

TEACHFORAMERICA

“Taleo helped us reengineer and reinvigorate our recruiting and gave it a level of professionalism that it didn’t have before.”

Kathleen Fujawa

Vice President
Human Assets Business Partners
Teach For America

Teach For America Manages Growth with Taleo Business Edition

Teach For America is a non-profit organization with a mission to eliminate educational inequality by enlisting some of our nation’s most promising future leaders in the effort. Teach For America recruits outstanding recent college graduates of all backgrounds and career interests to commit two years to teach in a low-income community.

In the short run, teachers—called Corps Members—work relentlessly to ensure that more children growing up today have the educational opportunities they deserve. In the long run, Teach For America alumni are a powerful force of leaders working in every professional sector to effect the fundamental changes needed to close the academic achievement gap between children from low and high income backgrounds.

Every year, large numbers of graduating seniors and recent college graduates apply to Teach For America. In 2006, Teach For America received 19,000 applications, yielding a corps of 2,400 teachers, and nearly doubled the size of its permanent staff to more than 600. By 2010, Teach For America predicts its permanent staff will again double in size.

Reliable Recruiting Processes to Drive Strategic Growth

With such a steep growth trajectory, Teach For America recognized the need for a more robust recruiting system—one that would not only safeguard its data against system failures, but also track information to monitor and ultimately improve its recruiting processes.

After researching the available technology, the human assets committee at Teach For America decided that Taleo Business Edition™ was the eRecruiting solution it needed to meet its growth and strategic objectives.

“We knew we were on the cusp of five years of incredible growth. We needed a system that was as robust as we were going to be in five years—one that could do reporting and could give us really detailed data. We are very data-oriented, so we wanted to look at information on our hiring process very strategically,” says Kathleen Fujawa, Vice President, Human Assets Business Partners at Teach for America.

Taleo Case Study: Teach For America

“I can’t stress enough that ease of use is so crucial. New hiring managers pick up on it really quickly. They like it and it’s easy to navigate.”

Kathleen Fujawa

Vice President
Human Assets Business Partners
Teach For America

Better Candidate Tracking and Diversity Reporting

Taleo reporting capabilities enable Teach For America to track their current applicant pool. One such use of this information is an applicant ethnicity report. Since Teach For America’s mission includes ambitious goals around candidate diversity, this report is a vital tool that assists Teach For America in realizing its goal.

In addition to supporting Teach For America’s expansion, Taleo also met its unique candidate tracking requirements. Approximately 40 percent of Teach For America candidates apply for two or more positions simultaneously. Permanent staff members often apply for summer positions, temporarily holding two positions within the organization. Approximately 60 percent of Teach For America’s permanent staff comes from its corps—individuals who have completed the two-year teaching commitment. These applicants are considered internal candidates and are tracked differently from external candidates who apply for the same positions.

“A lot of systems were not able to deal with this kind of recruiting. With Taleo, we always know what is going on with our candidates regardless of their individual situation,” says Fujawa.

Ease of Use Ensures Adoption, Improved Communication Saves Time

At Teach For America, hiring decisions need to be made quickly. The transparency inherent in the Taleo solution enables managers to immediately see candidate history. A quick glance shows all the candidates in process for a position—as well as interview notes, manager’s feedback, and other relevant data.

Hiring managers can access the information they need and communicate to others using Taleo, bypassing time-consuming update meetings and email threads. “Taleo really enables us to communicate internally so much better than we did before. We are making better and quicker decisions,” says Fujawa.

Given that half of the Teach For America staff participates in hiring activities, it was crucial that the system be easy to use and viewed as a time saving tool. After participating in tests and trials, Teach For America hiring managers decided that Taleo Business Edition was extremely user-friendly. “I can’t stress enough that ease of use is so crucial. New hiring managers pick up on it really quickly. They like it and it’s easy to navigate,” says Fujawa.

Flexible Automation Delivers Speed and Efficiency

The flexibility of Taleo Business Edition enabled Teach For America to easily customize the system to fit its workflow. Now, when a qualified candidate applies for a position at Teach For America, the hiring manager is immediately alerted and can promptly take action. Once a candidate is chosen, the hiring manager sends an offer letter using a template and the transaction and outcome are tracked in the system. Taleo has helped Teach For America transform what was once an arduous and time consuming process into a painless and efficient one—a process that has dramatically increased their speed of hiring.

A Lasting Impact on Productivity

Teach For America's goal to ensure educational opportunity for all fuels its drive to increase efficiency. Teach For America's leadership recognized that a new recruiting system would make a lasting impact on the productivity of the organization.

"Online recruiting has just gotten bigger and bigger. I don't think it will ever take the place of face-to-face recruitment, but from a cost perspective it is absolutely going to keep growing. Taleo helped us reengineer and reinvigorate our recruiting and gave it a level of professionalism that it didn't have before," says Fujawa.

To learn more about Teach For America, visit www.teachforamerica.org online.



CONTACT

www.taleo.com – info@taleo.com
1.888.836.3669 – U.S.
1.888.922.5665 – International
1.888.561.5665 – Customer Service

ABOUT TALEO

Leading organizations worldwide use Taleo on demand talent management solutions to assess, acquire, develop, and align their workforce for improved business performance.

Copyright © 2007 Taleo Corporation. All rights reserved. No portion of this document may be reproduced in any form without the prior written permission of Taleo Corporation.

Taleo and all Taleo product and service names mentioned herein are trademarks or registered trademarks of Taleo in the United States, France, The Netherlands, U.K., Canada, Australia, and several other countries. All other product and company names mentioned herein may be the trademarks of their respective owners.