

NOW HIRING *AMAZING** PEOPLE

* Gators. The passionate, go-getters, big dreamers, let's change the world type.

INTRODUCTION

Expanding the Reitz Union 126,000 sq. ft. by February 2016 would ultimately lead to an overall increase in student staff allowing the Union to better serve the UF community. Prior to January 2015, most student staff described finding student positions at the Reitz Union by “stumbling on the Union jobs website.” In preparation for a potential staffing increase, we examined our hiring processes looking for ways to make our positions more visible while creating learning opportunities for prospective and current student staff throughout the process.

In a little over a year, the student staff at the Union has almost doubled in size.



The chart above demonstrates the average number of applications received per posting in 5 selected areas. Note: In 2013 and 2014 these positions were accepting applications for approximately 1 month, whereas in 2015 and 2016 they were active for only 5 days.

CHANGES IN RECRUITMENT STYLE

By examining the number of applications received during each recruitment cycle, it was determined that each post garnered minimal applications on weekends. From this, the timespan for the position posting was shortened from 14 days to 5 days and specified consecutive days of the week were strategically selected based on where the majority of applications were submitted. Paired with better placement of advertisements and altering recruitment methods, there was an overall increase in the number of applications received.



Our “Business Card”

Applying a more personalized approach to recruiting student staff on-campus allowed for more genuine connections, creation of a stronger connection to an individual's academic pursuits, and an opportunity to encourage each applicant to utilize the Career Resource Center for résumé help or interview tips before applying for our positions – thus improving the quality of our applicant pool and increasing career readiness for internships, co-ops, or job applications in the future for each applicant.

INCREASE IN VISIBILITY

Redesigning the student employment website for ease of use allowed for an increase in visibility and continuity throughout the student employment experience. Utilizing Google Analytics to track the number of unique page views, average time on the page, and how visitors were finding the website helped guide decisions relating to in-person recruitment efforts, which social media outlets to utilize for promotion, and when to use visual displays throughout the building.



The figure above demonstrates the overall increase in hiring compared to the previous year, when a comparable amount of jobs were posted on the website.

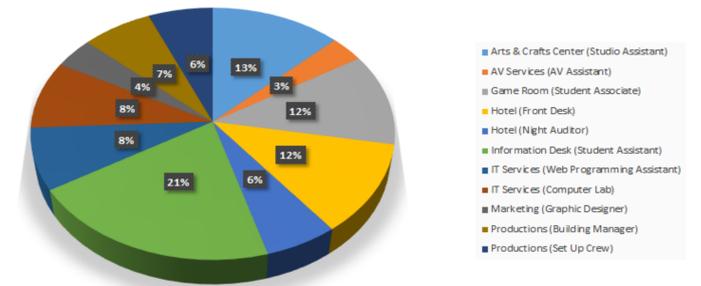
Source	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	1,469	45.06%	662	60.59%	3.41	00:04:05
	% of Total: (34,860)	Avg for View: (0.56%)	% of Total: (4.24%)	Avg for View: (17.61%)	Avg for View: (-8.28%)	Avg for View: (50.64%)
1. google	991 (67.46%)	33.40%	331 (50.00%)	56.10%	3.66	00:04:35
2. (direct)	307 (20.90%)	79.80%	245 (37.01%)	71.99%	3.01	00:03:03
3. m.facebook.com	43 (2.93%)	93.02%	40 (6.04%)	81.40%	1.21	00:00:49
4. facebook.com	32 (2.18%)	31.25%	10 (1.51%)	65.62%	3.09	00:04:46
5. ufl.ufl.edu	27 (1.84%)	48.15%	13 (1.96%)	51.85%	5.70	00:05:49
6. login.ufl.edu	16 (1.09%)	0.00%	0 (0.00%)	56.25%	2.06	00:02:41
7. search.ufl.edu	13 (0.88%)	46.15%	6 (0.91%)	30.77%	2.77	00:04:20
8. alligator.org	10 (0.68%)	60.00%	6 (0.91%)	30.00%	4.30	00:06:18
9. l.facebook.com	9 (0.61%)	22.22%	2 (0.30%)	100.00%	1.00	00:00:00
10. lm.facebook.com	9 (0.61%)	22.22%	2 (0.30%)	88.89%	1.11	00:00:05

The figure above demonstrates how individuals were accessing the union.ufl.edu/jobs website. Only 307 were direct connections in January of 2015; however, when we handed out our “Business Card” we increased direct connections to over 1,026 unique page views.

HIRING PROCESS

After increasing the visibility of available student positions, the Reitz Union saw a significant increase in the overall total number of applications received from previous years during the same time periods. Specifically, from February – March 2014, 317 applications total were received. In 2015 this number grew to 717 applications received during a 14 day period in March. After additional outreach efforts were made, the applicant pool grew to 861 applications in March of 2016 (171 % increase from 2 months of recruitment in 2014) after just 5 days.

Distribution of Applications Received Spring 2016



In March of 2016, the Reitz Union held 111 1-hour long interviews searching to fill 37 available positions in the 12 areas within the JWRU that contain student employment. All interviews for student positions are conducted primarily by student staff. The student staff involved in this process must go through a workshop that provides an overview of hiring practices, how to maximize interview questions, and how to facilitate group interviews. After surveying each student who served on the hiring committees, the majority of students express that assisting with this process helped their career development.

“It helped me better understand what to expect when I find myself taking the role of an interviewee and how to better answer interview questions and prepare my resume.”

FUTURE GROWTH

The Reitz Union has seen rapid growth in the number of applications received, unique page views, and overall general interest in student employment positions. During the Fall 2016 semester, the Reitz Union will begin to examine the following:

- How many applicants utilize the Career Resource Center before applying?
- Why do select positions have more applications than others even though they are posted with similar qualities?
- How can we integrate Florida Grow into the hiring process?
 - Florida Grow demonstrates the connection between student employment and academic pursuits on a college campus through intentional and structured conversations with their professional staff supervisor.
- Examining our candidate pools for diversity of experiences, college and major, background (e.g. FWS vs OPS; demographic information), and trends with involvement across campus.

Additionally, we would like to provide feedback and assist with facilitating a connection to the Career Resource Center for those students who receive a first-round interview but may not receive a position during that recruitment cycle.

REITZUNION