



Recruiting *Through* eLearning

Educate candidates on your company by offering a 15-minute eLearning course.

When it comes to identifying candidates with desirable soft skills such as initiative and curiosity, actions speak louder than words. Offering a company overview course within a custom eLearning center will help identify desirable candidates while branding your organization as an innovator.

COREreadiness is a learning management platform hosting custom eLearning centers for companies, colleges, and organizations. Contact us today to discover how an eLearning center can enhance your recruiting strategy.

www.COREreadiness.com

Candidate Education

- ✓ Control the Content & Message
- ✓ Identify Initiative & Curiosity
- ✓ Identify Attention to Detail

Employer Branding

- ✓ Innovative
- ✓ Tech-Savvy
- ✓ Serious

eLearning Center Hosting	Includes
Custom Course/Activity Hosting	✓
150+ Course/Activity Library	✓
Administrative Account	✓
Enrollee Database	✓
Dedicated Client Support	✓

CORE[®]
READINESS

CASE STUDY

Market Engagement and Recruiting Impact of eLearning.

In a recent study, a division of Cardinal Health developed and promoted a “company overview” short-course to potential job applicants. The 19-minute course was designed to educate passive and active job seekers on Cardinal Health and included three short videos, one powerpoint slide deck, one pdf, and a nine-question quiz. The course was promoted by adding a link to the course at the bottom of online job postings. Data was collected, and follow-up surveys were offered to course enrollees to determine motivations and perceptions.

Engagement Rates

Course Start Rate: 26% of those who applied for a job chose to voluntarily start the 19-minute Cardinal Health course.

Course Completion Rate: 16% completed the course by passing the nine-question quiz.

Enrollee Education

Deep Research: 55% took the course for the purpose of learning more about Cardinal Health.

Interview Motivation: 45% took the course to improve their chances of securing a job interview with Cardinal Health.

Informative: 81% found the course to be informative and helpful.

Interview Preparation: 79% felt the course better prepared them for a job interview.

Employer Branding

Course Acceptance: 98% felt ALL companies should offer an eLearning course for job-seekers and student interns/externs.

Innovative Employer: 86% felt Cardinal Health was innovative and tech-savvy for offering a course.

Positive Perceptions: 62% felt the course influenced their perceptions of Cardinal Health.

Serious About Recruiting: 82% felt Cardinal Health was serious about their recruiting efforts for offering a course.

