CAN VIRTUAL ORIENTATION HELP TO LOWER EMPLOYEE TURNOVER RATES?

Human Resources Team Takes Advantage of Virtual Orientation Solution

Achieving a successful new employee orientation is often anything but effortless for Human Resource leaders. Let's examine what the onboarding process looked like for one institution that sought a better method and how they took advantage of an orientation solution to drive lower employee turnover rates

I CAN DO IT MYSELF

Augusta University is a research institution with clinics, a continual hiring cycle, and a well-earned reputation for creating a legacy like no other.

Before the pandemic, Augusta held large-group, in-person onboarding sessions every other Monday, a method that worked fine—provided nothing uncontrollable occurred. Unfortunately, Augusta's in-person orientations were fraught with unknowns, which only worsened during the pandemic with the transition to live, virtual presentations that came burdened with everyone's favorite friend: technical issues.

Besides tussling with tech, Dena Pickett, Augusta's Director of Employment Services, stated that HR staff sometimes encountered "very frustrated hires" at in-person orientations who had no time to grab a caffeine perk-up because they had trouble finding the orientation room or had just slogged across the wrong parking lot in a pop-up burst of frigid rain. Need we mention the over-under odds of scoring a parking ticket by day's end? Yowzah! *Encountering frazzled new hires imprinted with a less-than-favorable impression on their very first day is no picnic for an already stressed human resources staff.*

Pickett conveyed that "just to get the morning started took all of the recruitment staff plus more." Augusta's HR staff stood "in the middle of the busiest traffic that floats through downtown" and held up "orientation signs with our umbrellas and our coats and our boots" trying to direct new employees

Dena J. Picket

Director, Employee Relations & Organizational Development

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> *Augusta's HR Staff... held up "orientation signs with our umbrellas and our coats and our boots" trying to direct new employees to the proper area and meeting location*
>
> - Dena Picket

With HR Engage platform, new hires can control their own progress by leaving the online platform whenever they desire, giving them the ability to spend time with their family and go back to the same spot whenever ready.

to the proper parking area and meeting location. Sometimes staff had to splinter and corral wayward hires from the wrong location. Sometimes, HR had to coax orientation presenters from multiple departments who maybe weren't feeling it this go-round: *Didn't we already do this two weeks ago? And two weeks before that? Does anyone remember if I told them about benefits? Is it Monday? Again?*

For Augusta, unmanageable factors repeatedly yielded inconsistent orientation experiences and unreliable outcomes. With no shortage of future onboarding events ahead, Pickett's team knew they "needed to do something different."

> *After implementing Advantage HR Engage™ and processing nearly 3,000 new hires, Augusta University reported a completion rate of 96%*
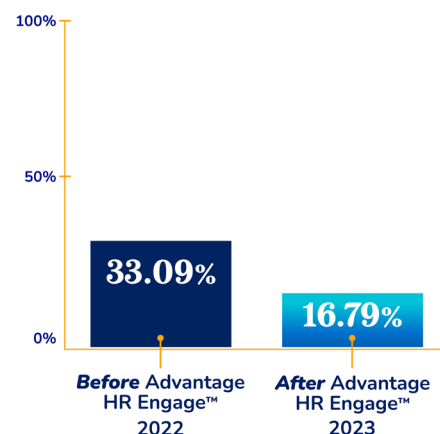
THE ADVANTAGE

In a well-timed coincidence, Augusta University had recently partnered with Advantage Design Group® (ADG) to build an engaging, high-quality, video-rich online student orientation that delivered informative, interactive content and included unlimited live training and support to manage the platform and track data. The online student orientation was easily implemented, reliably consistent, and could be completed anytime, anywhere, on any device. Could ADG deliver that same capability to a new hire orientation? You betcha!

2023 COMPLETION RATE

96%

2,741
New Augusta Hires in Total

2,633
Completed with Advantage HR Engage™

TURNOVER RATE

33.09%	16.79%
Before Advantage HR Engage™ 2022	*After* Advantage HR Engage™ 2023

With Augusta's platform, users do not have to be tech-savvy to go through the orientation as it is easy to navigate and user-friendly.

THE FLIP SIDE

After implementing Advantage HR Engage™ and processing nearly 3,000 new hires, Augusta University reported a completion rate of 96% and improved engagement with increases in employee speed to competency, more productivity on their teams, more "right person, right job" alignment, greater assimilation, fewer complaints, fewer performance reviews, and a lower turnover rate.

ADG's HR Engage™ onboarding platform opened a world of opportunity for Augusta. New hires no longer had to wait for a specific orientation day to onboard and they had the ability to control their own progress by backtracking for a second look, pausing to take notes, or leaving off and picking up directly in the same spot again after cooking dinner or helping the kids with homework.

Likewise, Augusta's onboarding staff no longer had to dedicate every other Monday to the hustle, bustle, and fuss-el of putting on an orientation event. New employees started their first day feeling confident, informed, positive, and connected to an institution that is thoughtful, well-managed, and has their best interests at heart.

Ronitia Henry, Augusta's HR Orientation and Recognition Program Specialist, shared that new hires appreciate having unlimited time to review and absorb information in an attractive, user-friendly platform that is easy to navigate and requires no tech-savvy. Further, technical difficulties are rare with support calls mostly about forgotten logins.

"It's very simple for me to just go in, change the password, and make an update," said Henry.

The standard administrative features of HR Engage™ empower Augusta's platform administrators to easily track data and effortlessly make periodic updates using plug in-and-go templates. According to Penny Benton, Assistant to the Vice President of Human Resources, the platform's report generation is "hugely helpful" for verification of policy compliance and auditing. For quick pulse checks on user comprehension, Augusta uses their platform's quiz and survey features, which also provide great feedback for keeping content fresh, fun, and on-trend.

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> *It's very simple for me to just go in, change the password, and make an update.*
>
> - Ronita Henry

Ronitia Henry

Human Resources Specialist, Orientation & Employee Recognition

ITEM OF INTEREST ⟶

As students progress through the system, they have the option to click on items about which they would like more information. Upon completion of the orientation, a landing page appears recapping the items in which the student expressed interest. Each item that appears offers a link to the website, a supporting PDF or a video in order to provide more information on the topic. These personalized items of interest are also available to employees on the alert bar as a resource.

and clinical missions, and to support our institutional partners' implementation of their strategic initiatives through all communications and marketing activities. We look forward to collaborating with you to advance the mission of Augusta University!

I would like to learn more about Communications & Marketing.

Our executive leadership team holds great responsibility in the daily operations of our University including our students, patients, and staff.
Click on each photo to learn more!

Neil J. MacKinnon, PhD

David C. Hess, MD

EVP, Medical Affairs & Integration
Dean, Medical College of Georgia

Dr. Hess, a stroke specialist, honored educator and biotech entrepreneur, is the 27th Dean of the Medical College of Georgia and Executive Vice President for Medical Affairs and Integration at Augusta University. Dr. Hess also continues to serve as Presidential Distinguished Chair and Professor in the MCG Department of Neurology.

⟵ FLIP REVEAL SLIDE TYPE

Large buttons that can showcase specific imagery if desired. Once clicked, the image flips to reveal the information that was placed inside them.

With 6,489 current employees, Augusta University has experienced a 16.3% year-to-year reduction in turnover since implementing HR Engage™ and is looking to expand the platform to include additional hire types.

When one aspect carries so much weight, why go it alone? A million things outside of your control could cement the wrong attitude in your new hires during onboarding.

With ADG HR Engage™, your message is reliably consistent and comes in an attractive, interactive platform that is easy to use and does the work for you. Your onboarding platform is dependable, always ready to have a great day, and will deliver your message exactly as planned with no technical delays. What's more, your supportive ADG team will be right there with you from start up to any time beyond!

> **With 6,489 current employees, Augusta University has experienced a 16.3% year-to-year reduction in turnover since implementing HR Engage™**

ADG HR Engage™ expedites the onboarding process for your Human Resources staff while inspiring confidence and connection in your new hires. To ensure the best start, every time, take Advantage!

ADVANTAGE™ HR ENGAGE
RECRUITING & ORIENTATION

TRACKING AND REPORTING

Advantage Design Group® provides you with a tracking and reporting module that ranges from the aggregate (e.g. overall completion rates), to the individual (e.g. timestamps for each slide a particular student has seen). Drill-down charts and multiple filtering and search features provide robust reporting for HR. The results can be easily exported to a CSV, Excel or PDF file on demand.