Kansas State Improves ROI with PageUp's Recruiting Software

> *With the PageUp system, we have been able to apply a streamlined and automated hiring process that enhances the candidate experience. PageUp has been a great partner when it comes to change and moving things forward.*
>
> **Roberta Maldonado Franzen**
> Director of Talent Acquisition, Kansas State University

Founded in 1865, Kansas State University was the United States' first, operational land-grant university. Recognised year after year as one of the country's best colleges, this historic and successful higher education institution aims to become a Top 50 public research university by 2025.

Looking for a new approach to recruitment and onboarding, the HR team at Kansas State wanted to be able to recruit candidates and seamlessly transfer them into their onboarding process.

With PageUp's applicant tracking system and recruiting software, which included its onboarding module, Kansas State has not only enjoyed financial savings, but has been able to put those savings to good use.

Roberta Maldonado Franzen, Director of Talent Acquisition at Kansas State University, says it has been able to apply the savings to new programs and initiatives, giving it a competitive edge.

The university has been able to streamline and automate its recruitment process by integrating its HRIS, background check vendor and job sourcing boards with PageUp's recruiting software, eliminating the need for manual input.

"What excites me most," Franzen says. "Is being able to have a streamlined process where we are able to reduce the time it takes to fill a position."

The social media aspect of PageUp's recruiting software has also helped in this regard, making it easy for recruiters to use the system to contact candidates about open positions quickly and easily.

Finally, being able to capture information, create detailed reports and get data analytics with PageUp has meant that search committees and hiring managers can access data in real-time.