Mobile Recruiting

Presented by MATEC NetWorks

NETWORKS

NetWorks is a part of MATEC, a member of the Center for Workforce Development in the Division of Academic and Student Affairs.

Mobile Recruiting

Webinar Presenter

Nick Ellis

CEO

JOB ROOSTER

Webinar Host

Lara Smith

Objectives

1. Understand demographics of mobile usage

2. Learn best practices through case studies

3. Know who to turn to for next steps

Your "Digital Divide"

"LAST MILE"

INTERNET ACCESS
Approximately 65% have internet access, 35% of low-Income Households

MOBILE PHONE USERS
90% of adults, 75% of teens and young adults
and growing

JOB ROOSTER

Information Access = Economic Inclusion

The Internet is the primary place for job postings, career information, and education and training opportunities, yet **among low-income US house-holds, 65% still lack regular Internet access** *(FCC 2010)*

Dice
Indeed
Monster
AfterCollege
Direct Employer

THE DIGITAL DIVIDE

JOB ROOSTER

THE "LAST BILLION"

JOB ROOSTER FOUNDATION

EXISTING SOLUTIONS ALL ONLINE

100 MILLION NOT SERVED BY EXISTING SOLUTIONS
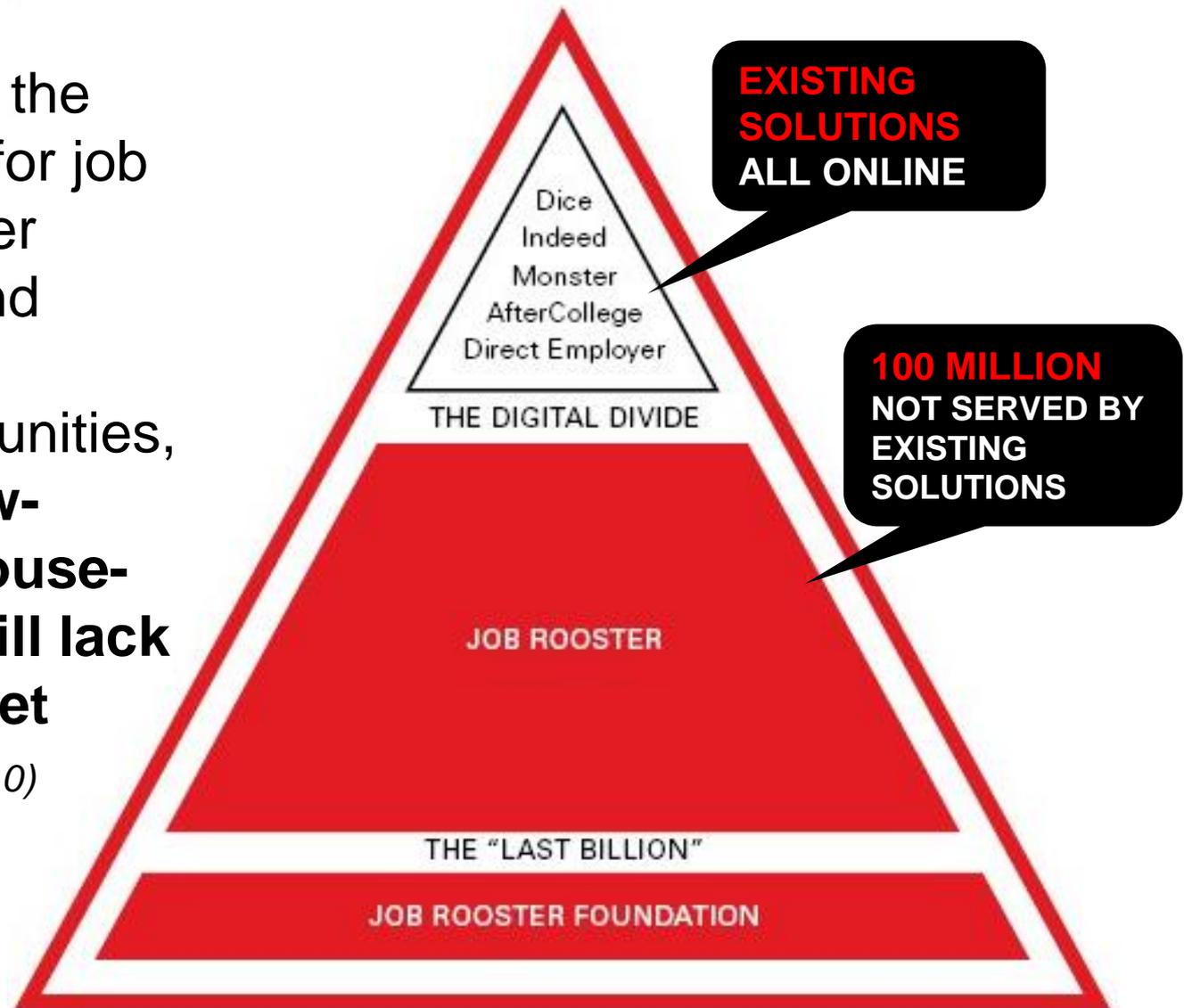
Fast Facts about Mobile

- 300MM mobile subscribers

- SMS is most widely used "app"

- 5 trillion messages sent in 2010

- 95% read rate (vs. 5% for email)

Cell Phones = Full Adoption

- While many low-income individuals lack access to the internet, **cell-phone usage is skyrocketing**

- **Nine in ten adults in the US have a cell phone**, and over 98% of phones are text-enabled

- Among youth 16 - 24, over 75% percent have cell phones, with texting the preferred and most frequent method of communication

Demographics of Mobile

Quarter	Phone Calls	Text Messages
All Subscribers	204	357
12 & Under	137	428
Ages 13 - 17	231	1742
Ages 18 - 24	265	790
Ages 25 - 34	**239**	**331**
Ages 35 - 44	**223**	**236**
Ages 45 - 54	**193**	**128**
Ages 55 - 64	145	38
Ages 65+	99	14

Average Number of Monthly Calls vs. Text Messages
Among U.S. Wireless Subscribers by age.

Benefits of Going Mobile

- Fast and responsive (95% read rate!)

- Capture actionable "real-time" data

- Improve student engagement

Helps to Meet Priorities in Education

- Improves Retention and Achievement Rates to reduce time to completion

- Strengthen technology-based solutions

- Track short and long-term employment outcome measures
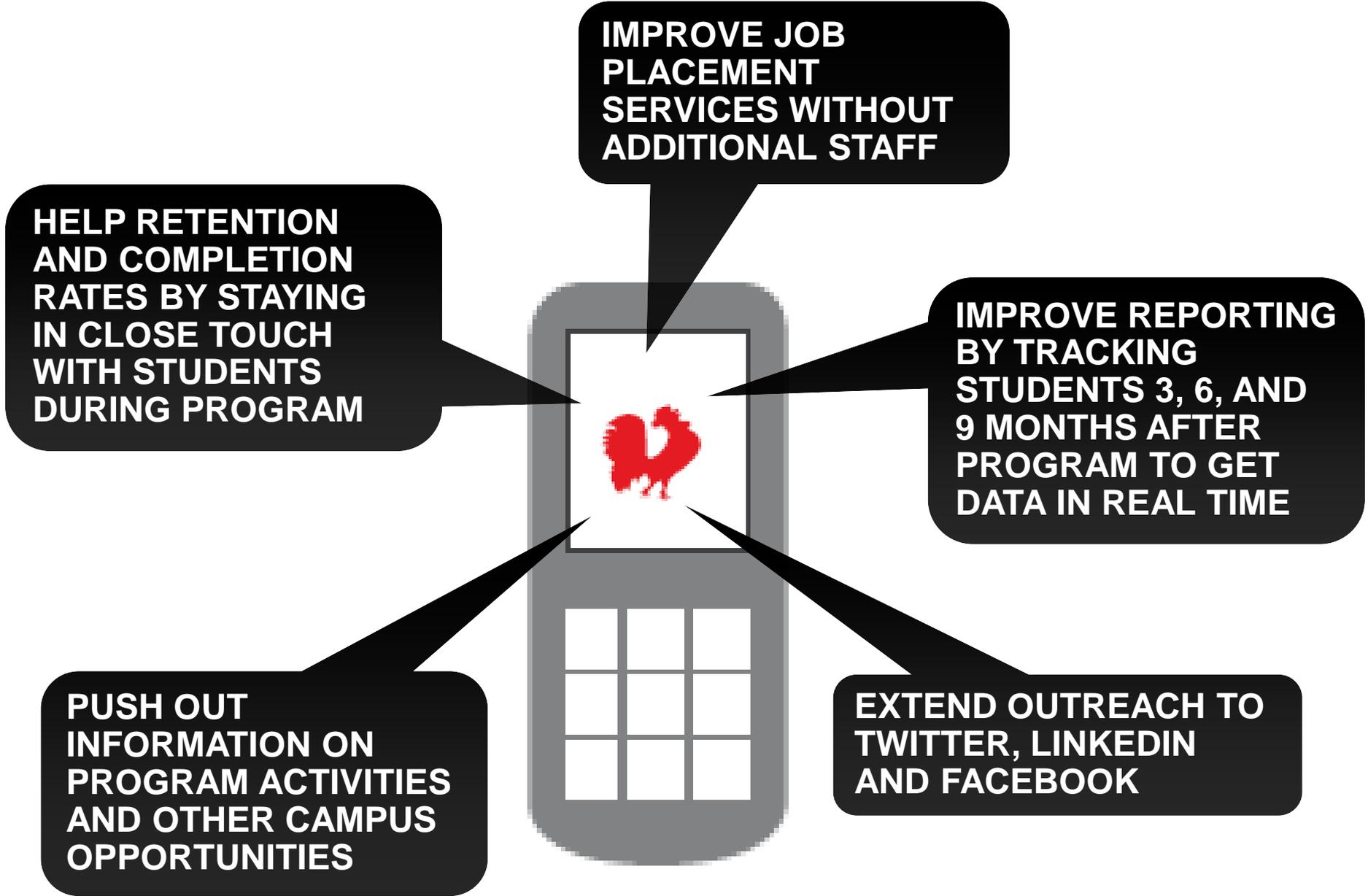
IMPROVE JOB PLACEMENT SERVICES WITHOUT ADDITIONAL STAFF

HELP RETENTION AND COMPLETION RATES BY STAYING IN CLOSE TOUCH WITH STUDENTS DURING PROGRAM

IMPROVE REPORTING BY TRACKING STUDENTS 3, 6, AND 9 MONTHS AFTER PROGRAM TO GET DATA IN REAL TIME

PUSH OUT INFORMATION ON PROGRAM ACTIVITIES AND OTHER CAMPUS OPPORTUNITIES

EXTEND OUTREACH TO TWITTER, LINKEDIN AND FACEBOOK

Mobile Recruitment Marketing

"Best Practices"
Meet School Requirements:

Security

Compliance

"Data On-Demand"

"Best Practices"
Meet Student Expectations:

Privacy

Usability

Delight

Benefits & Challenges for Organizations

+ Engage diverse pool of students

+ SMS highly secure channel

+ Like advertising, no OFCCP/EEO reporting

- SMS requires "double opt-in"

- Keep records for up to 3 years

Expectations from the Students

1. Clear signs about "rules of the road"

2. Immediacy, personalization (location)

3. Surprise the user with personality

4. Cut to the chase with real questions

How the Rooster Works: Job Search

STUDENTS SIGN UP AND CREATE PROFILE BY TEXT OR ONLINE

JOB ROOSTER MATCHES JOBS BASED ON JOBSEEKER PROFILE

STUDENTS RECEIVE JOB OPENING AND APPLY BY TEXT MESSAGE OR FORWARD TO EMAIL
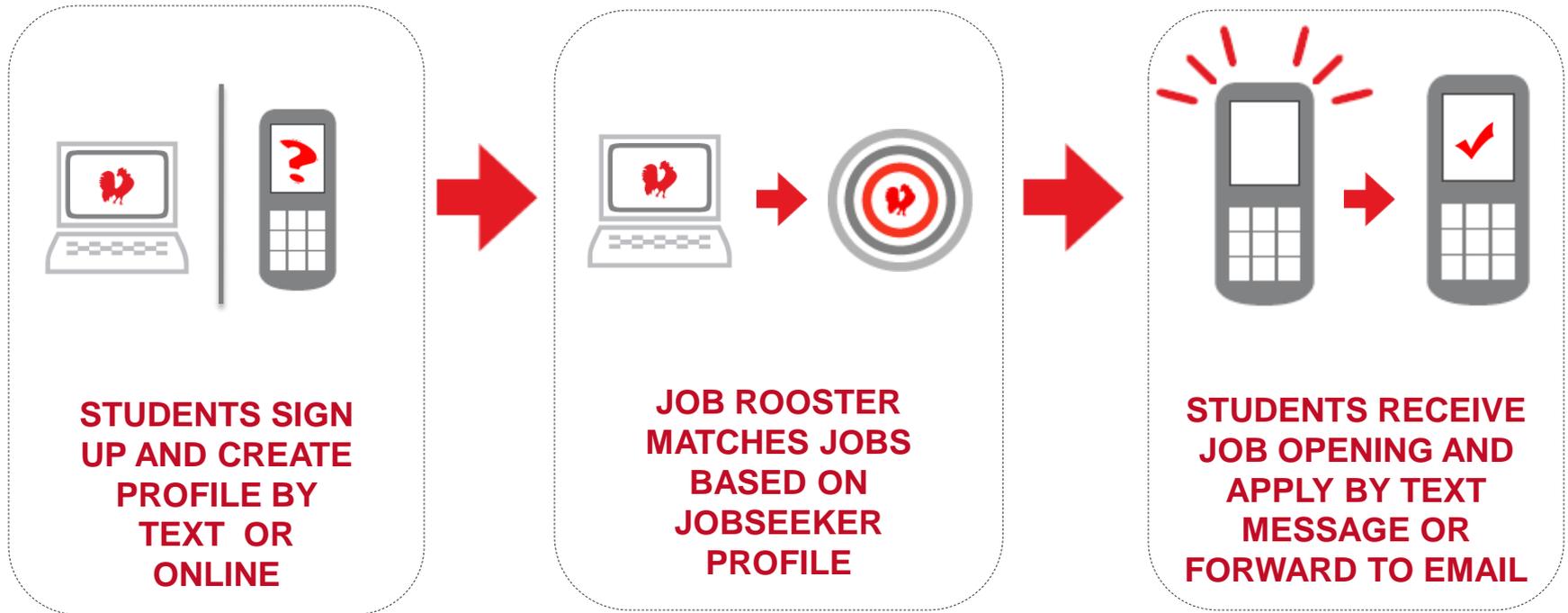
- **STUDENTS RECEIVE JOB POSTINGS VIA TEXT**

- **APPLY/SEND TO EMAIL**

Apply "On The Spot"
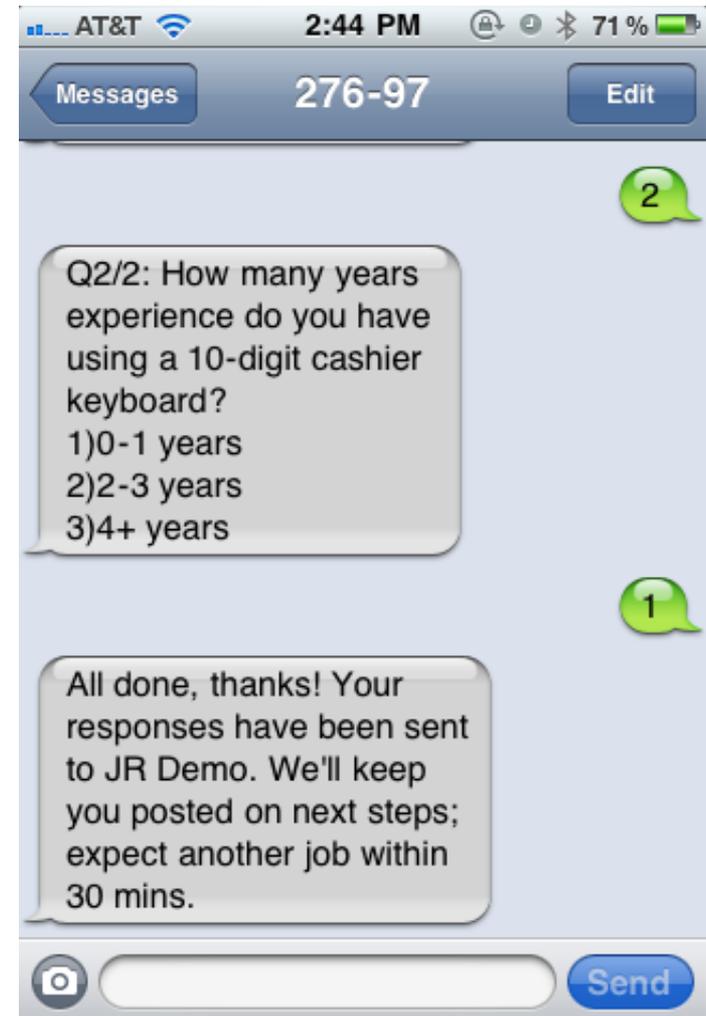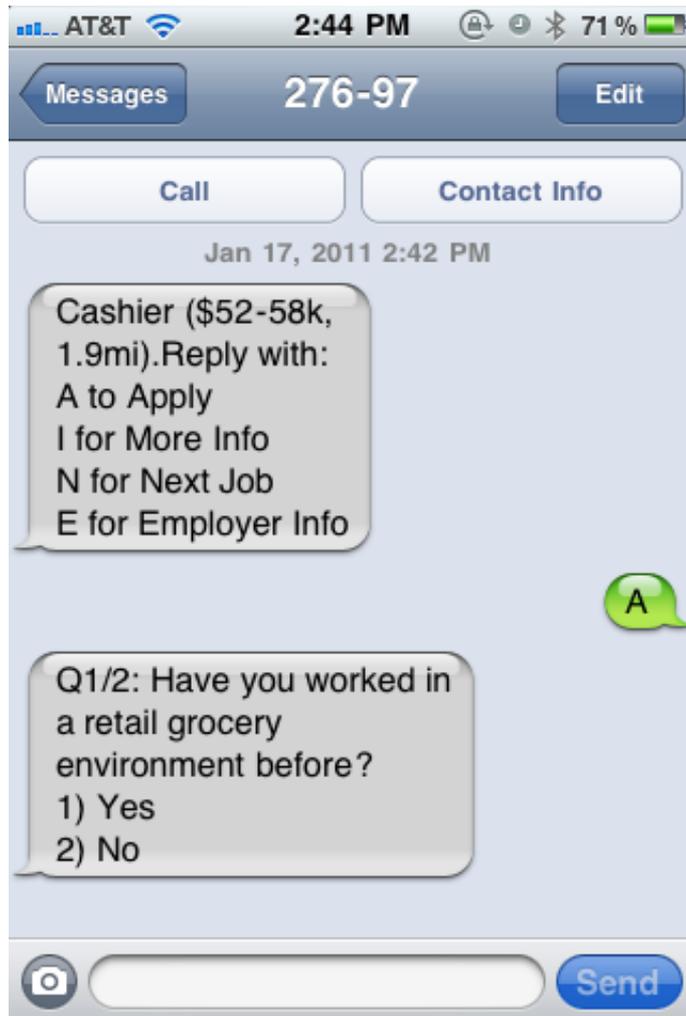
How the Rooster Works: Retention

STUDENTS REGISTERED ON JOB ROOSTER SYSTEM

COLLEGE THROUGH JOB ROOSTER SENDS SURVEYS TO STUDENTS FOR CURRENT STATUS OR ALERTS ON PROGRAM INFORMATION

Community College

STUDENTS RECEIVE MESSAGE OVER TEXT AND RESPOND DIRECTLY FROM THEIR PHONES
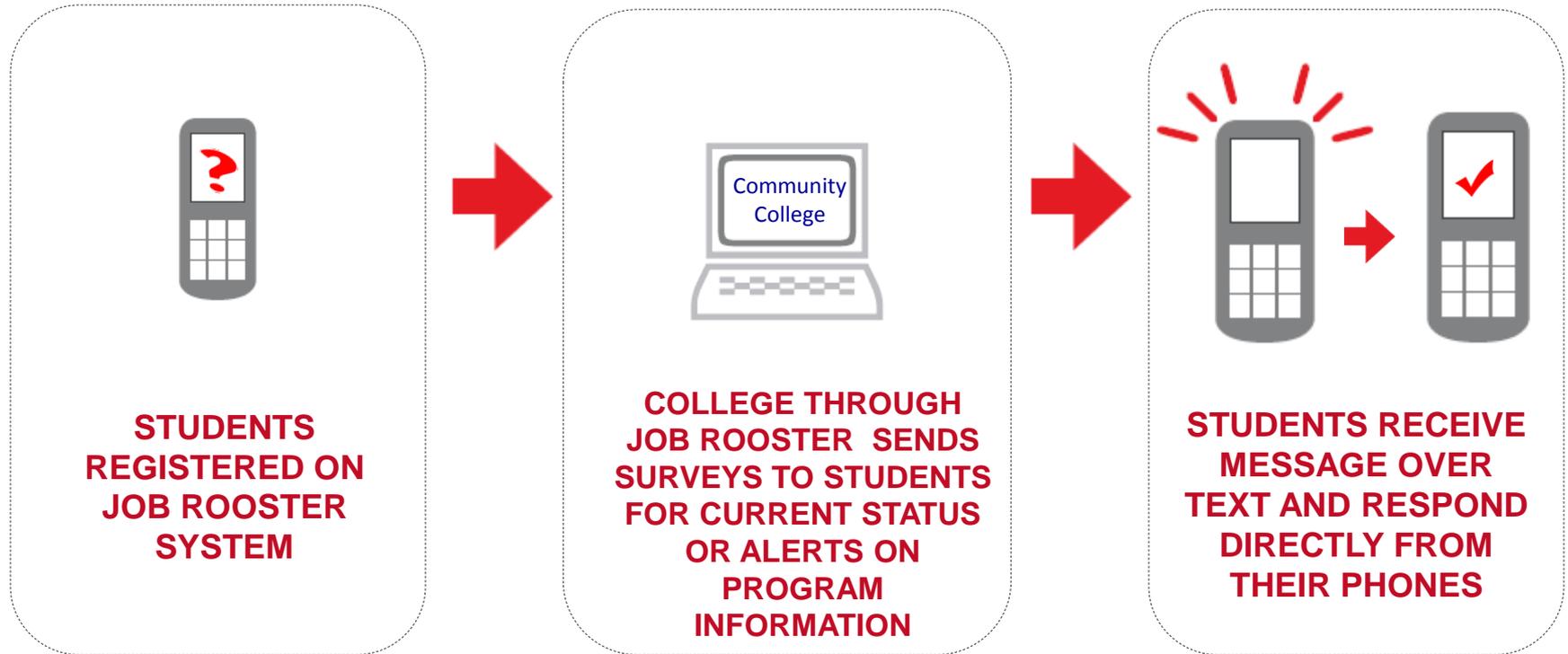
- **SEND ALERTS ABOUT PROGRAM INFORMATION**

- **SEND SURVEYS TO IDENTIFY AT-RISK STUDENTS IN NEED OF SERVICES**

Real-Time Tracking & Retention
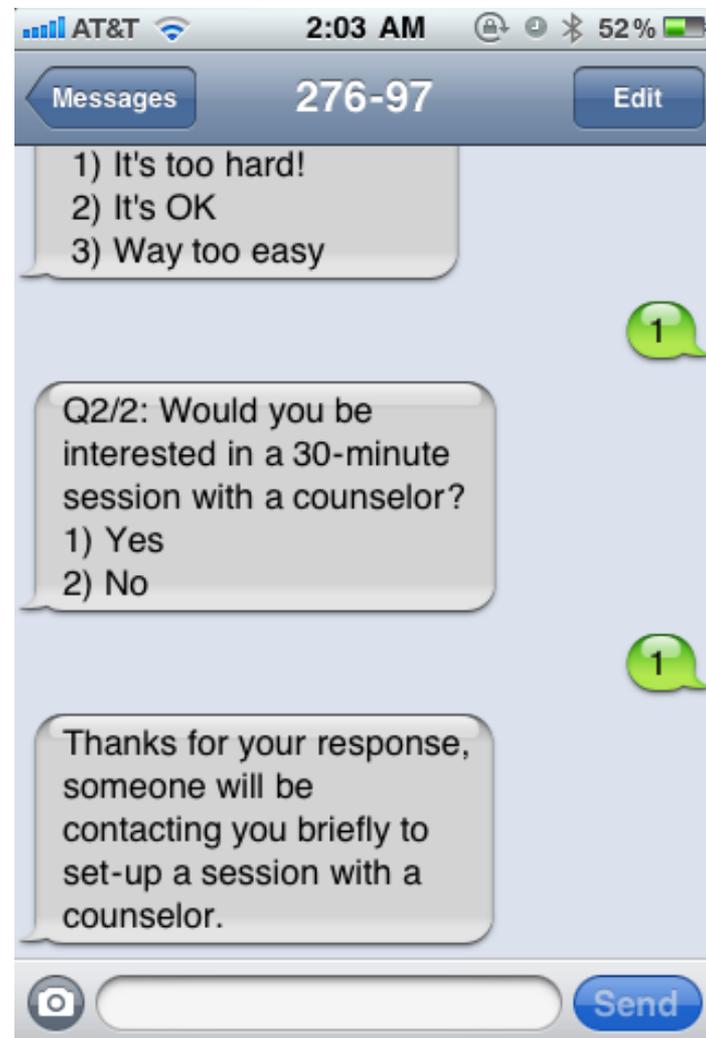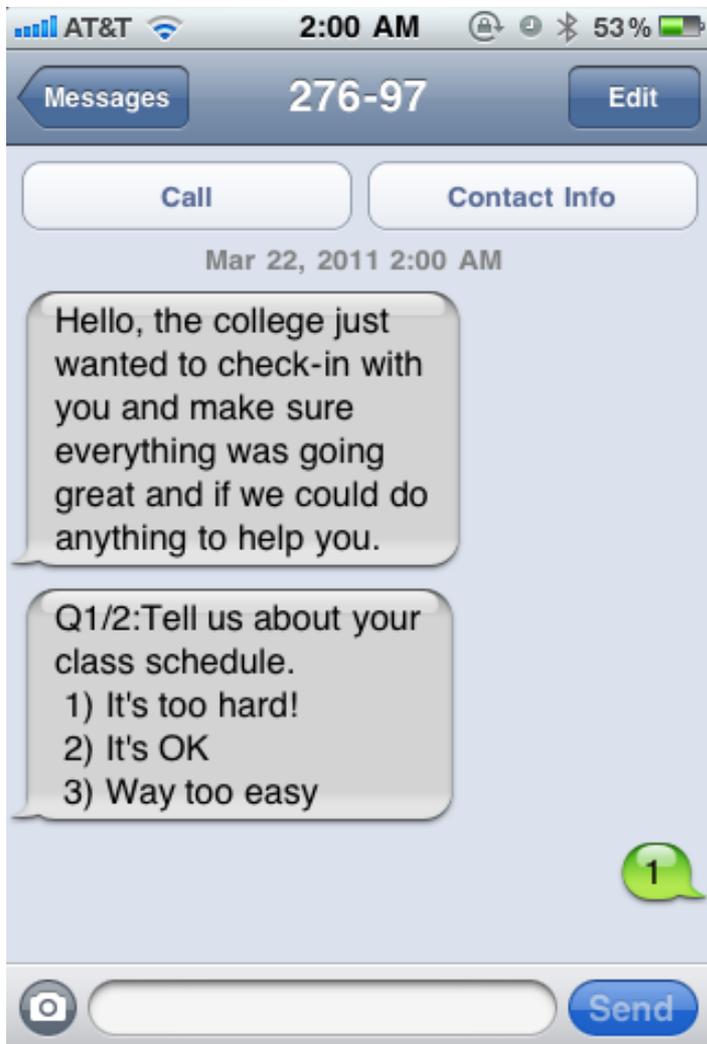
How the Rooster Works: Tracking

STUDENTS REGISTERED ON JOB ROOSTER SYSTEM

COLLEGE SCHEDULES SURVEYS TO BE SENT OUT 3, 6 & 9 MONTHS POST-PROGRAM

STUDENTS RECEIVE SURVEY OVER TEXT AND RESPOND DIRECTLY FROM THEIR PHONES
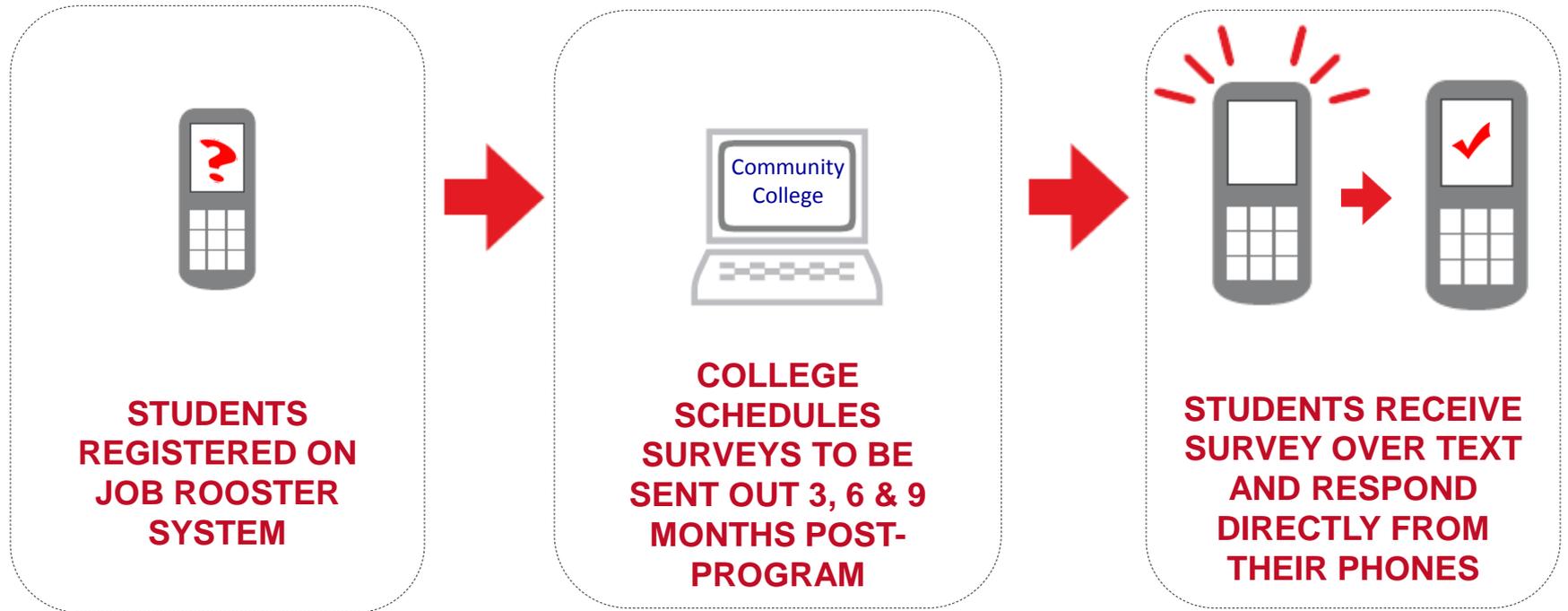
- **SEND SURVEYS TO TRACK EMPLOYMENT, RETENTION, WAGE GAINS, AND ADVANCEMENT**

- **SCHEDULE FOLLOW-UP DISCUSSIONS VIA TEXT**

Reach Students Anytime, Anywhere
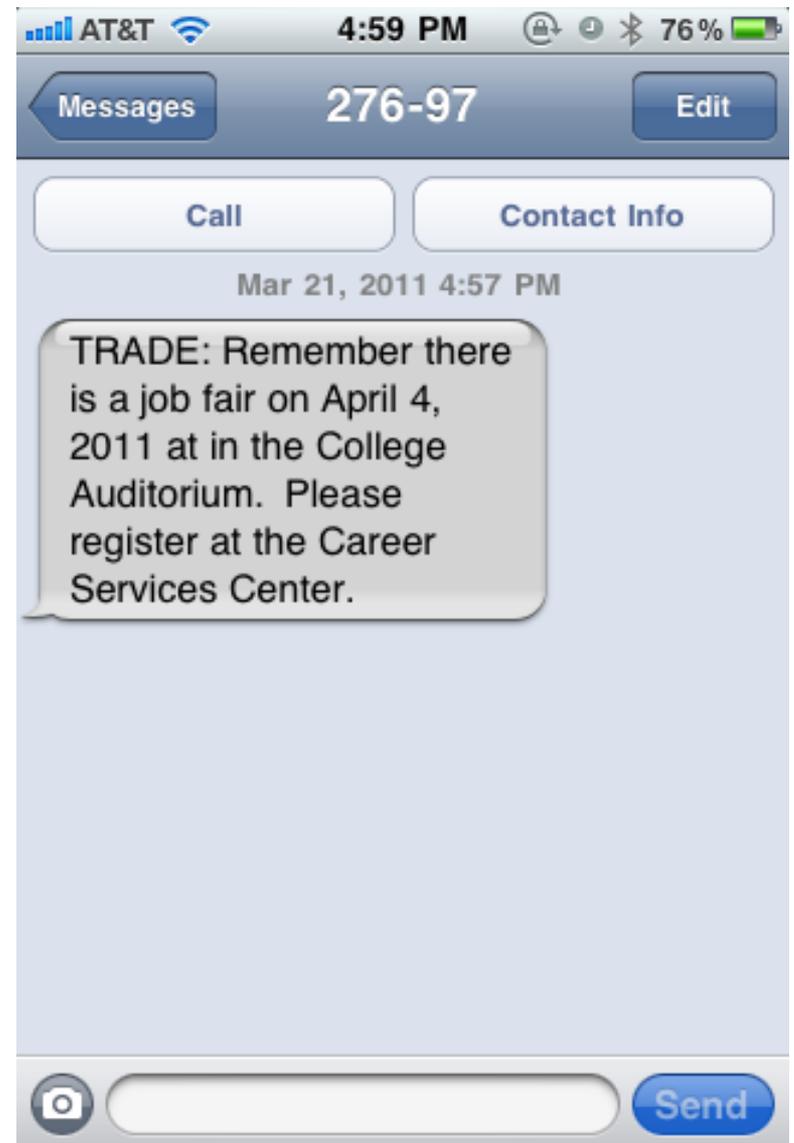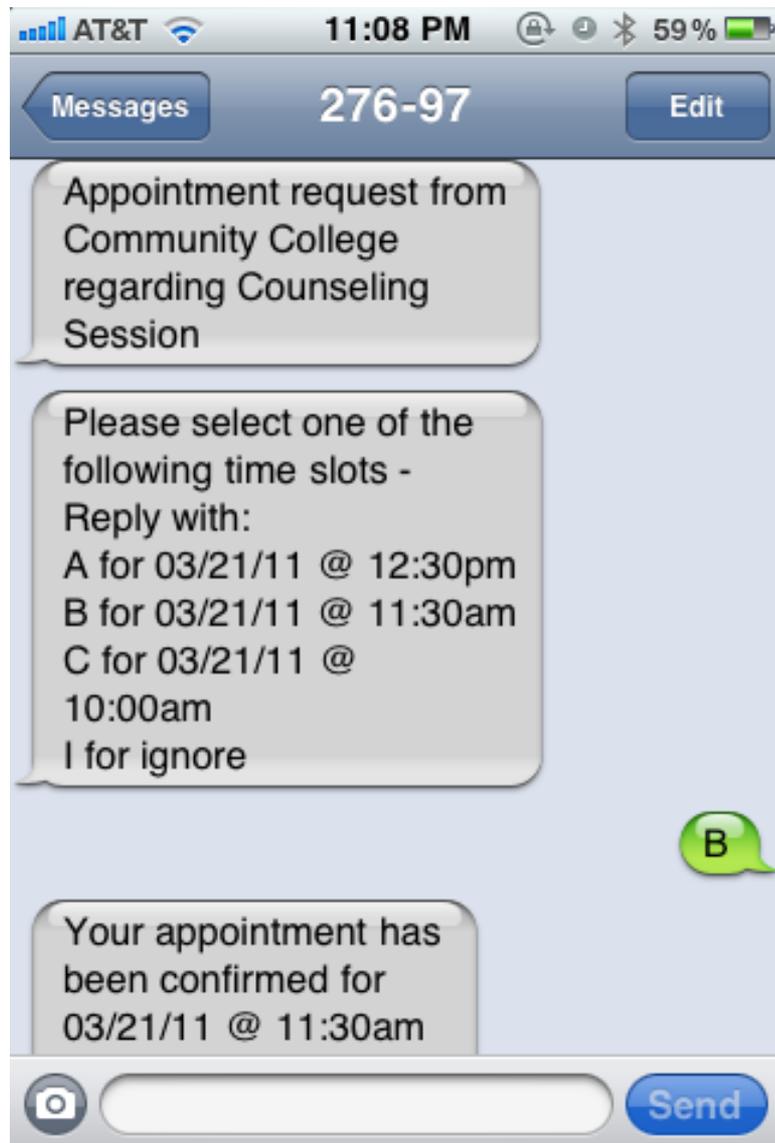
Enhance Outreach and Recruitment

Connect to hard-to-reach populations, including trade-impacted workers

Extend client services to the mobile

Integrate offline (mobile) and online strategies via Twitter, LinkedIn, and Facebook

Improve Retention and Persistence Rates of Students

Preventative strategy by proactively contacting at-risk students at different points in program via text

Survey at-risk students to understand about academic difficulties and unexpected personal situations

Use data from survey to initiate intervention for students
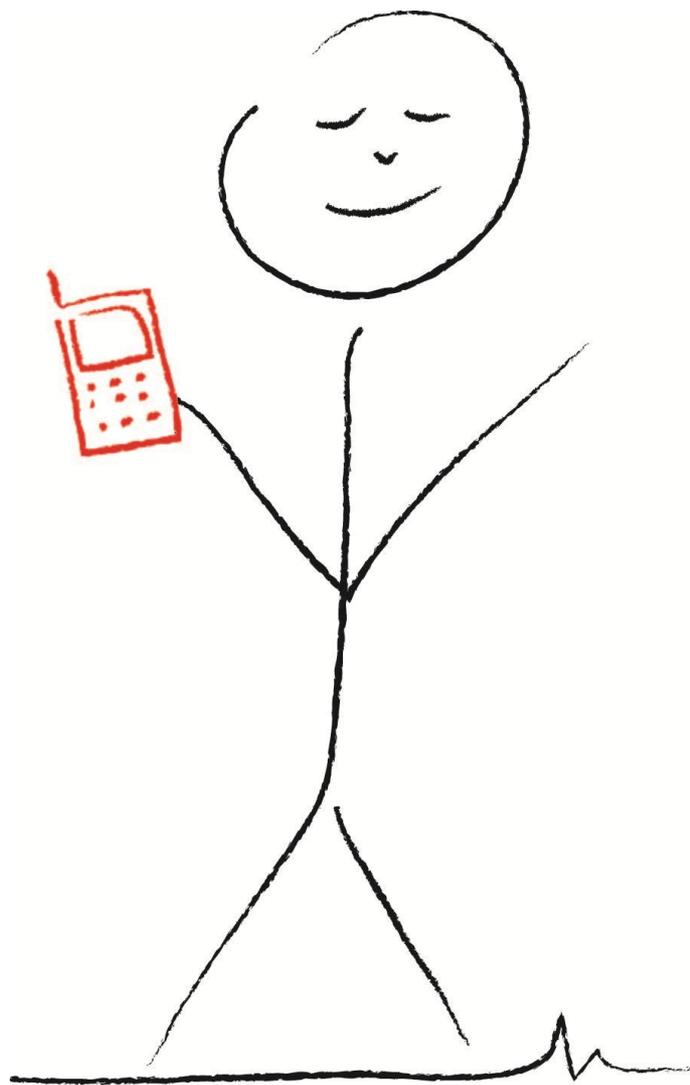
Workforce Development Demo

Text JOBS to 27697

Text STOP to end the demo.

Mobile Service Providers

Job Rooster (www.jobrooster.com)

mResource (www.mresourceglobal.com)

Movitas (www.movitas.com)

TextMarks (www.textmarks.com)

Job Rooster Pricing

Number of Users	Up to 5K	5K – 20K	20K - 50K	50K+
Price/User/Year	$10	$6	$3	-
Total Annual Cost	$50k	$120k	$150k	-
Features Offered				
SMS-based Job Matching, Notification and Prequalification	✔	✔	✔	✔
"Intrusive advising" campaigns to help participants persist and complete program	✔	✔	✔	✔
Send program information alerts to participants, as needed	✔	✔	✔	✔
Track participants and gather data in real-time 3, 6, and 9 months after program for funders via interactive, two-way surveys	✔	✔	✔	✔
User registration and automatic appointment scheduling	✔	✔	✔	✔
Unlimited campaign-specific (alerts & surveys) keywords	✔	✔	✔	✔
Individual log-ins for each admin	✔	✔	✔	✔
Branded, job-posting website for partner employers	✔	✔	✔	✔
Account Set-up and 24/7 Support	✔	✔	✔	✔

Key Takeaways

1. Mobile is ubiquitous

2. Mobile is affordable and easy to use

3. Mobile means real-time information to improve your organization

Crow back!
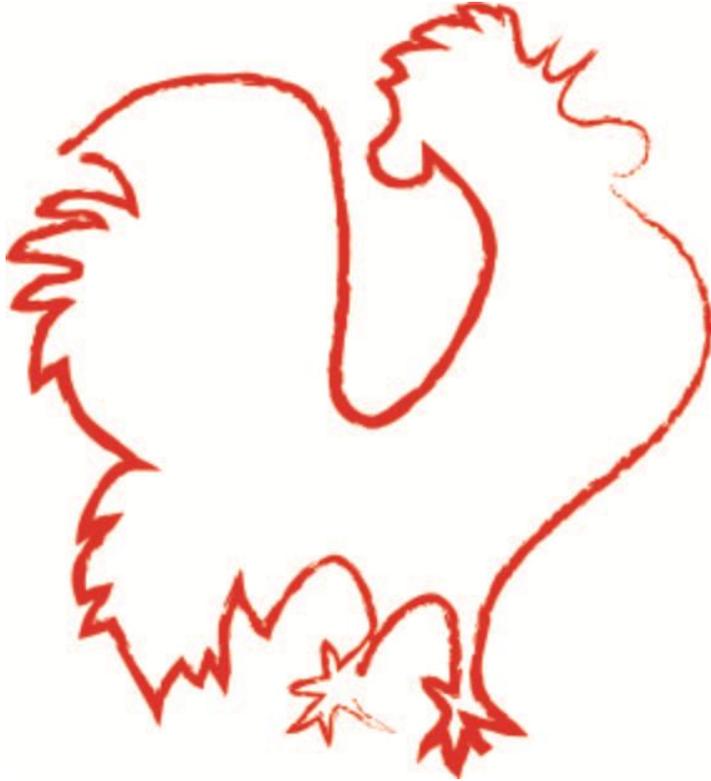
JOB ROOSTER

www.jobrooster.com

Nick Ellis

nick@jobrooster.com

415-699-8187

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