



# Mobile Recruiting

Nick Ellis, CEO, Job Rooster

August 12, 2011

## Key Takeaways

- Mobile is ubiquitous
- Mobile is affordable and easy to use
- Mobile means real-time information to improve your organization

## Expectations from Students

- Clear signs about “rules of the road”
- Immediacy, personalization (location)
- Surprise the user with personality
- Cut to the chase with real questions...

## 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)

## Strategies for Going Mobile

- Enhance outreach and recruitment
- Improve student retention and persistence
- Help students gain an edge

## Benefits of Going Mobile

- Fast and responsive (95% read rate!)
- Capture actionable “real-time” data
- Improve student engagement

## Mobile Services Providers

- Job Rooster (jobrooster.com)
- mResource (mresourceglobal.com)
- Movitas (movitas.com)
- TextMarks (textmarks.com)

## Contact

Nick Ellis / [nick@jobrooster.com](mailto:nick@jobrooster.com) / 415 699 8187 / [www.jobrooster.com](http://www.jobrooster.com)

## Webinar Resources

The webinar recording, slides, and handout will be available at [www.matecnetworks.org](http://www.matecnetworks.org),  
Keyword Search: “**Webinar Mobile Recruiting.**”



## Appendices & References

- [www.pewinternet.org/Reports/2009/12-Wireless-Internet-Use/7-Appendix.aspx?r=1](http://www.pewinternet.org/Reports/2009/12-Wireless-Internet-Use/7-Appendix.aspx?r=1)
- [www.npr.org/templates/story/story.php?storyId=120852934](http://www.npr.org/templates/story/story.php?storyId=120852934)
- [www.pewinternet.org/Media-Mentions/2009/Lowincome-unemployed-in-St-Louis-lack-access.aspx](http://www.pewinternet.org/Media-Mentions/2009/Lowincome-unemployed-in-St-Louis-lack-access.aspx)
- [www.pewinternet.org/Reports/2009/5-The-Mobile-Difference--Typology.aspx](http://www.pewinternet.org/Reports/2009/5-The-Mobile-Difference--Typology.aspx)
- [www.pewinternet.org/Reports/2009/14--Teens-and-Mobile-Phones-Data-Memo/1-Data-Memo/2--Who-has-a-mobile-phone.aspx?r=1](http://www.pewinternet.org/Reports/2009/14--Teens-and-Mobile-Phones-Data-Memo/1-Data-Memo/2--Who-has-a-mobile-phone.aspx?r=1)
- [www.scribd.com/doc/3105489/LIRNEasia-ICApC-Benefits-at-BOP-v2-1](http://www.scribd.com/doc/3105489/LIRNEasia-ICApC-Benefits-at-BOP-v2-1)
- [www.itu.int/newsroom/press\\_releases/2009/07.html](http://www.itu.int/newsroom/press_releases/2009/07.html)
- [www.theregister.co.uk/2007/10/26/mobile\\_penetration\\_research/](http://www.theregister.co.uk/2007/10/26/mobile_penetration_research/)
- [www.cellular-news.com/story/31352.php](http://www.cellular-news.com/story/31352.php)
- [www.noras.co.uk/](http://www.noras.co.uk/)
- [www.recruitinglife.com/aboutUs/FAQ.cfm](http://www.recruitinglife.com/aboutUs/FAQ.cfm)
- [www.cdc.gov/nchs/data/nhis/earlyrelease/wireless200905\\_tables.htm](http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless200905_tables.htm)
- [www.cellsigns.com/industry.shtml](http://www.cellsigns.com/industry.shtml)
- [www.cellular-news.com/story/31352.php](http://www.cellular-news.com/story/31352.php)
- [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)
- [www.techradar.com/news/phone-and-communications/mobile-phones/10-of-users-don-t-use-phones-for-phoning-617331?src=rss&attr=news](http://www.techradar.com/news/phone-and-communications/mobile-phones/10-of-users-don-t-use-phones-for-phoning-617331?src=rss&attr=news)
- [www.ctia.org/media/industry\\_info/index.cfm/AID/10323](http://www.ctia.org/media/industry_info/index.cfm/AID/10323)
- [www.bizreport.com/2009/10/americans\\_send\\_740\\_billion\\_text\\_messages\\_in\\_first\\_half\\_of\\_20.html](http://www.bizreport.com/2009/10/americans_send_740_billion_text_messages_in_first_half_of_20.html)
- [http://blog.nielsen.com/nielsenwire/online\\_mobile/in-us-text-messaging-tops-mobile-phone-calling/](http://blog.nielsen.com/nielsenwire/online_mobile/in-us-text-messaging-tops-mobile-phone-calling/)
- [www.textmessageblog.mobi/2009/02/19/text-message-statistics-usa/](http://www.textmessageblog.mobi/2009/02/19/text-message-statistics-usa/)
- “Carbon Connections: Quantifying mobile’s role in tackling climate change”. Vodafone & Accenture. Online. July 2009
- [www.itu.int/net/pressoffice/press\\_releases/2010/39.aspx](http://www.itu.int/net/pressoffice/press_releases/2010/39.aspx)
- [www.americanstaffing.net/statistics/pdf/American\\_Staffing\\_2010.pdf](http://www.americanstaffing.net/statistics/pdf/American_Staffing_2010.pdf)
- [www.nfcnews.com/2010/08/30/report-us-mobile-payments-market-to-reach-56-billion-in-2015](http://www.nfcnews.com/2010/08/30/report-us-mobile-payments-market-to-reach-56-billion-in-2015)
- [www.allbusiness.com/media-telecommunications/telecommunications/13075667-1.html](http://www.allbusiness.com/media-telecommunications/telecommunications/13075667-1.html)



MARICOPA  
COMMUNITY  
COLLEGES



National  
Science  
Foundation

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

Funded, in part, by a grant from the National Science Foundation.  
DUE-0501626