8 Recruitment Methodologies and Metrics To Rethink During COVID-19

As the world of HR shifts to accommodate the changes associated with the Coronavirus outbreak, it's time to reestablish metrics that match this new state of recruitment. The nature of hiring could be forever changed at the end of this pandemic, so it could be a good time to take this as an opportunity to push your company ahead of the curve, and emerge as a strong and resilient HR body.

1. Monitoring Time-to-Hire

Time to fill an open position takes roughly 41 days. And, with a global pandemic, stay-at-home orders, and offices closed, your time to fill could be substantially impacted. Keep a close measure of whether these unexpected changes increase or decrease the time-to-hire at your organization and think of ways you can streamline the process.

2. Gaging Candidate Retention and Productivity

Retention and productivity are dwindling across the globe. Measuring these factors during the recruitment process will be crucial for accommodating candidate needs and engaging high levels of productivity moving forward. Try giving candidates at home assessments to see how they perform in a remote environment or pose questions about workplace safety to determine distractions.

3. Prioritizing Diversity Recruitment

COVID-19 is impacting marginalized communities everywhere. As companies adapt to new methods of recruitment, measuring the percentage of underrepresented hires and improving D&I strategies will be imperative. This is an opportunity for companies to reignite these internal conversations and set new hiring metrics in place for diversity.

4. Balancing Sourcing Costs

While some companies are performing layoffs, others in essential businesses are ramping up hiring. Depending on the industry you're in, sourcing costs could increase or decrease rapidly and evaluating successful sourcing channels will be pertinent to financial success. Measure the best avenues for your company and explore other options as needed.

5. Rethink Candidate Conversion

With all the given changes, companies will have to establish new metrics for candidate conversion, response rates, and percentages of successful hires. Set reasonable metrics that surround the current crisis and establish new and measurable goals for increasing incoming applicants and generating strong new hires.

6. Optimizing Recruiting Pipeline Processes

How many candidates are you able to interview given the perimeters with social distancing and how many interviews per month lead to extending offer letters? Look at the variables and adjust to create more impactful interviews that produce better outcomes. You might measure the impact digital interviewing has on candidate performance and shift your strategy to drive improvements.

7. Enhancing the Employer Brand

Employer branding is very delicate during these times. As companies are evolving due to the crisis, a great metric for employer brands is measured access to remote working and flexible schedules. From a candidate point of view, we're proving that remote work can be successful and strong employer brands will adapt to this working revolution and establish new goals to measure success with new working models.

8. Surveying the Candidate Experience

Employer branding is very delicate during these times. As companies are evolving due to the crisis, a great metric for employer brands is measured access to remote working and flexible schedules. From a candidate point of view, we're proving that remote work can be successful and strong employer brands will adapt to this working revolution and establish new goals to measure success with new working models.

There's no perfect method on how we should adapt to new recruitment metrics in response to this virus. Many of us are making it up as we go, but the silver lining is we will come out much stronger once this all subsides and we'll have better, more streamlined results in the days, months and years to come.

For more info around Diversity Recruiting visit us online: www.joonko.co

Joonko