IN-PERSON HIRING EVENTS

Lake County Schools Innovates In-Person Event Management with Brazen

LCS uses Brazen's In-Person Events Management Solution to overcome the headaches of hosting in-person hiring events

Lake County Schools in Central Florida includes 48 schools and employs roughly 3,000 teachers and 3,000 non-instruction employees. LCS began participating in virtual recruiting events in 2015 when the district had no dedicated recruiters and brand recognition was a major challenge. In January 2016, LCS began hosting its own virtual recruiting events with Brazen and quickly reaped the benefits. In particular, virtual recruiting helped LCS tap into new talent pools and attract quality candidates. Now, LCS uses Brazen's virtual event platform for a variety of reasons from employee engagement and retention to talent acquisition.

LCS was an early adopter of Brazen's new in-person hiring event solution. Quiana Peterson, Instructional Recruitment Partner for Lake County Schools, shared the story of how Brazen has helped LCS elevate its in-person recruiting events, transform the candidate experience, and gain insights into valuable data to help drive future planning.

The Problem

This medium-sized school district feels the pressure of recruiting hard-to-find candidates amid a talent shortage, especially when it comes to hiring teachers. LCS uses regular virtual recruiting events at the top of the funnel and also hosts multiple in-person hiring events each year.

Before Using Brazen for In-Person Hiring Events

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In-Person Event Registration Challenges Made Success of Events Hard to Track

The talent acquisition team always aimed for face-to-face events that felt warm and welcoming and were easy for candidates to navigate. But using tools like Google Forms for registration didn't give the best first impression. LCS also lacked a reliable way to collect data about in-person events and tools to track candidates as they moved through the recruiting process.

"Our in-person events always kind of remained a mystery," said Peterson. "At the end of the day, I know how many people we hired once people have been processed, but it was always difficult to tell what was happening at the in-person events."

Peterson elaborated, noting that: "We have somewhere around 37 of our schools hiring during an in-person event, with two hiring managers from each school. So, looking around these giant rooms, I always felt like 'I think I know what's happening.' But after those events, when I saw the surveys or we were debriefing, there were always things that I was missing. What about table engagement? How are our hiring managers doing? Are there some that are more successful than others? Where are the dead spots?" These questions left her team looking for a better way to manage and measure these aspects of their onsite hiring events.

Keeping Track of Paper Documentation was Inefficient & Slowed the Hiring Process

Like many organizations, Peterson's hiring managers relied on physical paperwork to track everything from candidate information, interview notes, and next steps. This caused conflict and inefficiencies and introduced opportunities for human error.

Peterson said it would often take a week or more to collect all the paperwork, meaning there would be a big wait for both candidates and hiring managers before an event's outcome could be tallied whenever their team hosted an onsite hiring event. In fact, this manual bottleneck often translated into a two-week delay in responding to candidates about the results of their interviews. Compared to how quickly they are able to respond to candidates when they host virtual hiring events, this was a major issue in their onsite candidate experience.

Virtual Recruiting Events Improved Registration, Insights & Speed to Hire

LCS wanted to give candidates the same convenient, streamlined experience for in-person events that they had with virtual events—and collect valuable data to inform future decisions.

So when Brazen's new enhanced in-person event tools launched, they were excited to try them out

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and see if this would enhance their in-person event experience - for their team, as well as for candidates!

The Solution

Brazen has long offered tools and resources to help employers and other organizations host and participate in virtual recruiting events and other online events. At the height of the pandemic, many talent acquisition teams were operating exclusively online to keep everyone safe. Now, we are seeing more employers revive dormant in-person recruiting events. And since the expansion of convenient, streamlined tools for virtual events, the pain points of those in-person events have become more clear.

Bringing the Benefits of Virtual Recruiting Technology to In Person Event Management

Brazen launched an in-person hiring event solution to make it easy for employers to leverage the power of technology to enhance the candidate experience during in-person events—and ultimately make more hires more quickly. Our in-person hiring event solution does all this without paper or spreadsheets, allowing recruiters and hiring managers to access all the information they need about candidates and events in one place.

A Streamlined Solution for Both Virtual & In-Person Recruiting Events

LCS was among the first Brazen customers to use our in-person hiring event solution. The school district kicked off its spring recruiting season with an in-person event and a virtual counterpart on a different day, to give candidates options for how they would like to engage with the district. This hybrid approach gives them lots of flexibility and the options candidates love.

Using the New In-Person Hiring Event Solution Was a Game Changer

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Launching In-Person Event Registration & Check-In is a Breeze

"The launch of the check-in and registration feature was very easy to use. It took me a few minutes to launch some conditions [to help route candidates] and getting all that information was super easy and painless. We ended up having several hundred registrations for the event!" she said.

A Polished, Branded Registration Process Improves Candidate Experience

The look and feel of the in-person hiring event solution provide the foundation for a great candidate experience. In addition to being easy to use, LCS found the user interface visually appealing. The new landing screen builder makes it easy for employers to create event pages that attract candidates' attention and keeps them engaged longer. "If the page doesn't look attractive enough, candidates don't even finish reading," Peterson said.

Leveraging a solution that makes registration painless and convenient sets LCS up for future success, and lets candidates know their time is valued.

The Outcome

On the day of the in-person event, the tool exceeded expectations. "The event ran smoothly," Peterson said. "It was two hours, from 9 to 11. We had no issues checking people in and smoothly finding their information. We were able to search for them by different ways—last name, email address, a variety of different things—to get them checked in, which we had never been able to do before [at our onsite hiring events]."

Improved Check-In & Visibility into In-Person Event Engagement

The in-person hiring event solution also helped LCS keep better tabs on recruiters and hiring managers. "This was the first time we were able to even see the reps that were in the room because we also check them in as well," Peterson said. "The best part of the event was really getting the chance to see what the event looked like from that table engagement level," which is a common concern among today's talent acquisition leaders.

With Brazen for In-Person Hiring Events

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Instant Access to In-Person Event Metrics

Being able to get accurate data on participation and hires—and access those figures right away, rather than days or weeks later—is a major bonus. "We managed to get above 50% attendance rate," said Peterson. "We hired a third of the candidates that showed up."

Data collected in the event solution also helped LCS measure things that were previously difficult to track, like traffic at different booths. "The most eye-opening part was around the schools that were in areas that told me that they didn't think that they would get candidates," said Peterson. "I was able to then actually quantify immediately after the event how many candidates they had connected with. It turns out the corners that I thought that had the least amount of foot traffic actually had no problem connecting with candidates."

A Better Way to Manage In-Person Hiring Events

LCS sees the potential of the in-person hiring event solution as yet another important tool to help them host more effective hiring events and build a stronger and more engaged talent pipeline for years to come.

"We always have schools that might not be ready to hire," said Peterson. And there are typically some candidates who aren't eligible for hire due to certifications, "so candidates can be a substitute teacher or just chat with someone about certification. They've attended the event, and they didn't realize they weren't eligible for hire, being able to quantify those numbers now by table engagement, and seeing if we are actually building that pipeline at these in-person events. What does that traffic look like? How many people are visiting those tables? And we can follow up because now I know those are people who maybe didn't answer the questions correctly in the registration, but because they visited that table."

Supercharging the In-Person Hiring Event Experience with Brazen

Leveraging technology to supercharge in-person hiring events is the next era of talent acquisition. Alongside other tools and strategies—like sourcing tools and virtual hiring events— adding technology to support in-person hiring events helps employers stand out from the competition while making it easier and more enjoyable to meet candidates face to face. When the registration and check-in processes are streamlined and efficient, employers enhance the candidate experience.

After Using Brazen for In-Person Hiring Events

50%
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