

The Brazosport Independent School District

www.schoolrecruiter.net

How can a school district that is serving so many students effectively attract, hire and retain quality employees?

The faculty of The Brazosport Independent School District (BISD) hold strong to their community's core values - to inspire continuous learning and ensure academic success for all students. So, it is no surprise the goal of the Human Resources Department stands to employ the highest, most kid-conscious teachers and support staff, adding value to the already present progress of the District, so that each child reach their highest potential. However, to do this with excellence meant finding a way to consolidate the hiring process with an easy-to-use, highly effective applicant tracking and hiring management system that was paperless.

Taking on Piles of Papers

The Challenges

Before implementing SchoolRecruiter, BISD found itself struggling to keep ahead of the barely able to manage stacks of paperwork involved with searching for qualified candidates.

On average, each year the school district took in 340 active applications and held onto at least 100 inactive applications. Each application included a multiple-page paper application to include a resume, transcript, references and an application for certification.

In addition to a massive amount of paper work the task of finding a suitable applicant that filled the district's needs demanded multiple hours to qualify each application.

"Hiring people for the district was a lengthy process before we implemented SchoolRecruiter," says the Executive Director of Human Resources Stuart Dornburg. "To find an applicant you would have to call HR, have them pull all the applications fitting the search criteria, then set up an appointment with the HR secretary to view the applications and finally head over to the administration building to review each application."

BISD also struggled with effectively notifying their applicants once paperwork was received. It was not uncommon for a potential applicant to mail in their credentials and then never hear back from the school district.

"Before we implemented SchoolRecruiter, there was no notification," says Pullen. "We got a lot of calls inquiring whether or not we received an application. This took a lot of our time."

"Each time we had an application to process, at least 3-4 people had to review the paper apps. It took a lot of people's time. We knew we wanted to take this process online."

*Cyndy Pullen
Coordinator for Human Resources
Brazosport ISD*

Meeting the Needs, One Application At A Time

The Solution

Seeking an online system that would reduce endless stacks of papers, while easily attracting and processing larger pools of qualified candidates, BISD, implemented SchoolRecruiter on April 4, 2008.

"I liked the simplicity of SchoolRecruiter," says Pullen. "It was very simple to use and the price of the application worked within the parameters of our budget. The whole process is easier compared to what we were doing."

CASE STUDY

HUMAN RESOURCES

Not only is the process easier, it's faster too. Previously working as a principal for the school district, Dornburg recalls the many obstacles to find the right candidates for a job posting. Often, it could take up to four hours for him to look through the piles of applicants, not to mention the additional time it took to set up and interview an applicant.

All these are great attributes of SchoolRecruiter, but the best part, Pullen believes, is the unprecedented customer service SchoolRecruiter offers. Now, anytime she has a question or needs further explanation of SchoolRecruiter's capabilities, help is just a phone call away.

"With SchoolRecruiter, everything is on the computer. Instead of having to mail in an application, you can go online, attach your resume, cover letter, application and your transcript with references. Now the process of applying for a position has been cut in half with SchoolRecruiter."

"The customer service that the people of SchoolRecruiter provide is very helpful and always quick," says Pullen.

SchoolRecruiter provides school districts with the ability to:

- Receive and track applications online
- Schedule interviews and align multiple administrator's schedules
- Prescreen applicants
- Place job postings for applicants and staff to view Conduct background checks
- Easily integrate with current back office systems
- Effectively manage Job fairs

A Recruitment System That Works

The Results

Now that BISD is using SchoolRecruiter, they have seen a dramatic increase in the quantity and quality of their applicants.

"Our application numbers have doubled since incorporating SchoolRecruiter," says Pullen. "Last year alone we had 1200 applications. We attribute this to the ease of the application process online."

QUICK STATS

Name:

The Brazosport Independent School District

Location:

Clute, Texas (at the mouth of the Brazos River on the Texas Gulf Coast)

Student Enrollment:

Over 1,750 current employees, approximately 900 of which are teachers and 13,200 students

Integrations:

AESOP, SafeSchools

By replacing piles of paperwork with an online Candidate Management System, school districts using SchoolRecruiter are able to streamline the recruiter process more effectively.

"With SchoolRecruiter you have everything at your fingertips," says Dornburg. "Even at 5.30pm on a Friday or even on a Saturday, there's no time constraint for me to be able to access the info I need, when I need it."

In addition, one of the unique features of SchoolRecruiter is that an applicant can track their progress within the hiring process, and view their job application submission history, the status of their submitted applications, notes from the HR department and their interview schedules, 24/7, all online.

For school districts currently not using an online system or for those who already have one in place but aren't generating the results they desire, Dornburg wants them to know SchoolRecruiter is the solution for their district.

The Results

BEFORE:
320
active applications

Client Since:
April 4, 2008

AFTER:
1200
active applications

For more information about SchoolRecruiter, take a demo tour online at www.schoolrecruiter.net

Sources: Brazosport Independent School District website (<http://www.brazosportisd.net>)
www.netchemia.com