

# Applicant Tracking Systems: Using Bullhorn to Streamline Job Matching

MassHire Lowell Career Center

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# The Problem

- Replace an existing software to manage customer résumés.
  - DocStar
    - Expensive
    - Stand alone computer and scanner
    - Staff cannot enter résumés at their desk
    - Poor search function
    - Poor interface resulted in lack of use

# Searching for a Solution

## Document Management

- Designed for file storage
- Software installation or hardware requirements
- Search not designed for résumés or job searching
- Very expensive

## Applicant Tracking System

- Designed for résumé collection and customer management
- Web-based, no local storage
- Skill-based search function
- Matching candidates to a job or skill needed
- Used by recruiters and HR
- Expensive

# Bullhorn

- Local company
- Less expensive than other software
- Web-based
- Résumé collection/retrieval
- Career Portal - job postings
- Matching/ Searching



# Advantage for Customers

- Customer don't know it exists
- Résumé storage
- Easy upload of files
- Career Portal – highlighted jobs
- No redirect to email or telephone
- Matching

# Career Portal – Posting Jobs

- WordPress Plug-in to publicly post job openings
- One-click submission
- Ability to highlight jobs
- Bypass of the glut of jobs on Mass JobQuest

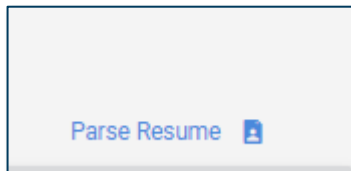
The screenshot displays the 'MassHire Lowell Career Center' interface. On the left, there is a sidebar with a 'Keyword Search' box and three filter sections: 'Filter by Category' (listing All Other Occupations (1), Architecture and Engineering (1), Healthcare Practitioners and Technical (2), Office and Administrative Support (1), and Production (5)), 'Filter by State' (listing Massachusetts (8)), and 'Filter by City' (listing Billerica (3), Chelmsford (1), Lowell (3), Lowell Career Center (1), Stow (1), and Westford (1)). At the bottom of the sidebar, it says 'Powered By Bullhorn' with the Bullhorn logo. The main content area is titled 'Open Positions (10)' and lists four job postings, each with a title, location, hire type, and date:

- Join Our Résumé Bank** (Lowell Career Center, Direct Hire, Oct 13, 2020) - All Other Occupations. Description: Please upload your resume to MassHire Lowell Career Center. We will use this resume to potentially match your skills to our open job postings.
- Medical Assistant** (Chelmsford, Massachusetts, Direct Hire, Oct 13, 2020) - Healthcare Practitioners and Technical. Description: Busy surgical specialty office seeking professional Certified Medical Assistant with a minimum of 2 + years experience to work with our expanding clinical team. This is a full time position that includes scanning documents to EMR, chart prep, insurance verification,
- Chief Engineer/Engineering Manager** (Lowell, Massachusetts, Direct Hire, Oct 13, 2020) - Architecture and Engineering. Description: Chief Engineer/Engineering Manager in Lowell, MA Salary: \$130K Hours: Flexible Start Time - 9/80 Schedule - A 9/80 work schedule is essentially a two-workweek schedule of eight 9-hour days, one 8-hour day, and Fridays off. Responsibilities: Serves as the primary
- Quality Assurance/ QA Technician** (Stow, Massachusetts, Direct Hire, Oct 13, 2020)

# Collecting Résumés - Customers

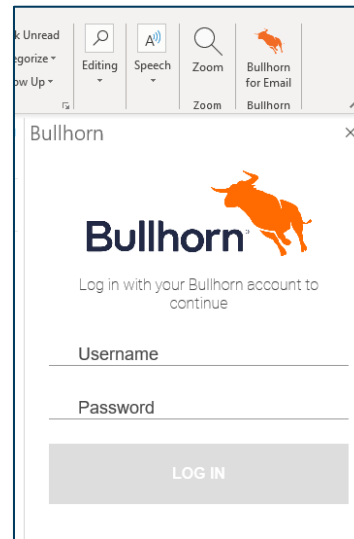
## Locally Stored

- Uploading individual résumés stored locally through Bullhorn



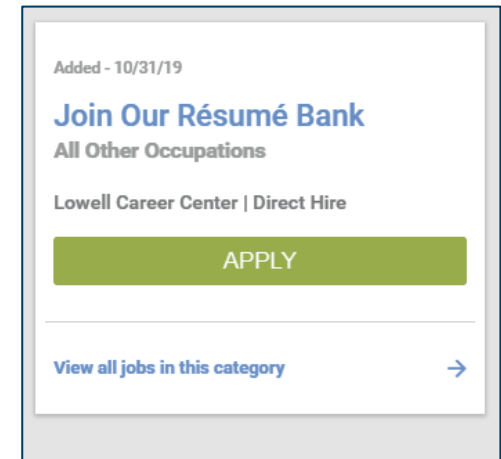
## Outlook

- Staff with Bullhorn accounts can upload a résumés directly from Outlook



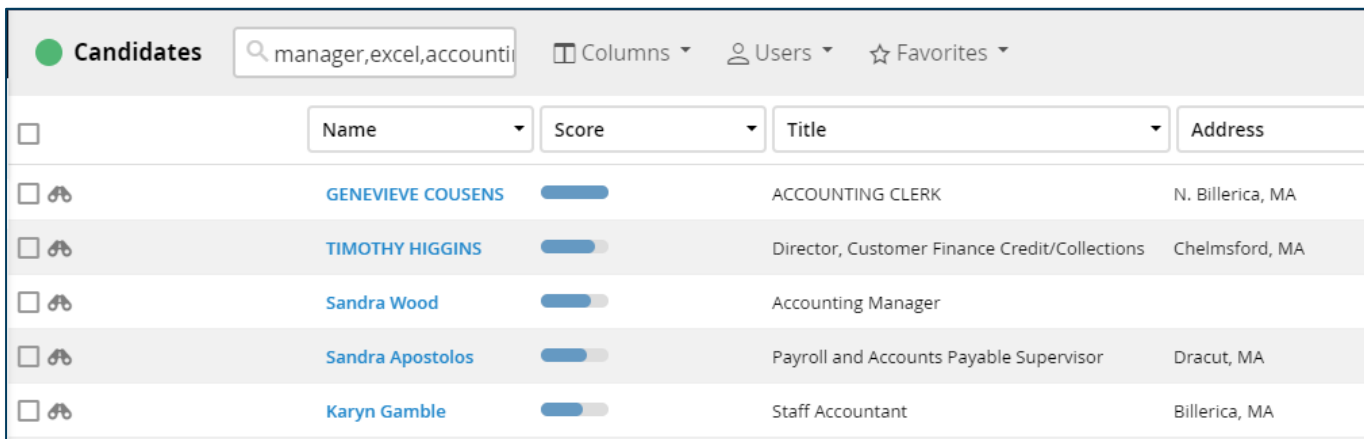
## Career Portal

- Any customer can upload their own résumé to Bullhorn through the Career Portal



# Managing Customers in Bullhorn

- Quick view of Résumé and customer details
- Retrieve résumé files as submitted
- Search for customers with specific skills in résumé
- Ranking/matching customers with open jobs



The screenshot displays the Bullhorn Candidates interface. At the top, there is a search bar containing the text "manager,excel,accounti". To the right of the search bar are several menu items: "Columns", "Users", and "Favorites". Below the search bar is a table with the following columns: "Name", "Score", "Title", and "Address". The table contains five rows of candidate data, each with a checkbox and a person icon on the left.

<input type="checkbox"/>	Name	Score	Title	Address
<input type="checkbox"/>	GENEVIEVE COUSENS	<input checked="" type="checkbox"/>	ACCOUNTING CLERK	N. Billerica, MA
<input type="checkbox"/>	TIMOTHY HIGGINS	<input type="checkbox"/>	Director, Customer Finance Credit/Collections	Chelmsford, MA
<input type="checkbox"/>	Sandra Wood	<input checked="" type="checkbox"/>	Accounting Manager	
<input type="checkbox"/>	Sandra Apostolos	<input checked="" type="checkbox"/>	Payroll and Accounts Payable Supervisor	Dracut, MA
<input type="checkbox"/>	Karyn Gamble	<input type="checkbox"/>	Staff Accountant	Billerica, MA



# Challenges/Long Term Goals

## Challenges

- Staff Acceptance
- Resistance to new technology
- Technical abilities
- Price
- Not all staff have access
- Not integrated in MOSES

## Long Term Goals

- Requiring all customers to submit their résumés
- Posting all MHLCC jobs on the Career Portal
- Using Bullhorn to match customer to jobs or jobs to customers.
- Using Bullhorn to recognize skill trends
- Being competitive in the technology we use to place our customers

# MassHire Lowell Career Center



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