



2022 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

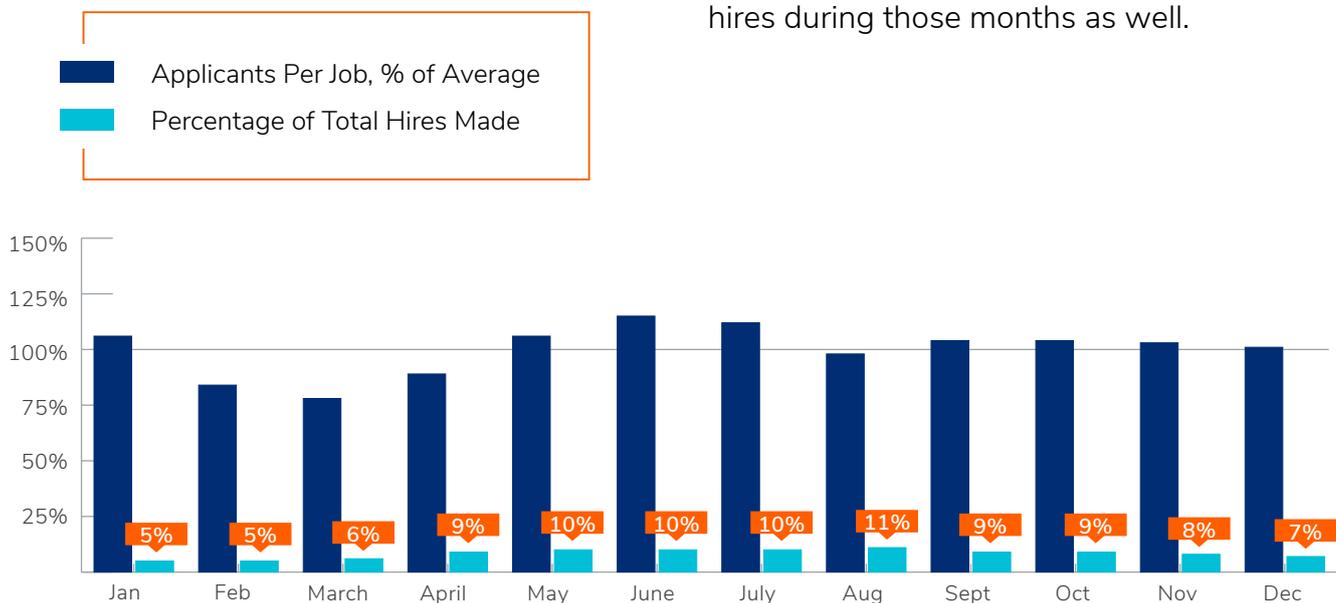
Education & Childcare Industry

BENCHMARK DATA

- **Views Per Job:** 866
- **Applicants Per Job:** 23
- **Applicants Per Hire:** 38
- **Average Days to Contact:** 6.9
- **Average Days to Contact Hire:** 2.7
- **Average Days to Hire:** 23.3

THE BEST TIME TO HIRE

Education & childcare hiring in 2021 reflected normal seasonality for this industry. While most industries in our report saw the most applicants at the beginning of the year, this industry instead saw heightened applicant activity in the summer months of **June** and **July**. Employers made the most hires during those months as well.



APPLICANT SOURCES

This industry has more success with **sponsored job ads** on major job boards (like Indeed and ZipRecruiter) than any other industry in our study. At the same time, the organic (non-sponsored) job postings on those same job boards produce the fewest applicants among our industries. Still, careers pages and custom sources continue to be better sources for candidates that convert to hires at a much higher rate.

| SOURCE | JOB BOARDS | SPONSORED JOB ADS | CAREERS PAGE | CUSTOM SOURCE* | REFERRAL |
|-----------------------|------------|-------------------|--------------|----------------|----------|
| % of Applicants | 48% | 35% | 15% | 1% | <1% |
| % of Hires | 37% | 20% | 34% | 7% | 2% |
| % of Applicants Hired | 2% | 1% | 6% | 17% | 19% |

*Custom source: 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 3%</p> <p>Average Across All Industries 3%</p> | <p>Time to Contact</p> |
| <p>Applicant-to-interview conversion</p> <p>Education & Childcare Industry 27%</p> <p>Average Across All Industries 20%</p> | <p>6.9 days</p> <p>Education & Childcare Industry</p> |
| <p>Interview-to-hire conversion</p> <p>Education & Childcare Industry 10%</p> <p>Average Across All Industries 11%</p> | <p>7.3 days</p> <p>Average Across All Industries</p> |

KEY TAKEAWAYS

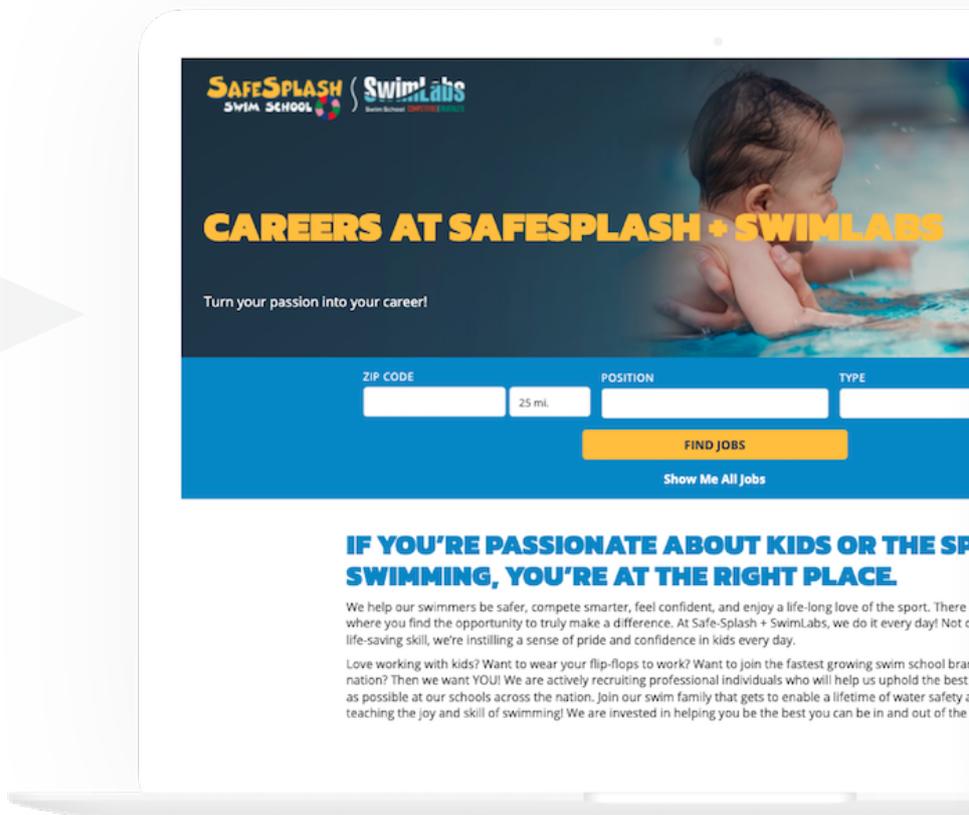
- ➔ Education & childcare employers in our study turned to sponsoring job ads in 2021 as part of their recruiting strategy, which makes sense in an industry so impacted by a lack of qualified candidates. But even though this strategy resulted in an increase in applicants and hires from sponsored ads specifically, if you look at the aggregate total of those applicants plus the applicants received from organic job board postings, it ends up being on par with results seen by other industries, just broken out differently.
- ➔ Our advice for employers in this industry is to **broaden your applicant pool to ensure you're not relying only on the job boards – whether through organic or sponsored posts – for applicants**. For example, one consistent source of high quality applicants across all industries is **referrals**. Ask your employees and customers for referrals to get better results in your next round of hiring.
- ➔ Focus your efforts on **improving your employer brand online**. Since company career pages yield 34% 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.

How to Improve Your Hiring in 2022

2021 was a rollercoaster year for recruiting, but we've gained insights into what steps businesses can take now to hire top talent regardless of the state of the job market.

1. Build your employer brand and showcase it on your careers page.

Company careers pages are a hugely successful source of hires, but an untapped source of applicants overall. Candidates who take the time to research a company tend to be high-quality candidates who are more selective about where they choose to apply. Invest in creating an engaging and attractive [careers page](#) that showcases [employee testimonials](#), aspects of your company culture, and your [core values](#).

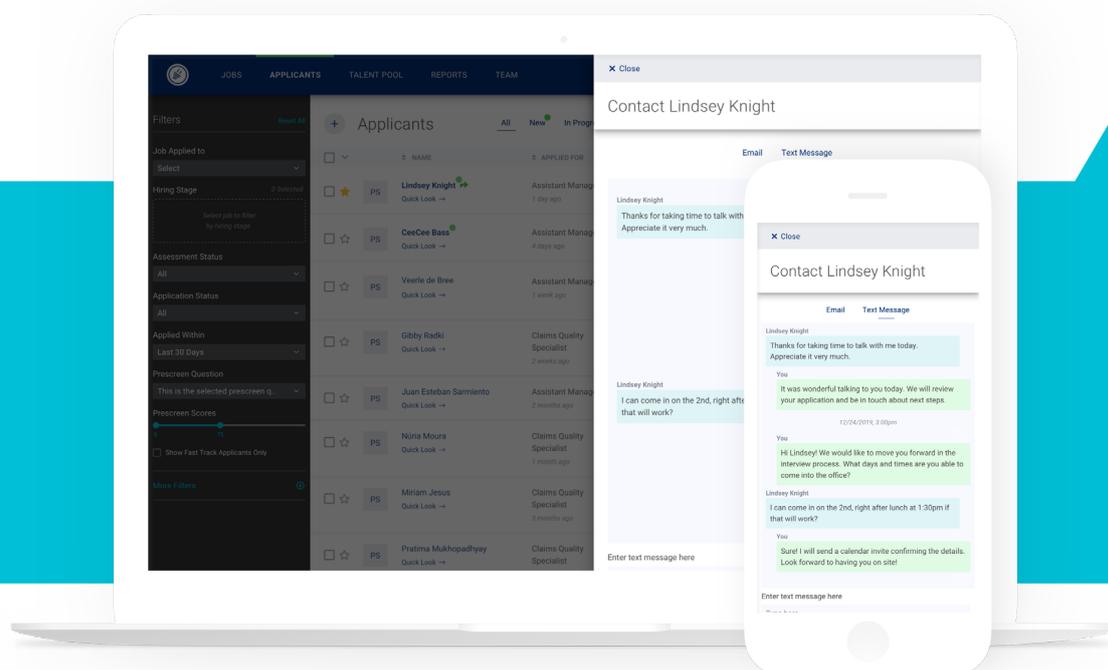


2. Create better job postings to stand apart from your competitors.

In 2021, we frequently heard from employers who were [concerned about the declining number of applicants](#) to their jobs. But our data shows that job postings received just as many views per job as in 2020 – however the number of applicants per job was cut nearly in half. This tells us that **job seekers are seeing your postings, they're just faced with more options than ever, and they're only applying to the opportunities that appeal to them the most**. As an employer, it's crucial that you write [enticing job descriptions](#) so that candidates are compelled to apply to your business and not your competitors. Practice [pay transparency](#) by offering [competitive pay and benefits](#) and advertising it in the job posting.

3. 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 and university job boards, and email campaigns to customers. Compile another list of employees, friends, and colleagues in your personal network to reach out to for referrals. Our data shows **these sources produce the highest-quality candidates, yet the lowest percentage of applicants**. Plan on targeting them before your next round of hiring.



4. Communicate with candidates faster.

Employers are now quicker to hire, shaving nearly a week off their time-to-hire between 2020 and 2021. You'll want to move fast before your competition scoops up quality candidates. Try [text recruiting](#) to **communicate with candidates faster**. Text messages receive an 8 times higher response rate than email, along with a much faster response time. An applicant tracking system like CareerPlug can also help you [quickly evaluate candidates](#) using a proven hiring process, allowing you to accelerate your hiring decisions without sacrificing quality.



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 14,000 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 committed to Making Hiring Easier for all businesses. And it's our goal that by sharing original research reports like this one, we can contribute to this mission.

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