The Top 5 Metrics Data-Driven Recruiters Track
Besides Candidate Status

What does being "data-driven" really mean? What metrics are top recruitment teams tracking besides baseline data like candidate status, law school, and EEO forms?

In this session, Flo Recruit's employer sales manager and Cooley LLP's talent operations lead get to the heart of the question with the top five metrics data-driven recruitment teams track. We'll discuss the "why should we track this" and "how do we track this" of five key elements of recruiting strategy.

> Being data-driven in recruiting means looking to numbers for insight, instead of using intuition alone.

🤝 Pipeline engagement: 1L to lateral

In 2022 we see legal employers increasing efforts to engage law students before OCI season. Touchpoints like career fairs, student org events, and webinars are ripe with data. Key metrics include: aggregate diversity, high potential candidate tags, and historical logs for when this student may become a lateral candidate years later.

💲 Event and interview program ROI

Recruitment team budget and attorney hours go into every program, so that dollar amount should be compared to measurable results. Return on investment can be measured by attendee count, attorney comments on candidates, and yield rates like attendee → applicant and, later, attendee → offer extended.

🤔 Candidate outcome by interviewer

OCI and callback interviewers want to know their interviewees' outcomes and the "why" behind them. Recruiters want to know which interviewers are doing the "best" recruiting and recommending of candidates. The data behind both answers involves evaluation results and candidate statuses.

👋 Declined offers and departure paths

Tracking doesn't stop when a candidate leaves your hiring pipeline. Measuring percentages of candidates who exit for X, Y and Z reasons gives vital insight and creates opportunity for taking proactive measures next time around.

⁉ Pre-cruiting

It's on the rise! Schools and employers have little historical data on the impact of extending summer associate offers to students before OCI. How should we track the "success" of pre-cruiting as a newer concept?

> Reporting can feel tricky and technical, but the first step to data-driven recruiting is a simple shift in mindset: Your numbers tell a story.
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> If your team aims to base more recruiting strategy on data, start with available stats, like the breakdown of your incoming summer associate class or last quarter of lateral hires. Hypothesize a narrative that explains those numbers, and ask what *additional* data would support or contradict it. Now you know what tracking to add in next.

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