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HR FORWARD: People Behind the Paper: A Unique Case Study on Hiring

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Why a Case Study?

Honestly, to see if what was suspected *could* work *would* work for hiring great team members.
What piece is most often overlooked in the hiring process?

People
Sometimes, paper can get in the way

Hiring frontline team members

Hiring management

Resume vs. Action-oriented
Create a hiring process that puts people into a work-like environment and WATCH!
Creating a level playing field

Make a job fair a job fair

Use the power of our industry to inform our hiring process

So, what did we do?
Finding players

New Attraction

Lots of interest

Eager potential employees
Finding players

Sign-up strategy for Job Fair

- Determined time blocks
- Set entry times
- Selected dates
- Posted on social media
Developing a game plan

Job Fair-specific OBJECTIVES

• Translate our ideas tangibly
• Make everything as approachable as possible
• Balance communication aspects (visual, tactile, aural)
• Keep it fun
• Vet candidates seriously
Developing a game plan

Overall Hiring OBJECTIVES

• Folks who seem prepared?
• Open to new ideas?
• Played, participated, puzzled, questioned, explained, helped, enjoyed?
• Grasped our Mission, Vision, and Values?
• Did well in a cacophonous environment?
Developing a game plan

What does a *real* Job Fair entail

- Determining activities that align with objectives
- Logistically managing the moving parts
- Details, details, details to work out
- Who is the intended workforce target - where do they look for work
- Once said and done, how do we let people know we have opportunities
Developing a game plan

Job Fair LOGISTICS

- Locate someplace convenient
- Open to “going” somewhere
- Proximity to attraction
- Space to set-up
- Set-up strategy
- Entry/exit
Developing a game plan

Not your typical Job Fair – *Play with a Purpose*

- Highly interactive
- Purposefully selected activities
- Mix of skill levels
- Demonstrate who we are and what our expectations may be through games
- Present an alternative job seeking experience
Getting the ball rolling

Not your typical Job Fair

- Sign-ups online
- 3 distinct rounds of interviewing
- Round One: Job Fair
- Round Two: Group Interview
- Round Three: Speed Dating
- Preparations and careful planning from start to finish
Getting the ball rolling

Sign-up for Job Fair – Application Process

• Applicants selected entry time
• Confirmation sent with all relevant details
• As days/blocks filled, additional availability opened
• Planned for no-shows and walk-ups
STEP ONE: The Job Fair

Management prepared

- Personality
- Like-ability
- Engagement
- Interest
- Enthusiasm
- Communication skills
The Job Fair

Job Fair Day

• Registration table
• Check-in/create an appointment
• Notation of arrival time
• 1st Evaluation
• Handed application card
• Instruction delivered
Please fill out both sides of this card and return, with your resume if you have one, to one of our Crew Members. We hope you enjoy the Job Fair and your opportunity to learn more about us and for us to meet you.

Selected applicants will be contacted for the Group Interview.
BOWLING FOR LEED

So, what exactly is LEED? Well, LEED stands for:

L = LEADERSHIP
E = ENERGY
(and)
E = ENVIRONMENTAL
D = DESIGN

For us that means BUILDING GREEN

The Shreveport Aquarium is committed to building and operating an energy efficient, resource conserving, sustainable facility. Following the LEED program (Leadership in Energy and Environmental Design) the Shreveport Aquarium will be one of the greenest buildings in the state incorporating renewable energy, high efficiency equipment, water recycling and innovative design that supports our conservation message.

KNOCK OUT PLASTIC BAG USE

- Each year the United States uses 30 billion plastic and 10 billion paper grocery bags, requiring approximately 14 million trees and 12 million barrels of oil.
- Each high quality reusable bag you use has the potential to eliminate an average of 1,000 plastic bags over its lifetime. The bag will pay for itself if your grocery store offers a discount per bag for bringing your own bags.
- Introduced just over 25 years ago, the ugly truth about our plastic bag addiction is that society’s consumption rate is now estimated at well over 500,000,000,000 (that’s 500 billion) plastic bags annually, or almost 1 million per minute. In a landfill, these single-use bags will take up to 1,000 years to degrade.
- According to The Wall Street Journal, the U.S. goes through 100 billion plastic shopping bags annually. An estimated 12 million barrels of oil is required to make that many plastic bags.
- Four out of five grocery bags in the US are now plastic.
- Plastic bags cause over 100,000 sea turtle and other marine animal deaths every year when animals mistake them for food.
- The average family accumulates 50 plastic bags in only four trips to the grocery store.
- Each high quality reusable bag you use has the potential to eliminate an average of 1,000 plastic bags over its lifetime. The bag will pay for itself if your grocery store offers a discount per bag for bringing your own bags.
- Annual cost to U.S. retailers alone is estimated at $4 billion. When retailers give away free bags, their costs are passed on to consumers in the form of higher prices. (According to The Wall Street Journal, Target, the second-largest retailer in the U.S., purchased 1.8 billion bags a year)
- WHAT ABOUT RECYCLING PLASTIC BAGS?
- It is estimated that only 3 percent of plastic bags are recycled.

TAKE A SELFIE!

Let’s see your best selfie here at the Job Fair and send it to us, today, to our email address info@shreveportaquarium.com.

Be sure to make sure to include your name, too!

Don’t have a mobile phone with you today? Ask one of our Crew Members to help you out!
SUSTAINABLE SEAFOOD

adjective
1. able to be maintained at a certain rate or level.
   *sustainable yield concept*
2. able to be upheld or defended.
   *sustainable definitions of good educational practice*

Basically, this means by eating seafood that is responsibly sourced, we are doing our part to help keep the oceans and aquatic life healthy and thriving.

Now, see if you can hook a sustainable fish. When you have a bite, check to see where it is on the Monterey Bay Aquarium SEAFOOD WATCH List. Look carefully, though...some fish show up on multiple lists depending on where it is harvested.

Here’s an interesting fact:
Did you know Seventy percent of the oysters caught in the U.S. are from the Gulf Coast. Louisiana’s commercial oyster industry, which accounts for almost 4,000 jobs, has an economic impact of $317 million annually.

GIVE US YOUR BEST 30 SECONDS ON VIDEO

We want to know who you are and why you are interested in working at the Shreveport Aquarium or S A L T...so tell us!
Instructions

**ORIGAMI FISH**
Get your craft on and try making an origami fish.

It’s just a little reminder that, if we are as thoughtful about our actions as we are folding this paper, we can make a difference in the world.

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**ECO SYSTEM JENGA**
BLUE = AIR
GREEN = OCEAN
BROWN = LAND

When we pollute our planet, it doesn’t just effect one piece of our ecological system, it effects them all.

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**RECYCLING BASKETBALL**
Can you separate out the garbage into the right basket?

RECYCLE – Do you know what can and can’t be recycled?
COMPOST – What organic products can be saved?
LANDFILL – Did you know this stuff goes right into the earth and may never decompose?
The Job Fair: In Action
The Job Fair: Choices

It was important to remind the Managers to really pay attention to everyone. There were some amazing and not-so-amazing moments:

• Fly-bys
• Bringing the kids
• Handwritten resume
• Helpful hands
The Job Fair: Choices

Following each block, the team gathered to review the cards and collectively say “yeah” or “nay” on moving into the next round

- Manager could plead the case for someone moving forward that was a “maybe”
- Had to be a majority determination
The Job Fair FACTOIDS

- 2,399 Applicants on-line
- 2,100 showed up
- Additional 300+ walk-ups
- Moved 800+ into 2nd Round
- 80 Part Time positions
The Job Fair FACTOIDS

- First time job seekers
- Students – college & high school (over 18)
- Seniors
- Retirees
- Physically and mentally-challenged
- Veterans
- Homeless
- Worked with area organizations
  - Holy Angels
  - Deaf Action Center
  - Louisiana Association of the Blind
  - JobCorps
STEP TWO: Group Interview

OBJECTIVES

- Get to know folks better
- See candidates working together at specific tasks
- Look for particular skills
- Observe candidates in a group environment
Group Interview

LOGISTICS

• Used same location
• Set up specific time for each candidate
• No group was larger than 24
• Smallest group size 12
• Sessions planned for 90 minutes, maximum
Group Interview

LOGISTICS

• Team Building Activity pre-set for groups
• Chairs set-up in lecture format
• During the course of group interview, chairs would be moved as needed
• All interview materials prepped and positioned
Group Interview

- Welcome
- Birthdays
- Surprise
- Questions
- Amazing Animals (6)
- Team Building (4)
- Pairs (2)
- Play Ball
- Rap-Up
Group Interview

• Welcome
• Birthdays
• Surprise
• Questions – opportunity to learn more about everyone and create familiarity
• Amazing Animals (6)
• Team Building (4)
• Pairs (2)
• Play Ball
• Rap-Up
Group Interview
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- Welcome
- Birthdays
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- Team Building (4)
- Pairs (2)
- Play Ball
- Rap-Up
Following each block, the team gathered to review the cards and collectively say “yeah” or “nay” on moving into the next round

• Manager could plead the case for someone moving forward that was a “maybe”
• Had to be a majority determination
Group Interview FACTOIDS

- 800+ Candidates
- 85% confirmation rate
- No resumes had been reviewed to that point
- All 2nd Round candidates resumes were put on file
- Moved 200+ into 3rd Round
STEP THREE: Speed Dating

Interview Process

- 4 Candidates each 30-minute time block
- 4 Managers to interview
- 5 rounds of 5-minutes one-on-ones
- First time any resumes had been reviewed
Speed Dating

All candidates assigned interview time

- Each Manager had a set of specific questions
- 4th Manager one-on-ones included additional 5-minutes (5th round), if needed
- 5th Round was for possible Manager direct report
- Candidates were thanked and given time frame for results
Speed Dating: Choices

Following each block, the team gathered to review the cards and collectively say “yeah” or “nay” for hiring and into what area

- If a manager didn’t think a candidate fit the criteria for their area, another manager could take on the candidate
- Team discussed all candidates
Group Interview FACTOIDS

- 200+ Candidates
- 80% confirmation rate
- Resumes were reviewed for candidates that had submitted
- All 3rd Round candidates resumes not hired were put on file
- Hired 120
Management Applicants Were Not Off the Hook

All candidates were required to submit an “Alternative CV”
On-Going Hiring Process

Difficult to replicate the entire Job Fair so created a variation

- Crazy application
- On-site Scavenger Hunt
- Modified Speed Dating
Results

- Staff that was already engaged
- Understood some of what lay ahead
- Were aware of our Mission, Vision, and Values
- Very high retention rate after initial training – less than 10% in first 6 months
Results

We hired the people, not the resume. It has worked.
HR FORWARD: People Behind the Paper: 
A Unique Case Study on Hiring

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