

**CASE STUDY**

# A COVID-19 Workforce Crisis: Solutions for Handling Higher Education Staffing Needs

## The Client

One of the fastest-growing public community college systems in the United States, The Client features a total enrollment of over 90,000 students. It is known as a reputable provider of Associates Degrees, workforce certificates, and transfer credits.

## The Situation

Due to the COVID-19 pandemic, The Client was forced to immediately migrate all courses to an online delivery platform in the middle of the academic semester. In order to make the switch to a virtual learning environment, The Client tasked Acara Solutions with recruiting a collection of instructional designers. These individuals would support The Client in redesigning course curriculums to conform to an online setting.

## The Challenge

To meet the hurried demands of The Client, Acara's team of expert recruiters was forced to expedite the hiring process by rapidly sourcing and screening a candidate pool. Rather than conducting in-person interviews, Acara was forced to virtually perform all recruiting tasks. The ability to quickly hire and onboard these instructional designers was key in the success of this virtual transition for The Client.

### Project overview



Fast-growing community college with over 90,000 enrolled students



Recruited a collection of instructional designers to redesign course curriculums to an online setting



Expedited the hiring process by rapidly sourcing and screening a candidate pool



# A COVID-19 Workforce Crisis

Through connections with course instructors, Acara's team easily identified top performers and recruited directly from this qualified talent pool.

## The Solution

Acara's recruitment leaders discussed and developed a comprehensive plan to assist The Client with its accelerated hiring needs. Working as an extension of The Client's HR department, Acara assigned a team of dedicated recruiters to connect with highly-qualified candidates, compile a list of recommendations to be presented to The Client, and handle all administrative duties. They leveraged preexisting relationships with adjunct professors and instructors who possessed necessary technical skills and had previous professional experience with The Client. In addition, Acara's recruiting team utilized its suite of leading-edge recruitment tools to further expand its talent pool. Our versatility and resourcefulness helped to meet The Client's expectations and satisfy its urgent hiring demands.

## The Result

Acara's high-touch, consultative approach and unparalleled agility helped drive the success of this initiative. Our dedicated recruiters connected with over 70 candidates, presenting more than 20 of them to The Client. Within a one-week turnaround, 10 instructional designers had successfully been hired and onboarded by the Acara team. These contractors immediately jumped in to support The Client's pressing academic needs and helped in seamlessly integrating its courses to a virtual setting. Acara also developed a strong candidate pipeline of interested and qualified candidates. If sudden hiring needs were to arise, Acara would be well-equipped to handle this assignment for The Client.

“Thanks to Acara's hard work and exceptional pool of talent, our students were able to finish the semester.”

- Director, Instructional Design

Since project inception

+70  
candidates  
contacted  
by recruiters

+20  
candidates  
presented to  
The Client

10  
positions hired  
and onboarded  
within one-week