

Recruiting Cognitive Pilot: Research Plan

Background

During Fall-Winter 2016, the recruitment team piloted several uses of cognitive technologies to improve pipeline health and data quality. Of those pilots, two demonstrated success with in technical facility and user acceptance.

Many recruiters source prospects from LinkedIn and resume books. During the pilot period, the tech team was able to parse data from these documents with up to 80% accuracy. The POC showed that there was potential for time savings in pipeline building from source materials, however, data quality and trust of that data remain issues to further explore.

The team also piloted cognitive technology's capabilities to estimate the significance of a prospect's leadership. Learning from the vast historical data in Salesforce, the POC showed that Cognitive Technologies were able to score on par with Campus recruiters. Additionally, participants in the POC found cognitive technologies to be generally trustworthy, though some issues remained such as the occasional "big miss," which had the potential to significantly undermine confidence in the scoring algorithm.

Hypothesis

Teach for America's recruiters believe there to be significant time savings to be gained through piloting cognitive technology's capabilities to scan resumes and score leadership; however, as with many uses of AI and other "smart" or "cognitive" nascent technologies, there are barriers to user acceptance and trust. We believe that more so than accuracy, user confidence is the key to long term adoption and pilot success.

We believe cognitive will be successful at Teach For America if RT team members are able to see cognitive technologies as part of their team and performing as would a trained, experienced team member.

Segment

- N =5 Recruiters who only recruit at one school.
- N =4 Recruiters who recruit at 2 or more schools.
- N =1 Recruiters who recruit professionals only.

Methodology

The team will analyze the data collected and manually entered into Salesforce and compare that to the cognitive pilot's scores to directly assess accuracy; therefore, the goal of this research study is to focus on issues of trust and confidence.

We will track longitudinally attitudes about trust and confidence through a diary study for pilot group members.

We will have two in-person touch points. At the beginning of the study we will conduct a 1 on 1 interview to understand the person's attitudes towards cognitive computing and their expectations for the study. At the end of the study we'll have a final interview to understand how the recruiter and the region used the data during the pilot.

Start of Study: 9 one-on-one interviews

~ 20 minutes, conducted by phone or in person.

- How long have you been recruiting?
- What do you do now when you get a book of resumes. [How long does it take to process a resume?]
- Have you ever heard of "Watson?"/Have you ever heard of "Cognitive computing?"
 - What do you expect it to be able to do for you?
 - Do you use Siri/Cortana/Google Assistant/Alexa
- (if applicable) How do you score Leadership?/ How have you taught others to score Leadership?
- Have you ever found incorrect data in TFACT? What did you do?
- How do you know when data is good data?
- What is your favorite/least favorite parts of your job?

During Study: 6 weeks, every other day methodology 4/14/17 - 6/1/17

[Midway check-in on 5.8.17]

< 1 minute per entry, via Slack

Did you work with any pilot data today?

How do you feel about the pilot today?

Was the data accurate (No, mostly, yes)

I would hire the pilot to join my team (yes/no)

After Study: 7 users, focus groups of 1-3 RT Pilot Participants

~ 20 minutes, conducted by phone

- How did the pilot go for you?
- How long did you spend sourcing

- What do you think of Ceci?
 - How did you feel when Ceci first reached out to you?
- What went right? What went wrong?
- What would you like to see changed?
- How would you feel if Ceci was part of the RT toolset next year?