

EDUCATION IS NOT THE ONLY THING BEING REVOLUTIONIZED

By Vincent Scaramuzzo, president and executive recruiter, Ed-Exec Inc.

Different schools everywhere are reinventing the way we teach and learn. Online education, competency-based education, adaptive learning, MOOCs and flipped classrooms are just a few of the buzzwords circling the sector. Never before has it been such a transformative time in all facets of education. While much of this transformation involves finances and politics, none has been more impactful than innovation and technology.

The Internet has allowed all of us to be connected anywhere and everywhere by computer, tablet, telephone and yes, even a watch. However, this technological education revolution has not been limited to the virtual classroom alone. It has greatly impacted where and how administration and educators everywhere work and are hired.

As Career College Central looks at career college operations and innovation in this and coming issues for 2016, I thought we should review some ways innovation and technology have impacted how we hire (or could hire) at your schools.

Virtual: The days of needing someone in your office headquarters are quickly passing us by. While many still cling to the concept of everyone in the same office, schools that have embraced virtual employees seem to thrive. After all, if our students are going to be virtual, why can't everyone else? According to Global Workplace Analytics, some of the positives reported are:

- Improved employee retention and increased production
- Reduced attrition
- Reduced overhead and costs
- Expanded talent pool

I think one of the most important benefits is the expanded talent pool. Sometimes you have to ask yourself: Do I want the best available talent for my school, or do I want only the best available talent willing to live in my city? It is also a great retention tool. Employees who work remotely are unlikely to leave their current position for one that requires relocation or commuting into an office.

Intuitive job postings: I am not sure if that is even a real term, but I am going with it. I am referring to technology enabling human resources personnel and hiring managers to do more than just post a job and receive applications. Now evaluations with "knockout" questions can be part of an application process. If you don't pass the Q&A written screen, then your resume never makes it past that point. This reduces wasted time wading through unqualified resumes.

Assessment testing: Many schools have embraced this technology for years now. Assessment testing is available in a variety of forms ranging from a 15-minute online questionnaire to an almost-all-day review of a person's skills and management style (including interviews with a psychologist). When used properly, this can be a helpful aid in determining if a candidate is a good match for your institution's culture. It is also a great management tool for new hires long term.



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Applicant tracking systems: In the past, a resume was reviewed and then discarded if the candidate was not hired. With today's slick applicant tracking systems, applicants are stored virtually along with resume and interview notes for the future. Previous applicants can automatically be emailed about new openings as they arise and given the option to apply or forward to a friend. Without question, this is a great talent acquisition tool and standard practice these days.

Video interviews: Many schools use companies that offer video interviewing platforms to review candidates prior to meeting them. During this process, an applicant applies for a job like any other posting, but is then required to answer a set of questions on video. This can easily be recorded from a computer or smart device. These companies can also interview a candidate live, which can speed up the hiring process and cut down on travel expenses. This empowers human resources and hiring managers to quickly screen applicants; only the chosen candidates take up face-to-face time.

This has also been a new and powerful tool for career services departments nationwide. If you haven't tried this yet, you need to catch up. Your career services team can prepare graduates and share their videos with potential employers. This has proven to be much more powerful than a resume. Imagine a video database of your graduates available at employers' fingertips to review!

Career college innovation continues to reshape the ways we better serve students. I think it will also continue to transform who, and how, we hire in 2016.



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