



# Jobvite Helps Covia Reimagine Recruiting



## CHALLENGE

Updated technology and process needed.

Covia struggled with inefficient, manual hiring processes leading to high candidate drop off rates.



## SOLUTION

Jobvite Talent Acquisition Suite

Covia enlisted Jobvite and leveraged the entire suite of products to revolutionize all recruiting efforts.



## RESULTS

Automation improves efficiencies

With Jobvite, Covia automated 90% of its hiring process, saved 600 hours per year with its HRIS integration and helped elevate the talent acquisition team as a strategic service for attracting higher quality candidates.



For more than 50 years, Covia has provided innovative residential options and community services that actively support intellectual, physical, emotional, spiritual and social well-being of the aging community. Today, the non-profit has more than 1,200 employees across all communities that provide 24/7 care to its resident population. Covia strives to hire the best candidates that support their mission of cultivating healthy communities for positive aging through an innovative continuum. They wanted a sustainable and scalable hiring process to support attracting and hiring more qualified candidates.

Given that the majority of Covia's roles are clinical, the nonprofit faced challenges of attracting new candidates during the height of a nationwide nursing shortage. On top of it, new regulations affecting the patient-to-caregiver ratio made it necessary to increase hiring activity. However, their current applicant submission process was paper-intensive, laborious and very slow, which caused high candidate drop-off rates. Covia needed a new, sustainable process and strategy that was scalable over time to attract and hire the clinical roles they needed.

"We wanted to become the employer of choice for future applicants and knew we needed to overhaul our recruiting strategy to remain relevant in the marketplace", said Wendy Dugan, HR Business Partner, Talent Acquisition, at Covia. "Recruitment marketing to job seekers with a quick apply process quickly became our goal and Jobvite helped us get there."

## A total overhaul in recruiting for Covia

Covia partnered with Jobvite to launch a recruiting strategy that would manage their efforts more effectively. "Since we had never used an Applicant Tracking System before, the ease of the tool was super important. It needed to work for an organization that's not necessarily technology-savvy, and Jobvite showed to be a perfect fit for us," said Dugan.

Instead of working in silos at each location, Jobvite completely streamlined their workflow by automating recruiting tasks and managing efforts all within a single dashboard. Recruiters were able to easily route resumes and review them quickly in real time. With Jobvite's scheduling tool, recruiters could schedule interviews in minutes.

Jobvite also automatically distributed jobs through more effective job posting channels such as, Glassdoor, Indeed, LinkedIn, and Monster. "Getting our jobs posted automatically across a variety of job boards saved significant time for our recruiting team," said Dugan. "This maximized our posting efforts, so we could focus on other things like screening candidates and decrease our money spent with recruiting agencies."

With Jobvite, Covia was able to launch a brand-new career site that made it easy for job seekers to search for open positions. It also represented what it's like to work at Covia in the truest form. "Jobvite made the site easy to navigate and is mobile optimized with a clean and user-friendly application process, said Dugan."

Jobvite also helped Covia collect candidate data to integrate into their HRIS system. "Jobvite was used to fit our specific needs, which streamlined the process to improve onboarding completion time, reduce errors and eliminate paper," said Dugan.

“Jobvite has made us nimbler and more effective in communicating with candidates and hiring managers in a quick and efficient way.”

– Wendy Dugan, HR Business Partner  
Talent Acquisition, at Covia.



## Results

Since overhauling their recruitment strategy in October 2017, Covia has increased applicant numbers by 33% YOY for the first year and 24% YOY for the second year. Marketing their brand to job seekers was the first step toward improving the quality of candidates.

“Before Jobvite, we were actually losing candidates because our application process was so slow,” she adds. “Jobvite has made us nimbler and more effective in communicating with candidates and hiring managers in a quick and efficient way.”

With Jobvite, Covia was able to automate 90% of their hiring process so the team can focus more on identifying, attracting and hiring high quality candidates saving thousands of dollars. Now, the processes that used to take weeks to approve only take minutes. Jobvite's integration with ADP has helped Covia reduce new employee data entry errors and free up 600 hours per year in manual data entry.

The new careers website was also able to showcase the nonprofit's unique company culture and values while simplifying the application process, leading to an increase in job applications. Since Covia is reaching a wider audience of candidates, the quality of applicants has increased tremendously and led to the hiring of 300 people in the last year.

Thanks to Jobvite, we finally have a recruiting process that works with our growth strategy,” said Dugan. “I would refer Jobvite to any of my peers. Companies who aren't using this type of tool are missing out on attracting and engaging with top candidates.”

## Covia is continuing to EVOLVE with automation

Jobvite's EVOLVE Talent Acquisition Framework helps TA teams deliver world-class results. From initial assessment to specific action

plans, EVOLVE empowers TA leaders to identify and prioritize areas for improvement so that no effort is wasted. Teams, processes, technologies, and strategies are optimized over time, and organizations emerge stronger, more efficient, and better able to adapt to the needs of the ever-evolving talent marketplace.

The EVOLVE framework offers four levels of talent acquisition maturity. Organizations like Covia can grow to a level 2 by being more proactive, automating tasks and having a scalable process.

## About Covia

For more than 50 years as a nonprofit, public benefit organization, Covia owns, operates and manages senior living Live Plan Communities, Affordable Housing for seniors, and provides Community Services for the senior population across seven counties. Covia believes in helping individuals fortify their own well-being by building strong and engaging communities, connecting people with the services and relationships they need to thrive, and providing compassionate support.

## About Jobvite

Jobvite is an end-to-end Talent Acquisition Suite that takes a marketing-first approach to intelligently attract dream candidates, automatically screen for the highest quality, engage employees invested in the future, and retain the people who care the most about your organization by combining the power of AI and the human touch. Jobvite is proud to serve thousands of customers across a wide range of industries including Ingram Micro, UPMC, Zappos and Blizzard Entertainment. To learn more, visit [www.jobvite.com](http://www.jobvite.com) or follow the company on social media @Jobvite.