



## Caring for Candidates: an Improved Bilingual Journey

# Cardiff and Vale College

*“The recruitment process here involved lots of admin and lots of paper. We receive over 2000 applications each year for roughly 100 vacancies. This results in printing off more than 20,000 pages of applications per year and reducing this was key.”*

Mark O’Brien, HR Systems and Data Manager,  
Cardiff and Vale College



## Background

In August 2011, Barry College and Coleg Glan Hafren, two established and successful Further Education colleges, merged to create Cardiff and Vale College (CVAC). Today, Cardiff and Vale College is one of the largest colleges in the UK, with over 30,000 learners and 1000+ members of staff. They provide education and training across the capital region of Wales at world-class campus facilities, centres of excellence throughout the region, and in the community and in the workplace.



Cardiff and Vale sought to improve their hiring process and reduce associated costs. They also wanted to improve the candidate experience with an application process in both English and Welsh.

# The Solution

Mark O'Brien is the HR Systems and Data Manager at CAVC. He plays a key role in deciding the direction that the college takes to improve existing HR processes.

Mark desired a better candidate journey to put CVAC's recruitment process in line with their brand. The existing manual process needed to change, "using a word document wasn't a modern way of doing things and we wanted to make sure our candidates had the appropriate communications at the right time. We knew that this was only possible if our recruiting managers had more visibility and more control over the vacancies that they were managing – ultimately, this is what was needed to reinforce our brand."

Mark selected HR Recruit as the college's Applicant Tracking System. A key benefit of the software was its ability to support a bilingual application process. This has been a great addition; particularly for showing the importance of the Welsh language to the College. Mark commented, "We are now able to have a truly bilingual application process."



The Cardiff and Vale College website includes a Welsh page. It now allows candidates to apply in Welsh via a Welsh recruitment page and online application form. CVAC strives to ensure both the English and Welsh languages are treated equally so it was vital their ATS support both.

Central to their decision to implement HR Recruit was the need to reduce expenses. Educational organizations often face the need to optimize resources. Automating routine processes is an ideal way to do so.

With the HR Recruit ATS, Mark and team reduced resources needed to manage their recruitment process,



even during peak applicant season. “We have around 100 vacancies a year, and frequently 150+ applications for the roles. It’s no problem for us to work through them now that the system is in place,” Mark noted.

Reporting capabilities have allowed the HR team to make informed hiring decision to continually improve their recruitment process, with Equality and Diversity being a key report in the Public Sector, the ease of generating this report has really helped the College.

## Reporting

Reporting is also a huge benefit. They can report on successful candidates who become employees, and on all of the applicants. This has allowed them to see if the people applying are a good fit for the business and where they’re coming from. This helps them know if they’re advertising in the right places.

The streamlined process delivers a better candidate experience and manageable workload.

## Intuitive and Modern

HR Recruit streamlines what were very manual processes, delivering a better candidate experience and more manageable workload.

The intuitiveness of the software and simplicity of its back-end also played a role in Mark’s decision.

He summarised HR Recruits benefits, “the candidate experience, as that is definitely better, the efficiency of the software, as it has made things much quicker and easier to manage with visibility of all activity, and the fact that Managers can now use a modern way of recruiting, which saves them time as well.”

*“I think the old process being manual didn’t represent an otherwise excellent recruitment process for the college in the best way. This process keeps them informed all the way through so it is of a much higher quality, keeps the candidate interested, and connected all the way through the process.”*

Mark O’Brien



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