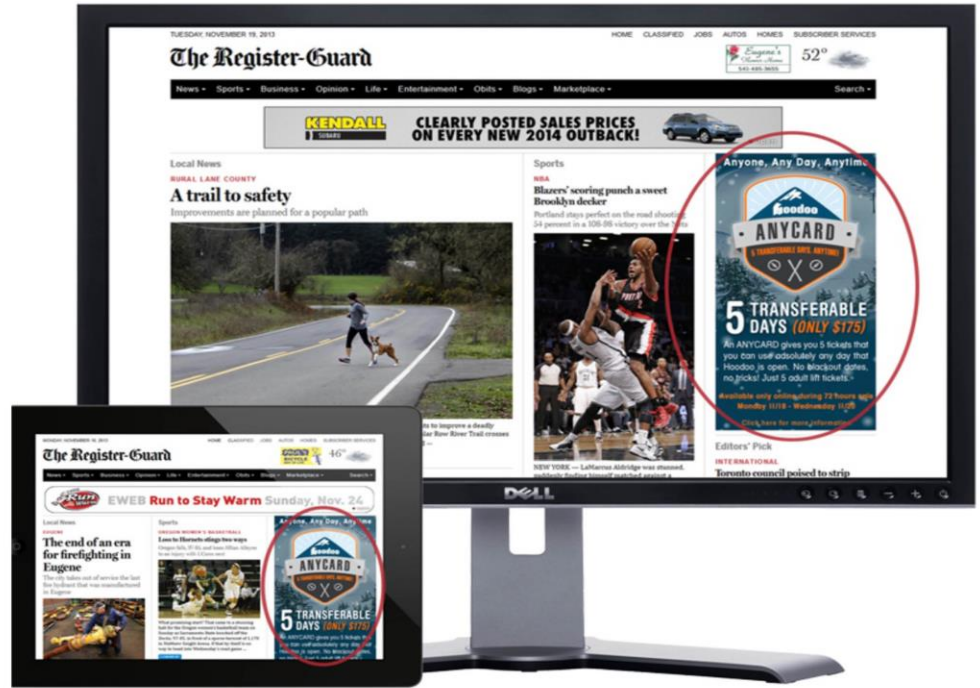
300X600 Digital
RG Digital Version
Price/Position TBD




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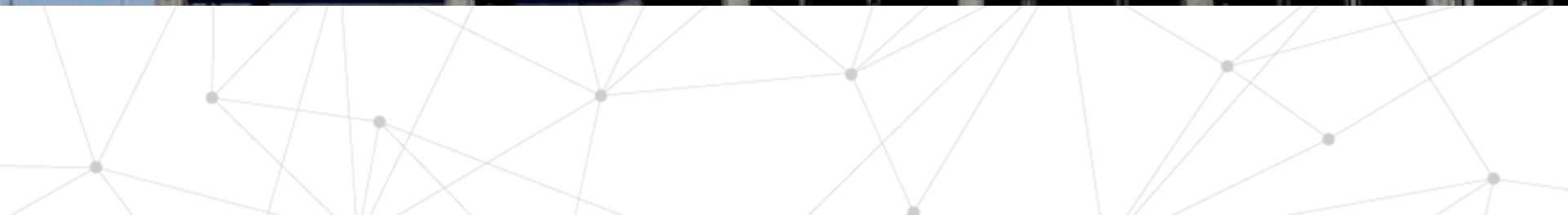
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 CLEARCHANNEL



RG Contract Update



Greg Shabram and Laura Harris,
Purchasing & Contracting Services



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Resource Guide Feedback



- ❖ What type of resource guide from a unit perspective would be helpful?
 - ❖ Interactive, checklist, or narrative?
 - ❖ Ad content suggestions
 - ❖ Guidelines about number of ads/spend vs. reach
 - ❖ Consultation about ad strategy
 - ❖ Data on current self-report ad sources
- ❖ How can the process be better streamlined and less time intensive?