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
## Advertising Spend Fiscal Year ‘16 vs Fiscal Year ‘17 (top sources)

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>FY16</th>
<th>FY17</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guard Publishing Co/dba Register Gu</td>
<td>$132,563.06</td>
<td>$123,056.28</td>
<td>$9,506.78</td>
</tr>
<tr>
<td>GBSA Inc/dba Graystone Group Advert</td>
<td>$43,065.23</td>
<td>$26,663.98</td>
<td>$16,401.25</td>
</tr>
<tr>
<td>Chronicle of Higher Education</td>
<td>$26,822.76</td>
<td>$22,561.88</td>
<td>$4,260.88</td>
</tr>
<tr>
<td>YourMembership.com Inc</td>
<td>$15,913.99</td>
<td>$15,643.25</td>
<td>$270.74</td>
</tr>
<tr>
<td>Duffy Group Inc/dba Duffy Research</td>
<td>$-</td>
<td>$18,600.00</td>
<td>$(18,600.00)</td>
</tr>
<tr>
<td>Absolute Sports Private Limited</td>
<td>$-</td>
<td>$10,000.00</td>
<td>$(10,000.00)</td>
</tr>
<tr>
<td>Sunrise International Education</td>
<td>$-</td>
<td>$9,000.00</td>
<td>$(9,000.00)</td>
</tr>
<tr>
<td>American Chemical Society</td>
<td>$-</td>
<td>$9,769.50</td>
<td>$(9,769.50)</td>
</tr>
<tr>
<td>Internet Employment Linkage Inc/dba</td>
<td>$9,915.00</td>
<td>$8,635.00</td>
<td>$1,280.00</td>
</tr>
<tr>
<td>Oregonian Publishing Company/dba Or</td>
<td>$6,336.22</td>
<td>$9,294.54</td>
<td>$(2,958.32)</td>
</tr>
<tr>
<td>What's Happening Inc/dba Eugene Wee</td>
<td>$5,789.00</td>
<td>$568.00</td>
<td>$5,221.00</td>
</tr>
<tr>
<td>Boxwood Technology Inc</td>
<td>$5,710.00</td>
<td>$1,885.00</td>
<td>$3,825.00</td>
</tr>
<tr>
<td>Oregon State Bar</td>
<td>$5,405.00</td>
<td>$-</td>
<td>$5,405.00</td>
</tr>
<tr>
<td>Emerald Media Group Inc/dba Oregon</td>
<td>$5,086.00</td>
<td>$786.80</td>
<td>$4,299.20</td>
</tr>
<tr>
<td>Cox Matthews &amp; Associates</td>
<td>$3,435.00</td>
<td>$4,450.00</td>
<td>$(1,015.00)</td>
</tr>
<tr>
<td>Southwestern Oregon Publishing Co/W</td>
<td>$2,715.37</td>
<td>$1,175.95</td>
<td>$1,539.42</td>
</tr>
<tr>
<td>Computing Research Association/CRA</td>
<td>$2,439.00</td>
<td>$1,116.00</td>
<td>$1,323.00</td>
</tr>
<tr>
<td>American Association for the Advanc</td>
<td>$2,274.00</td>
<td>$7,152.00</td>
<td>$(4,878.00)</td>
</tr>
<tr>
<td>Association of Collegiate Schools o</td>
<td>$3,468.00</td>
<td>$3,468.00</td>
<td>$(0.00)</td>
</tr>
<tr>
<td>CORE 77 INC</td>
<td>$3,075.00</td>
<td>$3,075.00</td>
<td>$(0.00)</td>
</tr>
<tr>
<td>Modern Language Association of Amer</td>
<td>$469.00</td>
<td>$3,480.00</td>
<td>$(3,011.00)</td>
</tr>
<tr>
<td>Grand Total</td>
<td>$332,907.85</td>
<td>$328,488.29</td>
<td>$4,419.56</td>
</tr>
</tbody>
</table>
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*
- Placed by Department, Average: 7.3*
- Average # people placing ads per unit: 1.5
- 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)?

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than an hour</td>
<td>71.88%</td>
<td>23</td>
</tr>
<tr>
<td>1-2 hours</td>
<td>21.88%</td>
<td>7</td>
</tr>
<tr>
<td>More than 2 hours</td>
<td>6.25%</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>32</strong></td>
</tr>
</tbody>
</table>
Classified Searches

CLASSIFIED JOBS AD PLACEMENT

- Register Guard Online: 33%
- Craigslist: 13%
- Indeed: 10%
- Register Guard Print: 21%
- Oregonian Online Diversity Package: 8%
- Oregonian: 4%
- Monster: 1%
- Other: 10%
## OA Searches

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

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than an hour</td>
<td>34.38%</td>
<td>11</td>
</tr>
<tr>
<td>1-2 hours</td>
<td>53.13%</td>
<td>17</td>
</tr>
<tr>
<td>More than 2 hours</td>
<td>12.50%</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>32</strong></td>
</tr>
</tbody>
</table>
OA Search: Where are our placements?

**OA AD PLACEMENT**

- Chronicle Online: 6%
- Register Guard Online: 20%
- Oregonian Online Diversity Package: 11%
- Inside Higher Ed: 7%
- Higher Ed Jobs: 8%
- LinkedIn: 6%
- Professional Association (website or print): 12%
- Indeed: 3%
- Career Builder: 1%
- Other: 7%
- Oregonian: 0%
- Monster: 3%
- Chronicle Print: 1%
- Other: 7%
- Register Guard Print: 12%
- Professional Association (website or print): 12%
- Indeed: 3%
- Career Builder: 1%
- Other: 7%
- Oregonian: 0%
OA Searches: % Placed by Respondents

- LinkedIn
- Discipline Specific Journal
- Professional Association (website or print)
- Higher Ed Jobs
- Inside Higher Ed
- Career Builder
- Jobs.com
- Chronicle Print
- Chronicle Online
- Monster
- Ineed
- Craigslist
- Oregonian Online Diversity Package
- Oregonian
- Register Guard Print
- Register Guard Online
- Other

0% 10% 20% 30% 40% 50% 60% 70% 80%
How much time does it normally take you to place ads for each classified search (average)?

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than an hour</td>
<td>35.71%</td>
<td>10</td>
</tr>
<tr>
<td>1-2 hours</td>
<td>39.29%</td>
<td>11</td>
</tr>
<tr>
<td>More than 2 hours</td>
<td>25.00%</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>28</td>
</tr>
</tbody>
</table>
Faculty Searches: % Placed by Respondents

- LinkedIn
- Discipline Specific Journal
- Professional Association (website or print)
- Higher Ed Jobs
- Inside Higher Ed
- Career Builder
- Jobs.com
- Chronicle Print
- Chronicle Online
- Monster
- Ineed
- Craigslist
- Oregonian Online Diversity Package
- Oregonian
- Register Guard Print
- Register Guard Online
- Other
Greystone Group

Percentage using Greystone: 12% (4 of 33)
Ad Delivery: 2
Ad Design/Prep: 2
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
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
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)
- Cashier ($521061)
- PT Research Asst/Assoc/Post Doc. IT/CS ($521061)
- Admin. Program Assistant ($521061)
- Preschool/Pre-K Assistant Teacher ($521061)
- Accountant ($521061)
- Office Coordinator ($521061)

hr.uoregon.edu/jobs

hr.uoregon.edu/jobs is available for complete job details and application instructions at http://hr.uoregon.edu/jobs. 97403-0115. University of Oregon, Eugene, OR 97403-0115. People with disabilities are encouraged to review the ADA Web site at http://ada.uoregon.edu for information on obtaining reasonable accommodations. University of Oregon is an equal opportunity employer committed to the employment and advancement of qualified individuals in accordance with all local, state, and federal laws and regulations. The University of Oregon, as an affirmative action employer, encourages applications from women, minorities, persons with disabilities, and covered veterans.
{ first 10-digit prime found in consecutive digits of \( e \) } .com
RG Contract Update

Greg Shabram and Laura Harris, Purchasing & Contracting Services
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?