# Employment Outlook

How Data-Driven Recruiting is Disrupting the Hiring Process

**WGU**

# WHO IS WGU



COLLEGE OF
INFORMATION
TECHNOLOGY
ONLINE

A degree with the most-wanted skills. Certs included.

- ✓ 2019 EC-Council Academic Partner of the Year

- ✓ 2016 CODiE award winner for Best Learning Relationship Management Solution

- ✓ Named a Best Value School by University Research & Review four years running
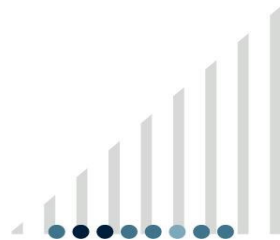
WGU

# WHY HIRE WGU GRADS?

# Employment Outlook

TRENDS FOR 2020

# Employment Outlook

**Top occupations
with more than 10%
year-over-year growth**

| | |
|---|---|
| Computer Systems Engineers/Architects | +21.6% |
| Software Developers | +19.1% |
| Information Security Analysts | +16.0% |
| Network + Computer Systems Administrators | +15.7% |
| Computer + Information Systems Managers | +14.5% |

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# Employment Outlook

**IT job postings
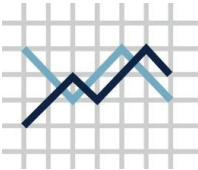year-over-year growth**

| | | |
|---|---|---|
| North Carolina: | 28,312 postings | +10.8% |
| United States: | 879,923 postings | + 0.2% |

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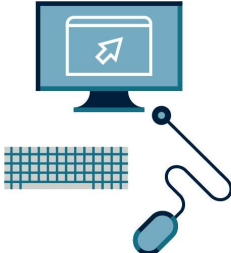
# Employment Outlook

**Top MSAs
with more than 15%
year-over-year growth**

| | |
|---|---|
| Kill Devil Hills | +122.6% |
| Asheville | + 61.0% |
| Wilmington | + 30.4% |
| Greensboro/High Point | + 26.4% |
| Winston-Salem | + 20.6% |

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# Employment Outlook

## UPSKILLING is key in addressing the technology skills gap.



*Image courtesy of Clarkston Consulting and Momentum*

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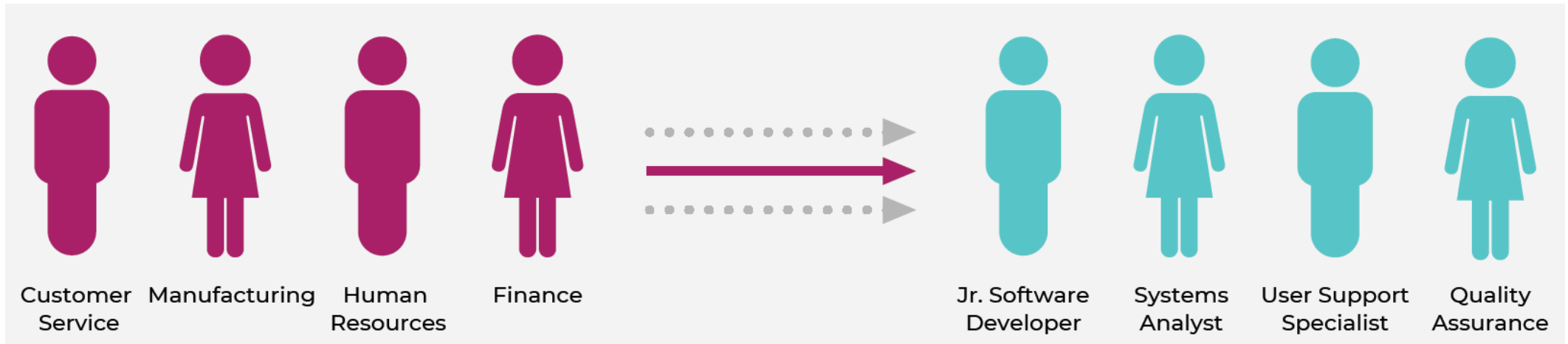
# WGU NC + SCOUTR

AN OWL & A DATA SCIENTIST PAVE THE WAY

Better Data. Stronger Teams

# TIME TO HIRE: A CASE STUDY

HOW ADVANCED MATCHING SAVES TIME & MONEY

# K4Connect

Needed 3 high-level technical hires.

Position postings was at **5-6 months.**

Implemented Scoutr methodology

All positions **filled within 45 days.**

Hires were also highly productive
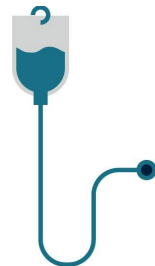and are still **on team after 18 months**.

**Culture & Position Discovery**

Discover the skills your team needs, values you live by, and your unique style for getting things done.

12

# scoutr ®

## Employer Branding

## Augmentation

Get open positions in front of qualified candidates looking for a culture like yours.

# Spencer Health

Scoutr combined team, manager and position details to **accelerate the application and screening process.**

Candidates were brought **directly onsite** – replacing timely phone screens.

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# scoutr®

## Candidate Match Reports

Fair, fast, apples-to-apples comparisons between candidates allow managers to make decisions with speed and confidence.

# Spencer Health

Managers received **standardized candidate match reports** that allowed them to make quick decisions on whom to interview.

**Time to interview reduced from weeks to days,** and created an enhanced candidate journey.

**WGU**

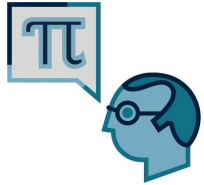# FIVE TIPS FOR A SUCCESSFUL 2020

Review your **recruiting process and managerial reference data**. Identify your best talent, then identify the recruiting source.

It is cheaper to build than to buy. Explore ways to **upskill your current workforce.**

# FIVE TIPS FOR A SUCCESSFUL 2020

Clarify your **"required" vs. "desired" hard-skill requirements**. You could be excluding qualified candidates due to outdated hiring requirements.
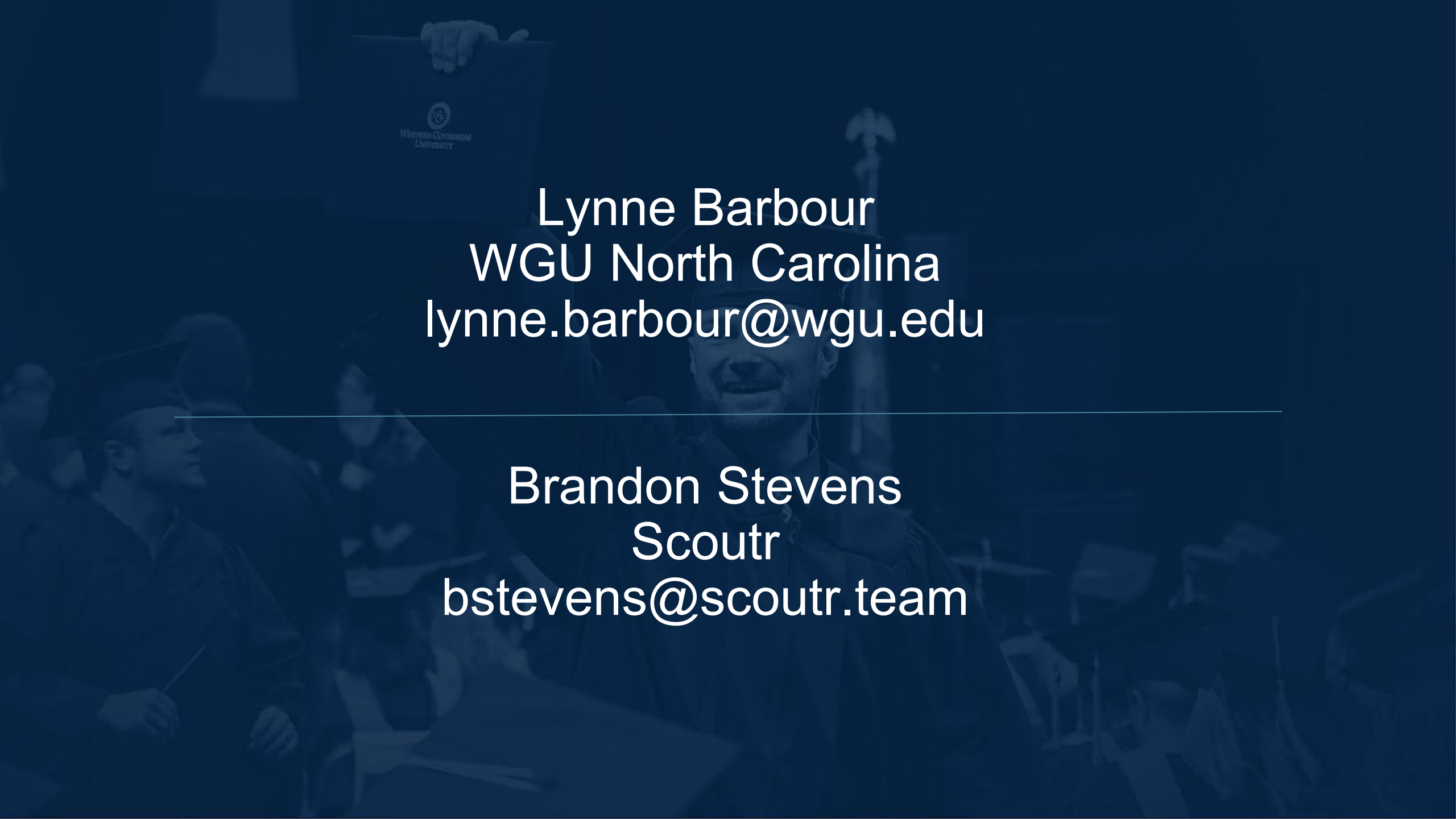
Define your **Team Culture** (*expectations the team has for each other*) and **Work Style** (*natural tendencies around how they prefer to get their work done*).

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# FIVE TIPS FOR A SUCCESSFUL 2020



Good partnerships are a win-win. There are a lot of fantastic resources in North Carolina, like WGU North Carolina and Scoutr.

Seek out new pathways for recruitment, upskilling and retention.

**WGU**

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