Employment Outlook

How Data-Driven Recruiting is Disrupting the Hiring Process
WHO IS WGU

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
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%
Employment Outlook

IT job postings
year-over-year growth

North Carolina: 28,312 postings  +10.8%
United States: 879,923 postings  + 0.2%
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%
Employment Outlook

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