NEOED

EDUCATION HR'S GUIDE TO EFFECTIVE

ONE-WAY VIDEO INTERVIEWS

IN COLLABORATION WITH SPARK HIRE

NEOED & SPARKHIRE

ONE-WAY VIDEO INTERVIEWS

VIDEO INTERVIEWING'S PRESENCE in the hiring process has changed dramatically in recent months. Education HR teams of all sizes now use video interviewing to boost collaboration and gain more perspective on candidates, earlier in the process.

One-way video interviews also accelerate the screening process and improve efficiency. They can help recruiters and hiring committees screen candidates more quickly and get deeper insights with replay ability. Video interviewing also makes it possible to assess additional candidates that might have otherwise been disqualified because of location or scheduling conflicts. Once the videos have been reviewed, HR can hone in on the strongest candidates for further evaluation.

They're easy to administer, too. You can establish a series of interview questions based on your most important criteria to ask all candidates, send out links to all your candidates for a particular position, and then allow them to record their responses on their own time. You can even set a time limit for how long a candidate has to answer your prompt.

Thinking about moving forward with one-way video interviews? Here's a checklist that will help you better understand the process and set your institution up for success.

STEP 1

DEFINE A STRATEGY

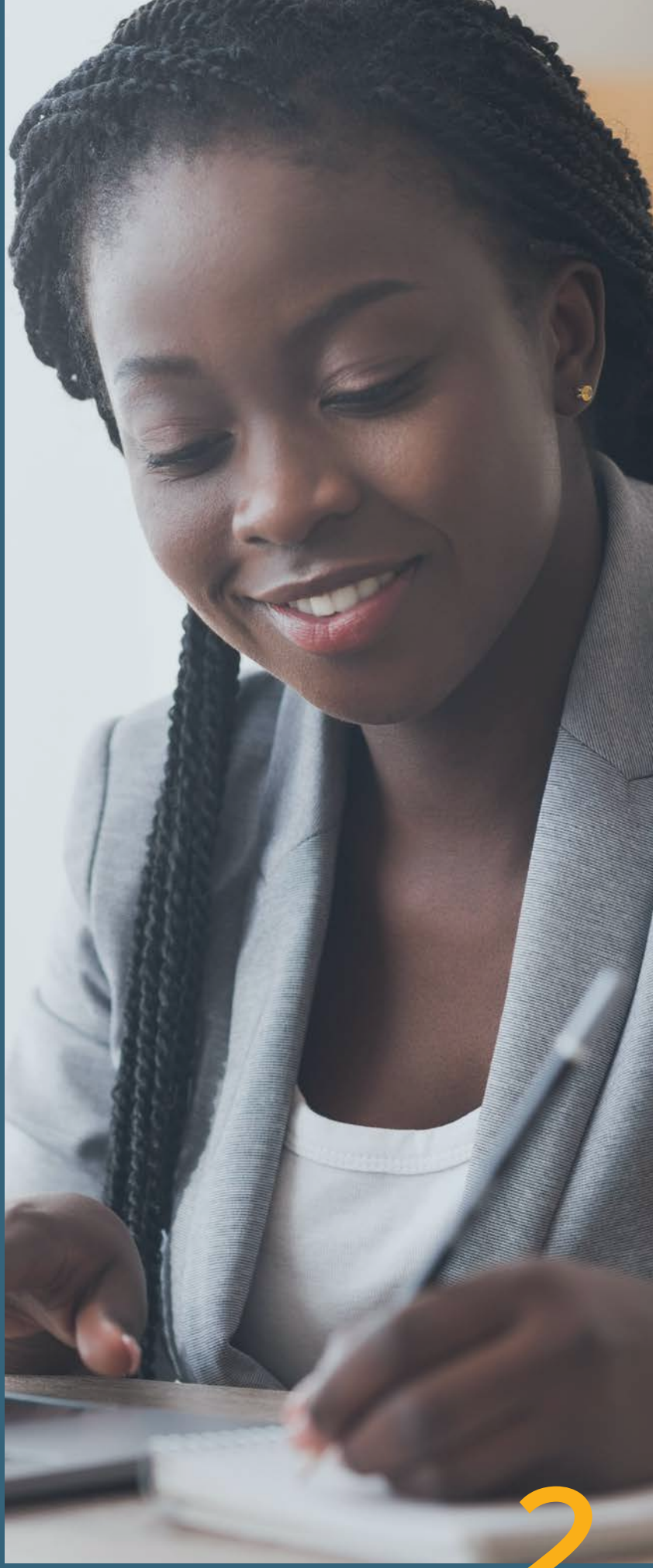
Identify which stage of the hiring process your organization will benefit from using one-way video interviewing. For example, can you swap out video interviewing for your initial phone screens?

Many educational institutions use one-way interviews early in the screening process to determine which candidates should be scheduled for traditional interviews or attach the recorded videos to the referred list so that hiring managers can make more informed decisions on prioritizing who they'd like to schedule live one-on-one interviews with.

STEP 2

ESTABLISH TIMING GOALS

Keep your one-way interviews short so that you or the hiring committee can reasonably get through a good number of submissions in a timely manner. Ideally you want to assess each candidate in as little as 15 minutes. Acknowledging this before you get started will help ensure your questions get straight to the point while providing valuable insights. Also consider how long you want to give candidates to answer each question.



STEP 3

CREATING YOUR QUESTIONS

The questions you ask are key to extrapolating the insights you need to fairly and accurately assess candidates. They shouldn't be the same questions you ask in a two-way interview. They need to be crystal clear since you won't be there to clarify any potential ambiguity for the candidate. Consider the following when creating your interview questions:

CULTURE & MISSION

An employee's contribution to an organization goes beyond their skills or experience to be successful in a role. They must believe in the institution's mission, and be invested long-term.

- ❑ What is the institution's culture like?
- ❑ What do current high-performing/highly-engaged employees have in common?
- ❑ What are their interests and values?
- ❑ How do they align with the institution's values?
- ❑ What is the institution's mission?
- ❑ How will the employee you're looking for contribute to it?

GENERAL IN-DEMAND & INSTITUTION-SPECIFIC SKILLS:

While they might not be required for the open position, there are always skills and traits that educational institutions know they need. Between digital transformation and baby boomers retiring in the coming years, this is an opportune time to start screening for the skill sets you'll need in the future.

- ❑ Leadership skills
- ❑ Problem-solving skills
- ❑ Willingness to learn
- ❑ Working with other team members
- ❑ Openness to new technology
- ❑ Future-looking skills

STEP 4

PREP CANDIDATES

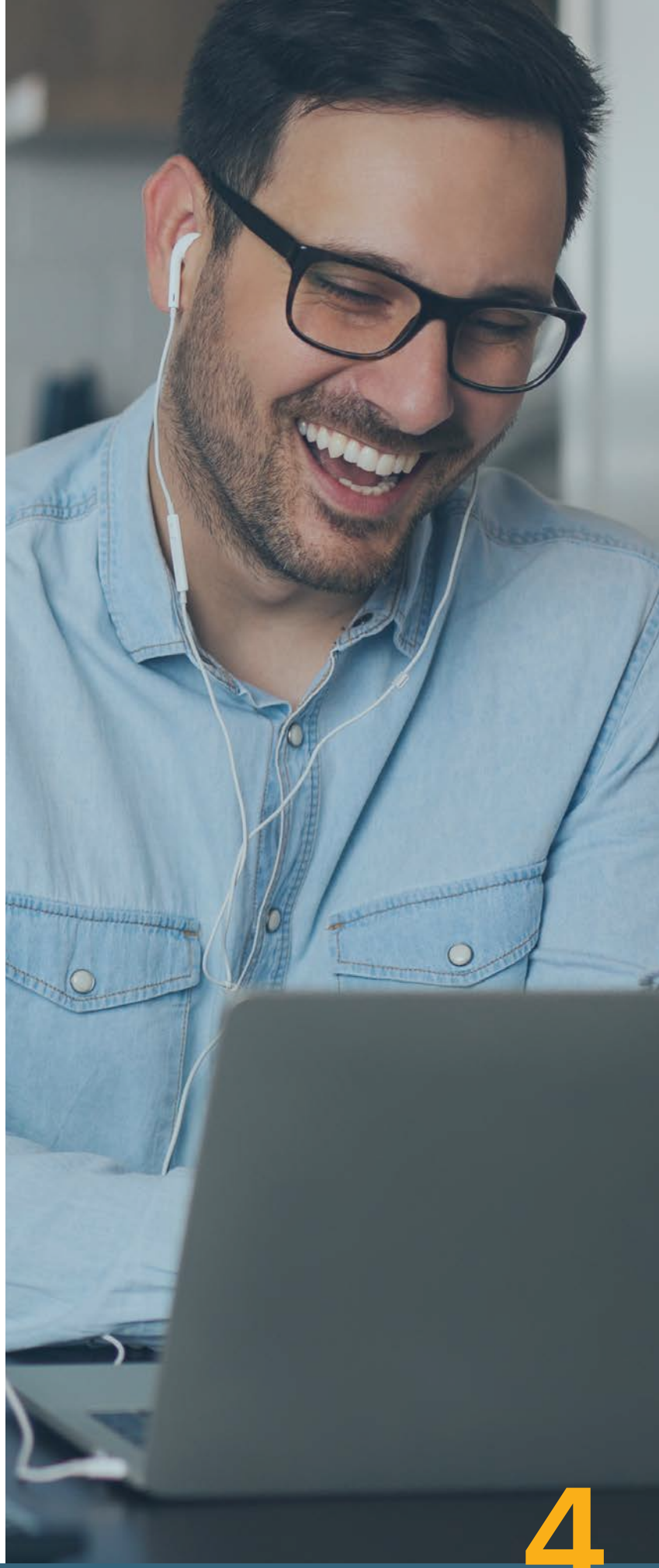
Inform your candidates by creating a one-sheet you can send when you inform them of the one-way interview. Many people aren't familiar with one-way interviews and the prospect of answering questions on camera without another party there to guide them through it can be intimidating. Prefacing the interview with helpful information about the process will reduce these concerns.

EXPLAIN

- ❑ Why you use video interviews
- ❑ How it benefits them and
- ❑ Where it is within your hiring process

RECOMMEND

- ❑ Background: Avoid clutter or flashy decor that will pull attention away from what the candidate is saying
- ❑ Quiet space: Make sure there is no background noise and there is little chance that someone will interrupt the video interview.
- ❑ Sentiment: Find a space that makes them feel comfortable and not like they're on display.



STEP 5

LEARN TO EVALUATE ONE-WAY INTERVIEWS

Make sure your hiring team knows how to identify the strengths and weaknesses in candidates using this new method:

PROFESSIONALISM

The language a candidate uses, the clothes they wear, and their posture all provide evidence of how professional they are.

A POSITIVE ATTITUDE

When you ask candidates about their past mistakes, watch their facial expressions and pay careful attention to their word choices. People with a naturally positive attitude will explain their mistakes without their mood faltering.

WILLINGNESS TO LEARN

Candidates who want to continually learn will talk about their future goals and communicate what developmental steps they plan to take to acquire the skills they need.

STEP 6

TEST, REFINE, AND SCALE

Go all in on a limited scale – test out your newly improved hiring process with one or two roles to ensure that everything is working smoothly and hiring managers are reaping the benefits.

- ❑ Test video interviewing on a few roles at first
- ❑ Compile analytics, candidate feedback, and internal input
- ❑ Analyze what aspects worked best and were least effective
- ❑ Identify areas for improvement
- ❑ Sustain best practices
- ❑ Standardize the process for all roles

NOW WHAT?

Learn how NEOED Insight and Spark Hire video integration work together to improve your hiring process and help teams make better decisions about which candidates to move to the next stage. Book a demo today.

SPARK HIRE

Spark Hire is on a mission to help every organization improve their recruiting efficiency and effectiveness by delivering an innovative and modern SaaS platform. It is their goal for Spark Hire to be a staple in the recruiting process of every company everywhere in the world.

NEOED is the leading provider of a comprehensive human capital management solution for educational institutions. Dedicated to supporting the complex needs and compliance requirements of higher ed HR teams, NEOED's suite of three integrated modules – Recruit, Develop, and Manage – provide a centralized platform for managing the entire employee lifecycle. NEOED is a division of NEOGOV, which was founded in 2001 and serves over 6,000 public sector organizations. More information at **www.neoed.com**.

6,000+
Public Sector Agencies

250,000+
People Use NEOGOV

20
Years of Experience