

UC refines talent acquisition with real-time data.

SUCCESS STORY

With over 200,000 employees across 10 universities and six medical centers, the **University of California** has an incredibly diverse range of roles and open positions. In a competitive job market impacted by the economics of the pandemic and hybrid work, **LinkedIn Talent Solutions** has helped the university reduce costs and remain competitive to attract qualified candidates.



Attracting the right candidates

With clearer insights into what motivates job seekers, the university was able to attract more qualified people.



Reducing costs

The university saved money with a more unified and efficient recruiting process. They also cut costs by bringing all campuses together under a single LinkedIn contract.



Meeting diversity goals

Increased visibility, along with real-time data, helped the university track and meet state and federal diversity goals.



THE CHALLENGE

Tracking the movement of talent

Hiring for such a wide range of roles across a large organization, the university needed a more centralized way to recruit and track the movement of talent. According to Donna Salvo, director of systemwide talent management, they had 18 different talent acquisition solutions in place. And given the challenges of a limited budget, they needed smarter insights into how to attract (and compensate) the right candidates.

THE SOLUTION

Having a more centralized, data-driven way to hire

Using [LinkedIn Recruiter](#), [LinkedIn Career Pages](#), and [LinkedIn Jobs](#) allowed the University of California to streamline their recruiting and hiring process for better efficiency and cost-effectiveness. With more centralization and insights from analytics, they were able to get a clearer understanding of who they were hiring — and losing to other employers — which informed how they found and attracted candidates.

[Learn more](#)

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LinkedIn Talent Solutions brings a lot of expertise to the table to work alongside you as a business partner. They can give you the right resources and tools to help you reach your strategic goals.



Donna Salvo

Executive Director of Systemwide Talent Management, University of California, Office of the President