

Spotlight on Matt Berndt

Expert Opinion

Matt Berndt

Director of
Communications
Career Services

The University of
Texas at Austin

Industry

University Career
Services

Office Profile

Tier-1 Research
University

De-centralized office

Serving 4,200+
students in six majors

Undergraduate
Students

Staff of 5

Meet Matt.

Matt Berndt has been in university career services and employment for over 20 years and he also has served on the boards of local, regional, and national associations. In a quest to find the best solutions to benefit his students, Matt began researching video interviewing. He has now become a video interviewing “go-to” resource for news articles and speaking engagements at professional association conferences.



How did you first become interested in video interviewing?

“I had a real need to connect students and employers who couldn’t be in the same place at the same time and outside the confines of traditional on-campus employment. Since my students are Communication majors, I have to build our services around the hiring dynamics of communication industries, and there are very few advertising agencies, public relations firms or media companies or film studios that send recruiters to college campuses to interview students. I needed to find a way to connect my students with employers and industries that do not recruit entry-level candidates on-campus or in other traditional ways.”

Why did you create a pilot project for InterviewStream?

“Once I recognized that video interviewing might be a viable solution, it was important for me to understand my options. I began researching the free tools – Skype, OoVoo, Gmail Chat, but also wanted to see if InterviewStream’s value-added components were worth the investment, both from my perspective and from the perspective of the students and employers I serve. I identified four companies willing to participate in my pilot.”

The Pilot... Participating Employers



Vector Marketing

a provider of part- and full-time direct sales employment opportunities on a nationwide basis

Recruiting Objective: Use InterviewStream’s recorded interview questions feature as part of the application process to connect with potential candidates, present their unique employment opportunity and gauge candidate fit.



Starcom

Starcom

Chicago-based advertising agency

Recruiting Objective: Involve multiple “director-level” team members in the process of interviewing candidates while minimizing travel and other recruiting related expenses.



Butler, Shine, Stern & Partners

San Francisco Bay area-based advertising agency

Recruiting Objective: Pre-screen candidates for jobs and internships via our job and internship fair and interview selected candidates via InterviewStream at a later date.



Advise TX College Advising Corps

Austin-based education service program offering gap year opportunities in college advising to new college graduates

Recruiting Objective: To interview candidates who – because they were studying abroad – were not able to participate in traditional in-person interviews.

Focus on Starcom: A Case Study

Starcom is a media communications agency that specializes in making connections between consumers and brands. Actively pursuing college graduates, Starcom has created an entry-level position called media associate. Associates are placed in activation, strategy and specialty roles to help marketers captivate consumers. Starcom also offers an industry-renowned training program called Starcom MediaVest Group University which offers quality training to all employees at all levels. SMGU is an introductory level program created to captivate the minds and passions of new talent and orient them from the start.



Starcom™

Challenge...

Involve as many Starcom director-level staff as possible in the interviewing process without excessive travel expenses and complete all interviews in one day.

Solution...

Two Starcom recruiting team members traveled to Austin and fourteen director-level Starcom representatives used the InterviewStream live video Interviewing application from Chicago. Eight candidates were interviewed for a total of three hours each, and each candidate was interviewed by four different Starcom representatives. All told, sixteen Starcom staff participated in the interviewing process.

Results!

After using the InterviewStream live video to interview the candidates, six out of the eight that were interviewed were hired. Communication Career Services and Starcom plan to continue using InterviewStream to interview candidates from the UT College of Communication.

The Benefits...

Larger Pool of Qualified Candidates

- Video interviewing eliminates the geography barrier making all students viable candidates

Cost and Time Savings

- Reduces travel expenses for recruiters and interviewees
- Reduces scheduling conflicts and saves time for recruiters

More Input = Better Hires

- Recorded interviews and notes on candidates can be shared by all decision makers in any location, any time
- InterviewStream's live video interviewing component allowed candidates to interview with multiple interviewers in different locations during a single interview period

Flexibility and Powerful Tools to Address Unique Recruiting Needs

- Live or pre-recorded interviews
- One-on-one and group interviews
- Ability for candidates to share documents with recruiters
- Secure platform protecting the personal identity of candidates and sensitive corporate data
- Easier to organize and catalog prospects by using robust administrative dashboard

Testimonials...

"The interviews went quickly and once I became engaged with the interviewer, the fact that there were states between us was forgotten. I was able to have four interviews with very busy individuals in Chicago, within three hours, how great is that!"

– Candidate interviewed for Starcom

"It was much better than a phone conversation because you are able to see the person's body language, facial expressions, and hand gestures which allows the interviewer to get a better read on what they are saying to you."

– Starcom Executive

In Conclusion...

"Our 2011 InterviewStream Pilot Project was a success. InterviewStream offers a level of service and functionality that exceeds free options such as Skype, Gmail Video Chat and OoVoo. We can justify the financial investment."

– Matt Berndt