



Dixie State University

A Modernized HR Experience Across the Entire Campus

OVERVIEW

Dixie State University is a public four-year university located in St. George, Utah. With a rapidly growing campus community of 11,000 students and 2,000 employees – but only seven full-time employees in the HR department – challenges facing HR included bottlenecks around paper-based processes, multiple platforms that only partially solved challenges, and a lack of customization to make solutions feel truly a part of the university’s ecosystem.

Travis Rosenberg, Executive Director of HR, joined the university in 2015, where Dixie State had already been leveraging NEOED’s applicant tracking solution Insight for about three years. With 13 years of experience in higher education human resources, Rosenberg was intimately familiar not only with the vast moving parts involved in the entire employee lifecycle, but also with several platforms that ultimately proved ineffective. So when he saw how Insight was helping Dixie State, his curiosity was piqued.

“What I really liked about NEOED, from an administrative perspective, was the extensive customization available compared to other applicant tracking systems I used at my previous institution and have seen demos of over the years,” said Rosenberg. “The other platforms were rigid in their ability to customize what both the

applicant view looked like, what the job postings page looked like, etc. HR couldn't add pictures, backgrounds, or color schemes without contacting the vendor, and such changes took considerable time and sometimes additional costs. Their whole user interface felt very clunky; NEOED's system is not that way - it's very customizable in terms of look, feel, and flow."

Impressed, and also eager to modernize other HR processes at Dixie State, the HR team further optimized Insight by changing the design of their career pages to more accurately represent the school and feel more welcoming to users. "With NEOED, we can put out an attractive front-facing portal to applicants that we can customize and make changes to on the fly if we need to," he said.

EXPANDING THE NEOED SUITE

When the budget for a digital onboarding platform became available, Rosenberg's positive experience with Insight made him seek out other NEOED products for potential integration. His reasons were two-fold, as he explained. "I figured it would be an easier integration since our HR team was already comfortable using Insight," Rosenberg said, "and it would avoid an RFP process with another company, which would have been arduous and costly."

By June 2018, Dixie State had launched NEOED's Onboard, where they were able to easily create a new hire portal that conveyed the university employment experience with employee photos, custom header images, and a color palette that warmly welcomed new hires.

"A lot of the same pros Insight offers also exist within Onboard," Rosenberg said.

"It also sped up our processes for new hires by streamlining required document submissions and creating custom task checklists for supervisors and employees, such as having the supervisor take the employee to lunch to get to know them better."

In short order, Dixie State expanded even further into NEOED's suite, adding Perform and eForms next. In

addition to the efficiency gains they experienced with Insight and Onboard, Rosenberg was motivated by a desire to simplify and modernize their staff performance evaluation process, most of which was still being done by hand.

"The performance management system we had for evaluations before Perform was all paper processes - everything had to be printed, signed, turned in," said Rosenberg. "Then, I personally had to review, sign, and file each evaluation in physical personnel files. It took a long time, it was very labor-intensive, and the responsibility all pretty much fell on me as the HR director."

"What I liked about Perform is because we had extensively built out Onboard with employees, titles, and an organizational hierarchy, it ended up being a really, really easy integration," he explained.

Using Perform took their employee evaluation process to a whole new level. "The system enabled us to add competencies as a performance metric, which we had used previously but were never able to formalize within our old process. We also gained the ability to require comments, set reminders, and track performance review completion and skills tests."

In a bit of a lucky coincidence, Dixie State completed their roll-out for Perform in March 2020, less than two weeks before the COVID-19 pandemic sent employees home to work. "Had we not implemented Perform when we did, who knows what our evaluation process for employees would have looked like trying to do it remotely, if we had even tried to do one at all," said Rosenberg. "Because of NEOED, we opted not to delay our timeline for the evaluation process since we could complete everything from home or remote location."

As of August 2020, Rosenberg reported that 100% of Dixie State's annual staff evaluations for the 2019-2020 year had been completed. Thanks in no small part to NEOED's built-in reminders, ability to complete the evaluation 100% online, and ease of use - self-saving

pages, a writing assistant for comments, etc.

In addition to being less cumbersome than paper processes, the evaluations had considerably more detail because of the ability to customize them and add auto-scoring and free form comments from managers.

The addition of eForms took the management of various and sundry forms required of a bustling campus community to new heights of efficiency and security. Previously, Dixie State utilized a digital web-based format for hosting documents, but it didn't offer any robust electronic routing capabilities. Most forms still had to be printed out and manually routed. Due to the rigid nature of the format, it posed security and access risks as well. If the campus website went down, they would lose access to forms, and because most forms had to be printed out, there was limited ways to blind personally identifiable information (PII).

“The form is a piece of a process, but what eForms really provides is a comprehensive system that automates the entire process,” said Rosenberg.

“From filling out the form, to redaction, to routing, as well as varied workflows depending on the type of employee, it's enabled us to do everything online,” said Rosenberg. Similar to Perform, eForms allowed Dixie State to meet unexpected remote work-related challenges posed by the pandemic, such as processing COVID-19 forms for returning to the office, including payroll deduction change forms, employee tuition waivers for the upcoming fall semester, etc.

THE FUTURE OF DIXIE STATE WITH NEOED

Thanks to the ease of launching eForms and the overall success they had leveraging the other NEOED solutions, the university once again decided to expand further into the NEOED platform, this time with Learn.

“We already had another learning management system, but it was more focused on compliance training – it was kind of generic, and not very

customizable,” Rosenberg said. “What most attracted me to Learn was the ability to create custom training in a secure environment, and I like how you can customize everything for both faculty and staff, like you can with other NEOED products.”

Still in the early stages of using Learn, Rosenberg knows that Dixie State has not yet “tapped anywhere near what Learn's potential is.” Having launched four NEOED products before, he is confident that it will achieve their modernization goals just like the other products have. For Rosenberg, that means enriching employees' skill sets by providing learning opportunities that were previously only available in person, and centralizing the ability to assign courses, track progress, and monitor completion.

THE VALUE OF EXCEPTIONAL CUSTOMER SUPPORT

Rosenberg's trust in every NEOED product is rooted in his team's experience with NEOED's customer service team over the past several years.

“I appreciate the fact that I can get on a call right away with someone who will talk me through the best way to work through things. I don't feel like we ever get lost in the shuffle,” Rosenberg said.

Rosenberg also appreciates that NEOED has made a commitment to listening to customers and acting according to their needs. “It's great that NEOED invites users to submit feedback, and we get insight into how many other schools are struggling with certain issues -- all of which gets voted on and put on the product roadmap for the future,” he added.

As Dixie State's employee lifecycle ecosystem has evolved with NEOED, not only have Rosenberg and his team reaped the benefits of increased productivity and centralization, but he's also personally proud of the key role he's played in modernizing the school's HR technology. ■