



Webinar

Aligning Hiring Technology with Engagement Strategy to Improve Retention



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WEDGE

Summer & Hourly Hiring

by the numbers

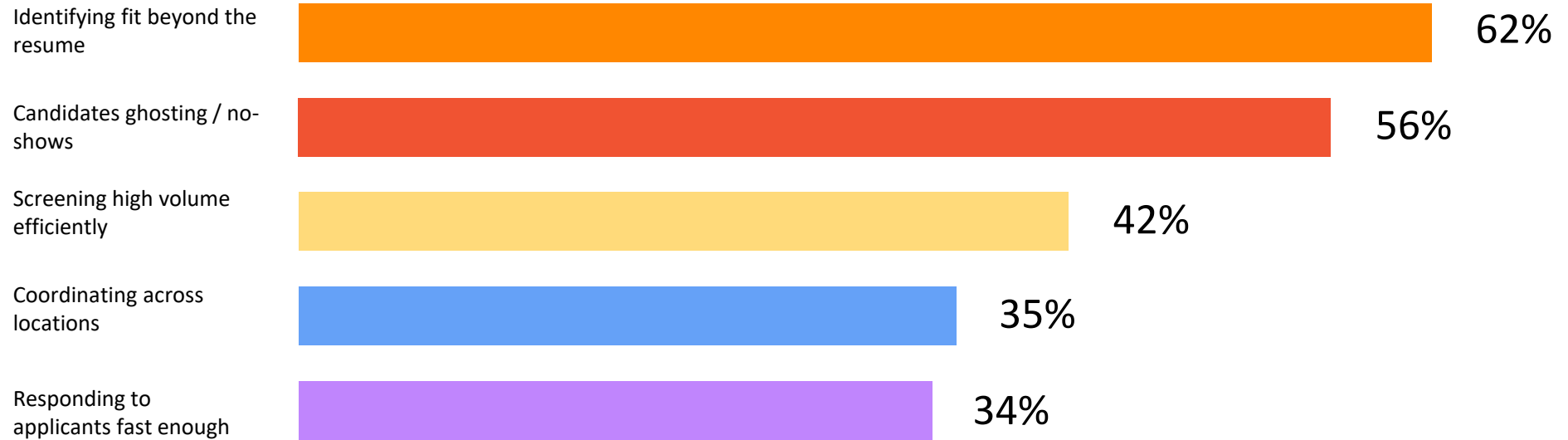


Top Hiring *Challenges* Heading Into Summer

We also asked:

- How many locations are you hiring for?
- How many open positions do you have?
- Who is hiring for these roles?

Pain Points



The *Problem*

Summer hiring season is here and the old playbook isn't working

People's expectations have shifted:

- Today's applicants expect speed, flexibility, and clarity from the very first touchpoint.
- Summer and hourly candidates apply to 5–10 jobs at once and whoever responds first wins.
- Long applications and scheduled phone screens lose them quickly.
- A resume tells you nothing about whether someone will show up, engage, and represent your mission to a camper, member, or family.

Expectations

Applicant expectations have changed: speed, flexibility, clarity.

Norms

Ghosting is no longer rude; it's normal.

Leverage

Seasonal applicants want to know the role, start date, and pay, fast. Anything slower loses them.

The State of Hourly Hiring

Ghosting

61%

of candidates ghosted during the application process



AI has enabled 38% of job seekers to mass-apply, flooding employers with resumes.

Scheduling

42%

withdrew because scheduling took too long



Over half of job seekers expect an offer within two weeks. Today's average is 44 days.

The State of Hourly Hiring

Hiring

**~30
days**

avg time-to-hire for
nonprofits

High applicant volume doesn't
mean high quality,
culture fit is still the hard part.

Hiring

**1-4
weeks**

longer to fill hourly roles
vs. one year ago

The average U.S. time-to-hire is
now approximately 44 days across
all job types.

The State of Hourly Hiring

Timing

3-5
hours

hiring manager time per
candidate

For a YMCA with 15–20 open summer roles, that's 300+ hours of manager time per cycle.

Overhead

\$4,700

average cost-per-hire across all
industries

A faster, more consistent screen process directly reduces cost-per-hire.

What applicants want *right now*

Backed by industry data and behavior trends

Speed

They expect to hear from you within **24–48 hours**.

A human touch

Something that feels personal, not canned.

Asynchronous options

They don't want to schedule if they don't have to.

Simpler steps

Faster paths, fewer forms, fewer hoops.

Mobile-first everything

They're applying on their phones.

Clear expectations

Pay, schedule, culture, and growth – up front.

The power of onboarding

20% WOULD NOT RECOMMEND THEIR EMPLOYER BASED ON ONBOARDING EXPERIENCE

A poor first 90 days doesn't just cosy you the employee, it actively damages your brand in the talent market.

23% OF EMPLOYEES WHO QUIT LEAVE BECAUSE OF CLARITY

Employees do not quit because of lack of talent but because they are buried in noise without a compass.

ALMOST 50% OF NEW HIRES FAIL IN THE FIRST 18 MONTHS

89% of failure can be tied back to issues with coachability, attitude, and cultural alignment

INFORMATION OVERLOAD PARALYSIS

81% of new hires feel entirely overwhelmed by the sheer volume of disconnected information

30% to 33% new hires quit

Turnover frequently tied to unclear expectations, a lack of structured support, and no sense of belonging.

12% employees believe their company did a good job

Employees report lack of clarity in job expectations and focus is on administrative paperwork.

Replacing an employee costs 50% to 200% of their salary

Replacing an employee costs six to nine months salary in lost productivity, acancy taxes, recruiting fees... etc.

Listening to our new hires

The new hire survey experience allows us to intercept

By capturing continuous feedback, you treat the employee experience like a dynamic product that requires iteration and user feedback to perfect. Identify "Information Overload Paralysis" and "Alienation Effects" before the result is turnover.

| Initial pulse survey | 30-day Survey | 60-day Survey | 90-day survey |
|-------------------------|--------------------|----------------------|---------------------|
| Recruiting process | Role Clarity | Peer relationships | First 90 days |
| Tools and resources | Manager support | Psychological safety | Future outlook |
| Baseline statistics | Sense of belonging | Coaching and mentors | Confidence |
| Simple and short survey | | Empowerment | Company and culture |

eNPS Score: 63 (Scale: -100 to 100)

Four C's of Employee Onboarding

Talya Bauer PhD



COMPLIANCE

Paper Work

Badges

Provisions



CLARIFICATION

Expectations

Understanding

Rules and Policies



CONNECTION

Managers

Co-workers



CULTURE

Stories

Values

Symbols



Close work friendships boost employee satisfaction by 50% and people with a best friend at work are seven times more likely to engage fully in their work.

Christine M Roiordan
Harvard Business Review

Reinventing Employee Onboarding



When new employees at Wipro participated in an onboarding process that emphasized individual identity, they were more than 32 percent less likely to quit their jobs during the first six months than employees who took part in the company's standard onboarding process.

▪ DANIEL M. CABLE, FRANCESCA GINO AND BRADLEY R. STAATS

| ORGANIZATIONAL-IDENTITY SOCIALIZATION | PERSONAL-IDENTITY SOCIALIZATION |
|--|--|
| <p>The main elements:</p> <ul style="list-style-type: none"> • Senior leader discusses Wipro's values and why the company is an outstanding organization | <p>The main elements:</p> <ul style="list-style-type: none"> • Senior leader discusses how working at Wipro will give employees an opportunity to express themselves and create individual opportunities |
| <ul style="list-style-type: none"> • A star performer does a similar presentation | <ul style="list-style-type: none"> • Individual problem-solving exercise |
| <ul style="list-style-type: none"> • Newcomers reflect on what they heard about Wipro (for example, What did you hear about Wipro that makes you proud to be part of the organization?) | <ul style="list-style-type: none"> • Newcomers reflect on a decision made in the problem-solving exercise and how to apply their signature strengths to the job |
| <ul style="list-style-type: none"> • Group discussion | <ul style="list-style-type: none"> • Individuals introduce themselves and their decisions to the group |
| <ul style="list-style-type: none"> • Giveaway: Fleece sweatshirt with company name | <ul style="list-style-type: none"> • Giveaway: Fleece sweatshirt personalized with employee's name |

Days 1 – 30: Alignment and Critical Questions

Tackle the problems of early ambiguity by focusing on psychological safety and role clarity

The Problem

New hires are overwhelmed with information but lack of context concerning their daily work and how that translates to the company's culture and bottom line

Best Practice

Answer core questions early: What is my role?
What do we believe in at this company?

- **Break the first 30 days into smaller 3-week sprints**
- **Establish cadence of early recognition**
- **Assign a co-worker as an onboarding best friend**

31 - 60 days - Integration and early wins

The Problem

The focus shifts from consuming information to contributing value and building networks

The Trough of Disillusionment hits when the initial excitement fades and the reality of the workload sets in

Best Practice

Engineering "early wins" builds confidence and accelerates the transition from learning to measurable impact.

- Create scoped achievable goals
- Create visible value immediately
- Shift support outward
- Visible recognition

Days 61 - 90: Autonomy and trajectory

Transitioning the employees to take ownership

The Problem

Managers often assume the ramp-up is complete and withdraw support too early. This is where team dynamics and engagement will influence employees concerning whether they will stay or not.

Best Practice

Shift conversations from daily execution to performance analytics career pathing

- **Conduct a formal 90-day retrospective**
- **Review Expectations against actual impact**
- **Shift consumer mentality**
- **Encourage employee to be an active part of the culture**

Questions?

MATT BAXTER | CEO OF WedgeHR

TTRAVIS POPPLETON | VP of Product Terryberry



93%

