Technology Leading the Future of Talent Acquisition in Higher Education

Presented by Kevin Wheeler

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The University of Today

- ✦ **Challenged on many fronts**
- ✦ **Globalized**
- ✦ **Marketized/ Corporatized**
- ✦ **Technologized**
- ✦ **Openly Accessible (MOOCs, journals)**

How do you evolve your HR & recruiting practices to meet the these challenges?

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Three Keys to Academic Recruitment Success

VISION

TECHNOLOGY

APPEAL TO GEN Y & Z

VISION

If you have a clear vision, you will eventually attract the right strategy. If you don't have a clear vision, no strategy will save you.

-Michael Hyatt,

Vision

What is the vision of the 21st century university Recruiting Function?

Is it relevant?

Does it meet the institution's needs?

Is it attractive to younger scientific & research talent?

Is it attractive to Gen Y and Z students?

Technology is core to attraction, engagement, assessment, and onboarding

The **Augmented** Individual
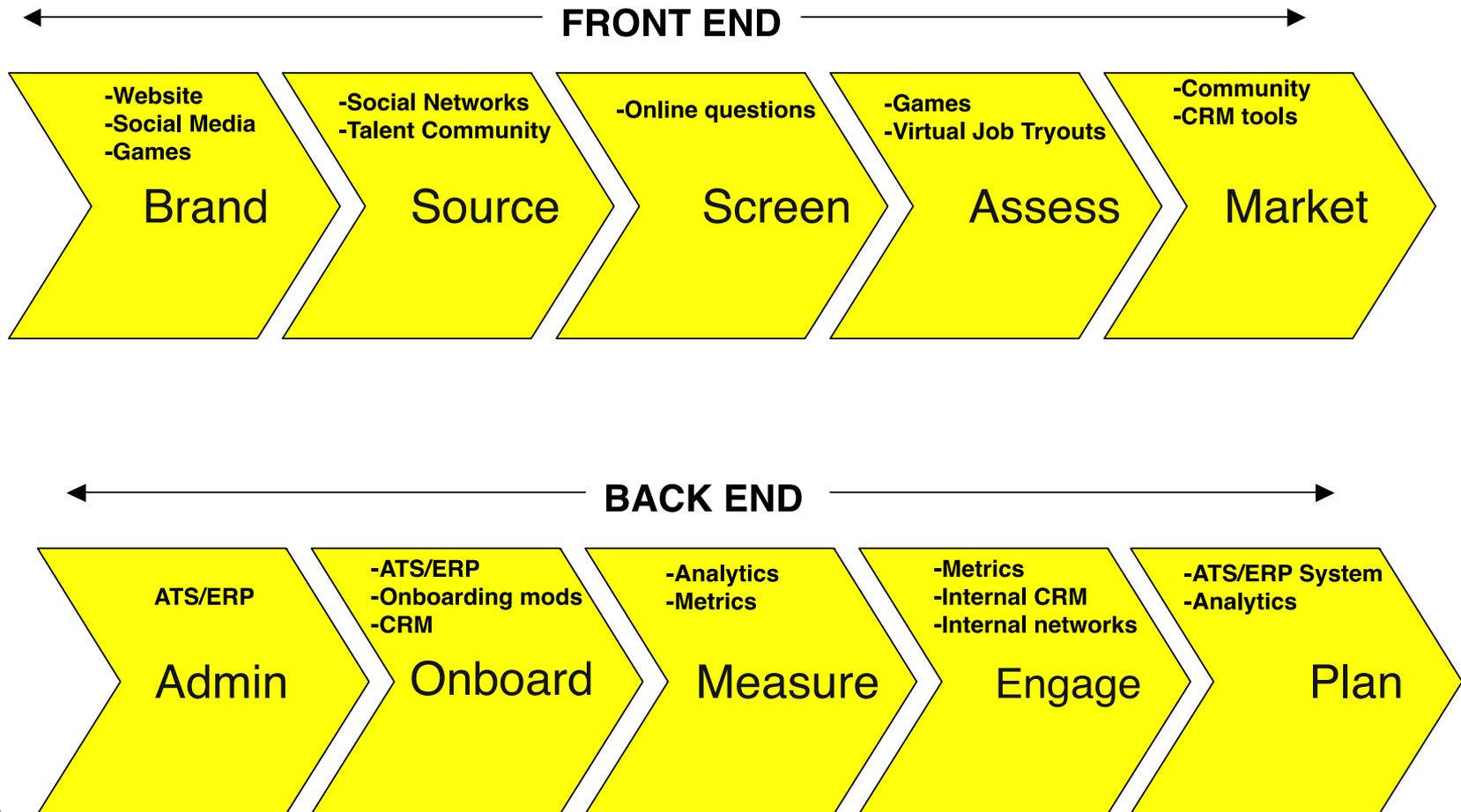
The "Engine" of the 21st Century

Internet & software are augmenting the human mind

"Every experience is being mediated and conceived around how it can be captured and augmented by our devices."

Mathias Crawford, Stanford University

Technology Enables Every Step

FRONT END

Brand	Source	Screen	Assess	Market
-Website -Social Media -Games	-Social Networks -Talent Community	-Online questions	-Games -Virtual Job Tryouts	-Community -CRM tools

BACK END

Admin	Onboard	Measure	Engage	Plan
ATS/ERP	-ATS/ERP -Onboarding mods -CRM	-Analytics -Metrics	-Metrics -Internal CRM -Internal networks	-ATS/ERP System -Analytics

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Appeal to Gen Y and Gen Z

FUN

MOBILE

REAL

VIDEO

SOCIAL

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What Gen Y is Teaching US

Personalization is critical.

What Gen Y is Teaching Us

Technology is invisible & it's core to everything

What Gen Y is Teaching Us

Flexibility is required

What Gen Y is Teaching Us

MOBILE is all there is.

What Gen Y is Teaching Us

SOCIAL is how we communicate.

[Poll]

✦**What are your organizations most pressing Talent Acquisition challenges?**

✦ **Creating a representative Vision**

✦ **Lack of Technology**

✦ **Engaging Gen Y & Z**

✦ **All of the above**

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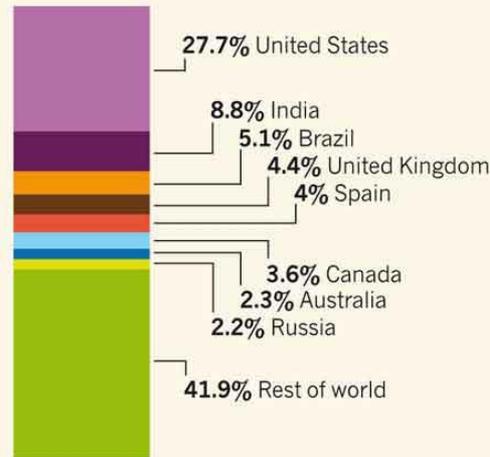
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Power of MOOCs

MOOCs rising

Over little more than a year, Coursera in Mountain View, California — the largest of three companies developing and hosting massive open online courses (MOOCs) — has introduced 328 different courses from 62 universities in 17 countries (left). The platform's 2.9 million registered users come from more than 220 countries (centre). And courses span subjects as diverse as pre-calculus, equine nutrition and introductory jazz improvisation (right).
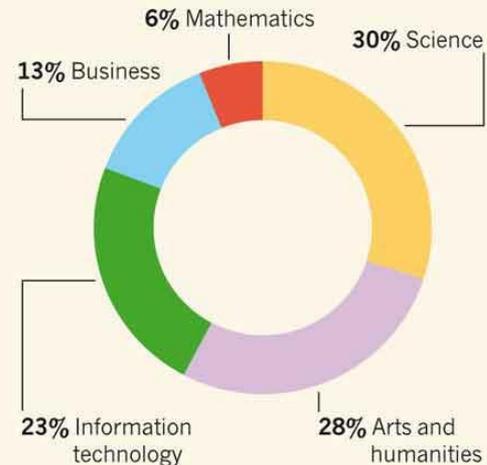
Supply and demand

— Number of courses available on the platform
— Number of user accounts on the platform (millions)

February 2012   March 2013

Student origins

27.7% United States
8.8% India
5.1% Brazil
4.4% United Kingdom
4% Spain
3.6% Canada
2.3% Australia
2.2% Russia
41.9% Rest of world

Courses offered

6% Mathematics
30% Science
13% Business
23% Information technology
28% Arts and humanities

WHAT ROLE WILL THESE AND OTHER VIRTUAL LEARNING PLATFORMS PLAY? WILL THEY DISRUPT THE CURRENT ACADEMIC HIRING MODEL?

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Community

Increasingly Job Boards are becoming networks of like-minded people

Sourcing has moved heavily to developing and mining your social networks via mobile devices.

Engaging content and interaction are key to building useful communities.

Significant cooperation between corporations & universities in research and learning.

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Faculty & Student Recruiting in 5 Years

✦ **Mostly faculty sourced from communities where potential faculty go to learn, discuss, and explore.**

✦ **Students will increasingly be adults at all stages of life sourced from. . .**

  ✦ **Crowdsourcing**

  ✦ **Social Media**

  ✦ **Referrals**

✦ **Some will be located in other countries and never physically see the university..**

✦ **Need for faculty will shrink as technology makes teaching more with fewer possible.**

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- ✦ **Research will be more and more virtual and simulated, reducing the need for physical labs and staff.**

- ✦ **80% or more of learning will be student-led, self-learning guided by a coach.**

- ✦ **New type of professor – more a guide/coach – will emerge. Many may be contracted or part-time, retired past faculty.**

- ✦ **Strong collaboration in research between universities, corporations, foundations and experts.**
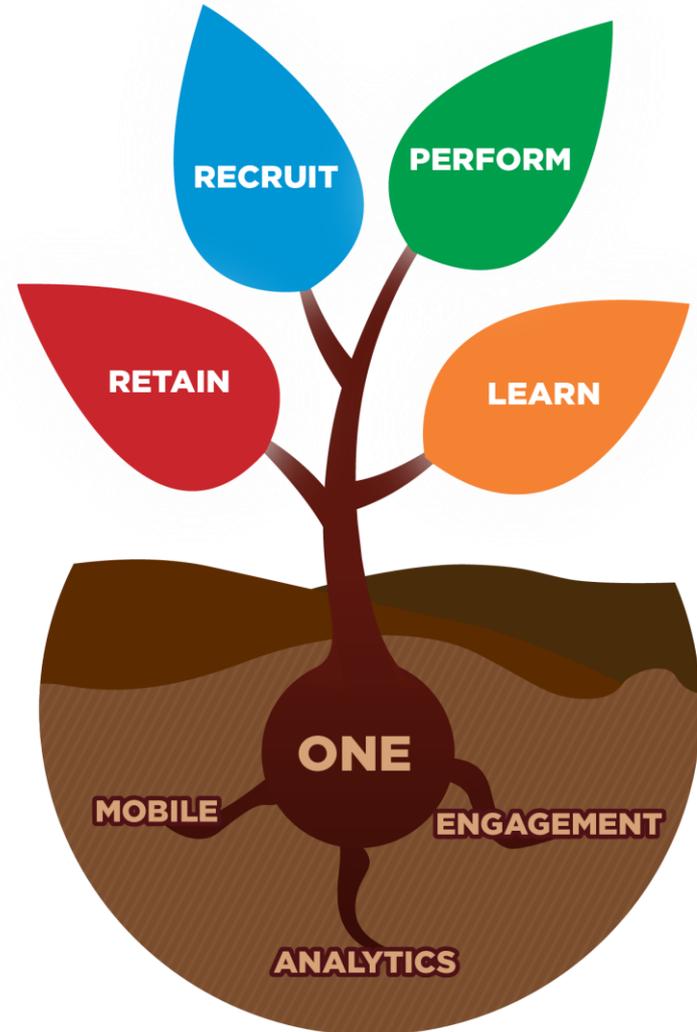
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[Poll]

✦ **When is your organization reviewing it's Talent Management Technology requirements ?**

✦ Already commenced the journey

✦ In next 6 – 12 months

✦ More than 12 months

✦ Unknown

✦ Not on our current agenda

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[Q&A]

✦ **Ask Us!**

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THANKS

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