



2021 RECRUITING METRICS

Education & Child Care Industry

Hiring Benchmark Metrics Defined



Views Per Job

How many views a job posting gets

Applicants Per Job

The number of applicants received divided by the number of jobs posted

Applicants Per Hire

How many applicants were received to make one hire

Average Days to Contact

The number of days it took to contact an applicant, starting from the minute the applicant applied

Average Days to Contact Hire

The number of days it took to contact an applicant who became a hire

Average Days to Hire

The number of days it took to hire an applicant, starting from the minute the applicant applied

Conversion Rate Metrics Defined



View-to-Applicant Conversion Rate

How many views of a job posting turn into applications



Applicant-to-Interview Conversion Rate

How many applications turn into interview invitations



Interview-to-Hire Conversion Rate

How many interview invitations turn into hires

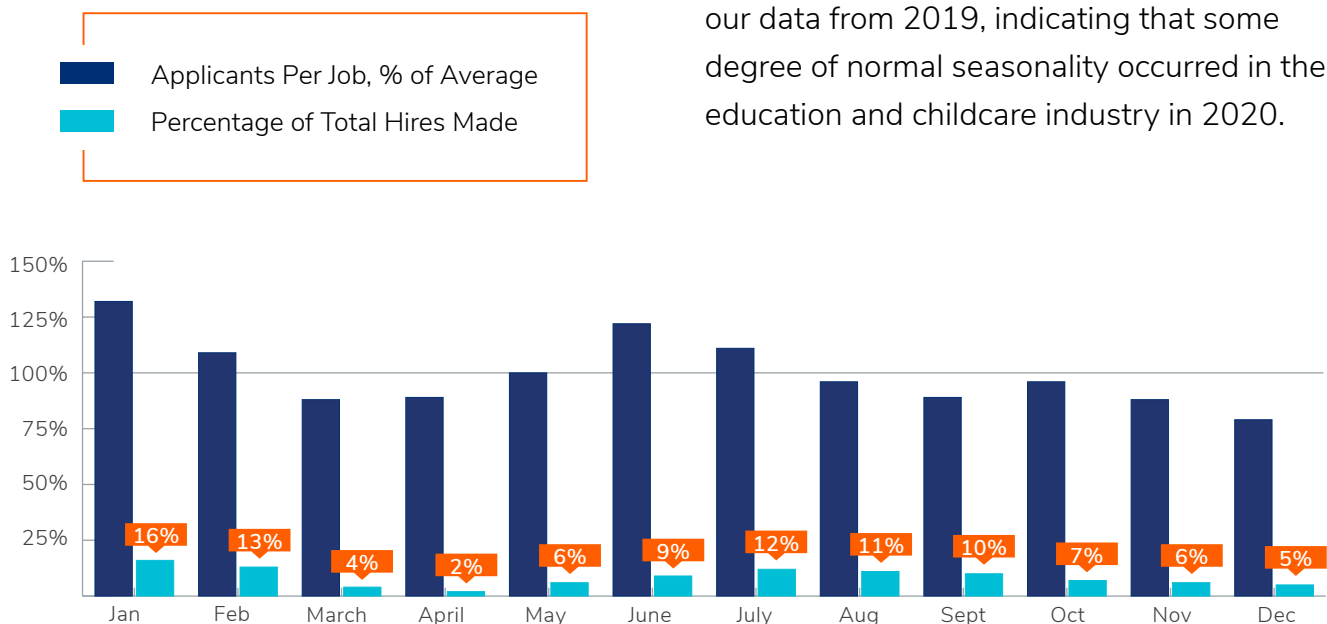
Education & Childcare Industry

BENCHMARK DATA

- **Views Per Job:** 842
- **Applicants Per Job:** 30
- **Applicants Per Hire:** 67
- **Average Days to Contact:** 9.21
- **Average Days to Contact Hire:** 4.41
- **Average Days to Hire:** 28.31

THE BEST TIME TO HIRE

Pre-pandemic **January** was the best month to find applicants. After in-person classroom operations stopped nationwide in the spring, the summer months of **June** and **July** saw another increase in applicants. This heightened applicant activity during the summer months is actually on par with our data from 2019, indicating that some degree of normal seasonality occurred in the education and childcare industry in 2020.



APPLICANT SOURCES

This industry finds job boards producing 79% of applicants, but those applicants convert to hires at only a 2% rate. Compare job boards to referrals, which account for less than 1% of applicants overall, but these applicants convert to hires 21% of the time. Similarly, custom links bring in only 1% of applicants, but they convert to hires 18% of the time.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM LINK*	REFERRAL
% of Applicants	79%	9%	11%	1%	<1%
% of Hires	51%	4%	35%	8%	2%
% of Applicants Hired	2%	1%	8%	18%	21%

*Custom link: A source to which an employer manually shared a job posting (industry job board, local university, Craigslist, etc.)

KEY METRICS

<p>View-to-applicant conversion</p> <p>Education & Childcare Industry 4%</p> <p>Average Across All Industries 7%</p>	<p>Time to Contact</p>
<p>Applicant-to-interview conversion</p> <p>Education & Childcare Industry 20%</p> <p>Average Across All Industries 15%</p>	<p>9.21 days</p> <p>Education & Childcare Industry</p>
<p>Interview-to-hire conversion</p> <p>Education & Childcare Industry 8%</p> <p>Average Across All Industries 9%</p>	<p>7.93 days</p> <p>Average Across All Industries</p>

KEY TAKEAWAYS

- ➔ Because this industry has the lowest view-to-applicant conversion rate, we know that the candidate pool starts out very small. From this small group, applicants convert to interviews at the highest rate in our study. This means that companies in this industry are less selective about candidates they invite to interview, as the high applicant-to-interview rate does not carry over into a high interview-to-hire rate. You'll want to **broaden your applicant pool to ensure you're not picking from a limited selection of talent**. Our data finds that one consistent source of high quality applicants across all industries is **referrals** – a source being woefully underutilized in the education and child care industry. Ask your employees for referrals to get better results out of your next round of hiring.
- ➔ Because job boards result in so few hires, hiring managers in education and child care should **focus your efforts on improving your online presence in places other than job boards**. Since company careers pages yield 35% of hires, it's important to ensure that you have an attractive careers page that results in more applications from high quality talent. Similarly, custom links provide an effective source of hires, so make sure your jobs are posted in places like industry-specific job boards or local university job boards.

Preparing for the Future

With COVID-19 vaccines being deployed at a rapid pace in early 2021, business leaders remain optimistic that soon the world will begin to return to normal. While we transition back into a world with fewer health and safety restrictions, it remains uncertain when employment numbers will return to pre-COVID levels.

Still, there are steps businesses can take now to put themselves in a position to recruit top talent regardless of the state of the job market.

1. Build your employer brand.

The data shows that company careers pages are a hugely successful source of hires but an untapped source of applicants overall, with no industry reporting more than 12% and some reporting as low as 3%. Invest in creating an engaging and attractive [careers page](#) that showcases employee testimonials, your company culture, and your core values.

2. Create a job marketing strategy that doesn't rely on job boards.

Compile a list of custom sources like industry specific job boards, community message boards, local university job boards, and more. Compile another list of employees, friends, and colleagues in your personal network to whom you can reach out for referrals. Our data shows these sources produce the highest percentages of hires and yet the lowest percentages of applicants. Plan on targeting these sources before your next round of hiring. Hiring software like CareerPlug makes this process easier by allowing you to [post your jobs to multiple sources](#) and track which sources produce your best candidates.

3. Optimize your job postings sooner rather than later.

Ask yourself, "Would I want to apply for this job?" Research which job titles resonate best with job seekers in your industry. Remember: the best candidates will always have the freedom to be picky about where they choose to work. Make every [job description a high-quality one](#) so that when your ideal candidate reads it, they'll be compelled to apply to your business and not your competitors'.



ABOUT CAREERPLUG

CareerPlug is a software company on a mission to solve the #1 challenge of running a business: attracting and hiring the right people. More than 12,000 clients love working with us because we give them a proven playbook to make the right hires. And you don't need to be an HR pro to succeed, since our software is easy enough for anyone to use. We're so committed to Making Hiring Easier that we require every one of our employees to become a certified Hiring Expert so that they can contribute to our mission.

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