

**First Impressions are Important.  
Make Each One Count.**





## **Cam Hoyt**

### **Program Coordinator of Orientation Programs**

Purdue University Orientation successfully recruited the right candidates to welcome and lead an incoming class of over 10,000 students. Learn how Cam Hoyt, Program Coordinator of Orientation Programs successfully connected with candidates from the get-go.

A group of Purdue University students, mostly women wearing bright green t-shirts with 'VOLUNTEER' printed on the back, are high-fiving a man in a white t-shirt and glasses. They are outdoors, with trees and a white signpost in the background. The scene is captured in a candid, joyful moment.

## Purdue University

Located in West Lafayette, Indiana, Purdue University is ranked as one of the Top 5 Most Innovative University in the United States by U.S. News & World Report. The University is home to over 45,000 students and spans over an impressive 2,307 acres. Purdue is most well known for their programs in engineering, education, pharmacy, audiology, business, nursing and speech pathology. With over 2,000 full time faculty teaching and conducting research, Purdue is committed to fostering and maintaining an inclusive community. While professors have had to shift teaching methods to accommodate for online online studies, so has the Orientation Department. See what they did to navigate the move to virtual and why they want to keep their new way.

# Purdue's Challenge

## **Time Consuming Process**

Scheduling several 10 hour days for initial interviews

## **Covid-19 Restrictions Prohibited Traditional Interviewing Method**

Speed interviews + group interviews

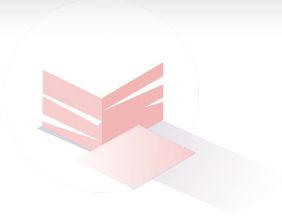
## **Expecting Largest Incoming Class**

More students means more orientation leaders needed

# Traditional Method

## Lengthy Process

$$\begin{array}{r} 20 \text{ questions} \\ \times \\ 1 \text{ minute per answer} \\ = \\ \mathbf{20 \text{ minute interviews}} \end{array}$$



Relied heavily on paper forms during interviews and constantly subjected to human error



"Speed Interviews" led to interview fatigue for all parties involved

Welcoming a historic  
incoming class of over

**10,000**

students in 2021



# myInterview's Solution



Allowed Orientation Program Staff to **focus** on the backend



Provided students with an easy and **accessible** option



Shortened the interview process by **half** and achieved **better results**

Match Score

92%

5 video questions  
X  
2 minute responses  
=  
**10 minute interviews**



# 92%

Hired after completing  
video interview

# 50%

Savings on Orientation  
Coordinator's time

# 25%

More interviews in less  
time

# 1000+

Applicants

# 925

Video interviews  
completed

# 20 → 5

Questions per candidate





# Insights

## **Collaborative Process for Senior Level Orientation Leaders**

Easily send candidate videos to rate, comment and discuss the interview

## **Diversify & Include**

Removed bias of peers interviewing their friends so Senior Level Orientation Leaders could review interviews subjectively through the screen.

Closed captioning aligned perfectly with the theme of Inclusion emphasized at Purdue University

# Find Hidden Gems with Video

“

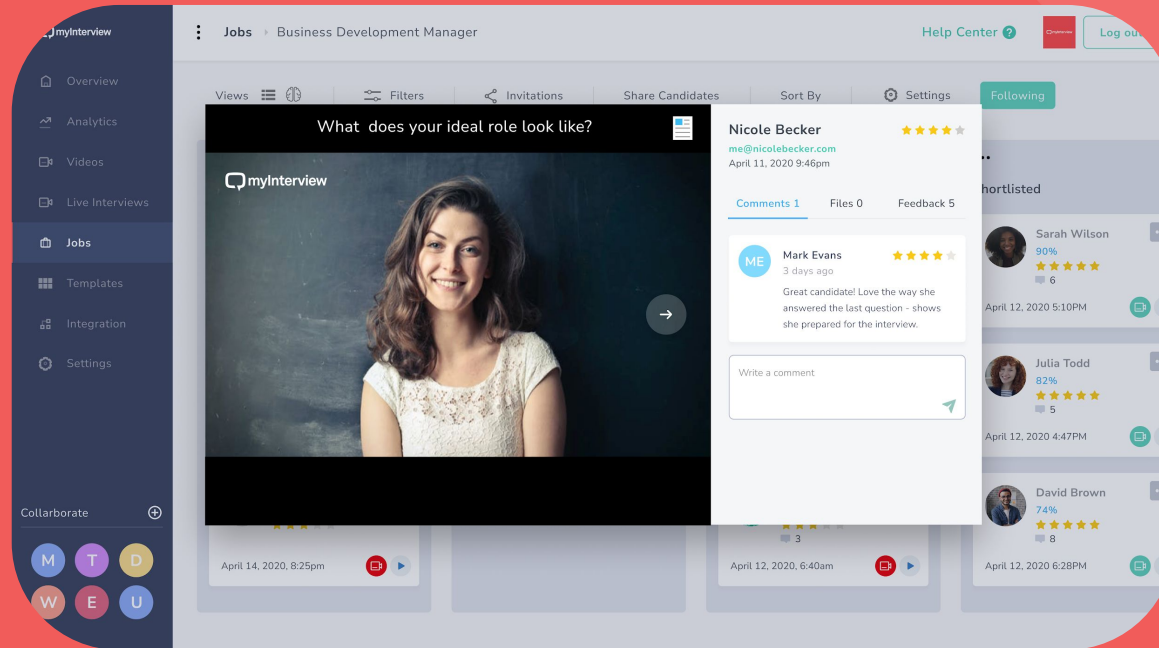
With myInterview, we were able to expand the opportunity of becoming an Orientation Leader to individuals who may have been too shy to complete our former process. The role of Orientation Leader typically attracts extroverted candidates, but because the applicants were able to perform the video interview on their own time, they felt less pressure in the moment and were ultimately stellar candidates. We hired more candidates that may not have passed the first round of interviews in the past. We are confident that with proper training, they will be excellent Team Leaders. **The quality of our orientation leaders has changed, for the better.**

*Cam Hoyt, Program Coordinator of Orientation Programs*



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feedback from  
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