



CASE STUDY

REDUCING TURNOVER
WITH PROFILEXT® AND
JOB MATCH PATTERN



For-Profit Education Industry

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ProfileXT®

ProfileXT® and Job Match Pattern Earn A+



AT A GLANCE

CHALLENGE:

Enrolling students in the accelerated career programs at a Utah-based college requires a specialist with brains, creativity, and empathy. These skills must be tempered with the ability to move quickly and the determination to go the distance. Employees with these competencies are in high demand.

SOLUTION:

Executives at the college discovered that the unique job-matching feature of the ProfileXT® provides an efficient complement to their recruiting of admissions specialists. PXT helps the college's executives screen numerous applicants for the job while supporting a job fit that helps slow turnover.

RESULTS:

College leaders also believe that using the Job Match Pattern helped reduce turnover by six admission representatives in 12 months, resulting in an additional savings of more than \$800,000. That figure factors in the cost of giving a low-performing representative multiple, expensive leads each month.

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The institution's return on investment from using PXT has arrived in the form of both job satisfaction and dollars and cents.

A history of the college

The college's roots go back more than 30 years, to 1979, when it specialized in one field of learning. The owners of another college purchased the specialty training school in 2001, and launched a new group under one name.

Since then, the group has expanded to five campuses encompassing 2,000 students. All locations have a strong student-to-teacher ratio, and the college strives for a 95 percent or higher job placement of graduates.

The college group is a resource for students who are ready to trade up from jobs with little future. Most of its students are between the ages of 18 and 34, and 73 percent are women. "They are upwardly mobile students who rent and look forward to someday being able to buy a home," said a vice-president of the college group. "The majority of them are seeking their first real career. They have worked, but are looking for a more stable position in life."

College leaders give these career-minded students relevant employment training in an abbreviated period—usually 15 months, the executive added. Their training allows them to find jobs and excel more quickly than does the worker with only a high school diploma.

“The college’s headline goal is to help students graduate and find employment. To do that, it must employ admissions representatives committed to their jobs.”

Enrollees find a diversity of course offerings and a focus and intensity not apparent at all institutions of higher learning. With an advisory board made of people in industry and business, the college offers students the training that the marketplace demands. Its programs race past traditional colleges that take breaks between semesters and during the summer, and its small size gives the career college the ability to expand and make changes to the curriculum as necessary.

Its broad array of accredited programs in high-demand fields include:

- **Healthcare** (medical and dental assisting, nursing, pharmacy technician and medical insurance billing and coding)
- **Business** (BA and BS degrees, as well as accounting and business management)
- **Health and wellness** (professional massage and bodywork and personal fitness training)
- **Justice** (BS degree in criminal justice as well as criminal justice and paralegal training)
- **Design and technology** (graphic and web design and computer network administration)

Additionally, the college offers classes at times that are convenient to working students, including evenings. Its online programs cover business management, accounting, criminal justice and paralegal training as well as American history, computer fundamentals, general psychology, humanities, written communications, logic and critical analysis, and strategies for success.

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QUICK FACTS

\$700k

the projected annual value of using PXT's Job Match Pattern

69:1

the ratio of return on investment

\$800k

additional savings resulting from reduced turnover

Making use of the ProfileXT®

The relationship between Profiles International and the college's leaders began in 2003 when a national director of Profiles with experience in the career college field became acquainted with the president of the college. College officials now use the ProfileXT® with many positions and in all departments, including academic and career services, student services and financial aid.

Recent numbers reveal striking results when top managers at the college used PXT to help them hire admissions representatives—the professionals who amass a vast knowledge of how the college can help a student realize success and who translate that to enrollment.

PXT's unique job fit pattern has helped them determine which admissions representative applicants fit the position best. Using its top performing admissions specialists as models, college leaders developed a pattern to determine what skills and competencies the most successful workers possess.

After creating the pattern, managers decided that an 84 percent match of potential employees to it would give them the performance success they desired. Adhering to this figure has resulted in success. The college projects the annual value of using the PXT's Job Match Pattern with admissions specialists to be more than \$700,000. The return on investment ratio is 69 to 1.

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