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How Mastery Charter Schools Reduced Time to Hire by 29% with LeverTRM

29%

reduction in time to hire

10K

applications received per year

500

employees hired per year

CASE STUDY

“With LeverTRM, we can identify where candidates are sitting too long and tighten up our process. It helps us standardize across locations and strategize to get the best talent in the door as quickly as possible.”



Anthony Buatti,

Senior Director of Recruitment Operations,
Outreach, and Data, Mastery Charter Schools

Mastery Charter Schools

Mastery Charter Schools and Mastery Schools of Camden form a nonprofit network of charter, turnaround, and renaissance schools in Pennsylvania and New Jersey. They serve over 14,500 students in grades K-12.

Product

LeverTRM for Enterprise

Advanced Nurture

Highlights

Challenges

- Reviewing 10K applications per year with a rigid ATS
- Needing duplicate applications to route candidates to best-fit roles
- Losing opportunities for students due to long time to hire

Solution

- LeverTRM for Enterprise creates a single source of truth
- Advanced Automation allows for smooth workflows
- Multi-channel sourcing quickly routes applicants to the best-fit position
- Advanced Nurture captures valuable data on the candidate journey
- Visual Insights enables a data-backed recruiting and hiring strategy
- User-friendly integrations enhance productivity across TA

Results

- 29% reduction in time to hire
- 10K applications received per year
- 500 employees hired per year

Challenges

High-volume applications and an inefficient ATS

Mastery Charter Schools is on a mission to help all students thrive. With a network of 24 schools in Pennsylvania and New Jersey, they work hard to match the right teacher with each unique set of students.

For their recruiting team, that means reviewing over 10,000 applications and hiring over 500 employees per year. Roughly 250 of new hires are teachers, many of whom are filling positions midway through the school year.

Senior Director of Recruitment Operations, Outreach, and Data, Anthony Buatti says that, as the school network grew, their old ATS became an obstacle to efficient hiring.

“We were using TalentEd Hire, and it was not user-friendly. If you lost your internet connection, you lost all your interview notes. You couldn’t easily text or schedule meetings on your Outlook calendar, and there was no integration with Zoom,” Anthony says.

The system was so frustrating that hiring managers often avoided it altogether, creating their own manual processes for contacting and tracking candidates. This created slow and disparate recruiting experiences and wasted these talent specialists’ valuable time.

Connecting candidates to the best opportunities

A particular issue for Mastery was TalentEd Hire’s inability to route and track candidates through multiple role openings.

Anthony says, “We could only review each application for a single job. But, sometimes, the person who applied for a math teacher role might be suited for a science teacher or social worker role. We needed a tool that could allow us to engage the pipeline strategically and consider candidates for all the possible avenues and roles available.”

To be considered for multiple postings, TalentEd Hire’s single-stream system forced candidates to apply repeatedly. This created chaos for hiring teams.

The process was full of duplicated information and redundant efforts. Anthony estimates there were an average of 5 applications for each unique candidate.

Multiple hiring managers would end up considering a candidate simultaneously, without knowing it. They ended up inadvertently competing with each other rather than collaborating to place the person in the best-fit role.

Impacting student learning

The result of those inefficiencies was a long time to hire. As Anthony explains, Mastery was keen to get the best and brightest teachers into every classroom as quickly as possible, particularly for mid-year backfills.

“Each year, from kindergarten through 12th grade, a student only has about 180 days in a school. Every day without an excellent educator in front of them is a lost opportunity. It was taking us somewhere in the neighborhood of 42 days to backfill a teaching role.”

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Solution

Hiring strategically with a flexible ATS

With LeverTRM, Mastery Charter Schools gained a powerful and flexible solution that can evolve with their talent acquisition needs.

The business invested in LeverTRM for Enterprise, which includes [Advanced Automation](#) and [Advanced HR](#).

“LeverTRM and its ecosystem of integrations has made our processes seamless. Candidates get a cohesive experience, and we can track their results and interactions all in one place,” Anthony says.

Creating a candidate-centric process

LeverTRM’s detailed candidate profiles and intuitively organized data have helped Anthony and his team start assessing their applicants in a more holistic way, accelerating the journey to a successful hire.

“Compared to our old ATS, LeverTRM is more convenient and candidate-centric. Now, we can see if a candidate has applied in the past, how many times we contacted them, and how far they made it in the process. That data tracking and notes functionality is helping us connect to candidates more quickly.”

Sourcing top candidates across channels

Thankfully, the talent team at Mastery Charter Schools no longer struggles with mountains of duplicate applications.

Now, LeverTRM makes it easy for their recruiters to consider candidates for multiple roles.

“The ability to add opportunities and move people to different hiring managers at a button’s click is a game-changer for us,” Anthony says. “We’re especially loving the [Nurture Recommendations](#) feature, which lets us navigate our past pipelines for future needs.”

Nurture Recommendations automatically scans archived candidates in LeverTRM and flags strong contenders for new and open roles, based on tags and other fields in the prospect’s dedicated profile.

Powering a data-driven hiring strategy

LeverTRM's [Visual Insights](#) has helped Anthony and his colleagues be more strategic in their recruiting efforts.

“LeverTRM’s data helped us identify the fact that more than 25% of our hires annually are moving more than a hundred miles to take a job with us. That insight was critical, allowing us to expand our marketing campaigns and cast our nets wider.” he says.

They also use Visual Insights to help hiring team leaders track their team members’ caseloads and provide tactical support, ensuring that all candidates receive quick and strategic follow up.

Most importantly, the customizable dashboards help recruiting teams and leadership have productive conversations about strategy.

Anthony says, “Visual Insights lets us show our stakeholders what’s happening for each vacancy. We can see how many candidates are moving through the process, where they’re coming to us from, and what trends are happening across our portfolio. It helps us understand the realities that are facing the talent market today and inform our approach with hard data.”

Optimizing efforts with Advanced Nurture

Anthony is proud to say that, with Advanced Nurture, his team is reaching out to candidates in a more sophisticated way and connecting them to the right roles more successfully.

“Before LeverTRM, we were using Microsoft Word mail merges, text messages, and Google trackers to try and keep track of all the leads we reached out to,” Anthony says. “Now, we’re systematically deploying Advanced Nurture sequences to targeted groups and really personalizing the way we engage with them. It’s led to some tremendously strong results and improved the way our outreach works.”

Accelerating with user-friendly integrations

Mastery Charter Schools has gone all-in on LeverTRM’s time-saving integrations to create a seamless experience for their candidates and recruiters.

Some of the integrations they’re currently using include [Zoom](#) for video conferencing, [Grayscale](#) for text messaging, [Xref](#) for background checks, and [Spark Hire](#) for video interviews.

They also use the Office [365 Outlook](#) and Windows integrations to enable access to candidate interactions through both Zoom and phone calls. These integrations let hiring principals connect with candidates on mobile devices while they’re on the go supporting their schools.

He says, “The fact that all of those integrations can live within a candidate’s profile makes it easy for us to support a smooth, efficient, fast process. LeverTRM has a spectacular user experience.”

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Results

29% reduction in time to hire

By implementing LeverTRM for Enterprise, Mastery Charter Schools has gained process efficiencies and a data-driven strategy, improving their time to hire by 29%.

“We’ve reduced our time to hire from up to 42 days to down around 30,” Anthony says. “For us, time to hire makes all the difference in the world. Every day that we speed up the process of getting a great educator in front of a classroom gives the kids a better shot at graduating, becoming proficient, and achieving their goals.”

Smarter recruiting with data insights

LeverTRM’s Advanced Nurture and Visual Insights have helped Anthony and his team track the candidate experience, evaluate their efforts, and optimize outreach for more successful campaigns.

“With LeverTRM, we can identify where candidates are sitting too long and tighten up our process. It helps us standardize across locations and strategize to get the best talent in the door as quickly as possible.” says Anthony.

Future scalability and outstanding partnership

Anthony says that the continual evolution of Lever's integration ecosystem and their focus on user experience has made them an excellent partner for Mastery Charter Schools.

He's part of the Customer Advisory Board, and finds the experience enormously valuable.

"I really appreciate how the leaders at Lever think about my experience with the product, where it can get better, and what I need to learn to be a better talent operations practitioner," Anthony says. "The Customer Advisory Board connects me to other members, lets me ask questions, and brings all the answers I used to chase in the sub-threads right to my doorstep. It's the professional development I've been looking for."

He highly recommends Lever to other organizations who want a flexible, capable solution that will help them scale intelligently.

"If a team wants to prioritize time to hire, get a platform that's intuitive for hiring managers and recruiters, and create a great experience for candidates, then LeverTRM is the right solution."

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