



Hallmark



BUILDING AN **INNOVATIVE**
CANDIDATE EXPERIENCE
THROUGH **STREAMLINED**
SELF-DISCLOSURE

JENNA KELLEY FRANKLIN – SYSTEMS ANALYST

- Bachelors in Fashion Merchandising, Masters in Technology Education
- Employee of Hallmark Cards Inc for 12 years
- Supported HR Technology functions for 9 years



Problem

Solution

Candidate Perspective

Recruiter/Coordinator Perspective

Hiring Manager View

HR Perspective

Q&A

TRADITIONAL BACKGROUND INTEGRATION

- Potentially \$60,000 annually for rapid check background
- 8000 annual hires – not a comprehensive check
- Nov – March Total Hires: 2054
 - # Alerts: 163
 - # Pre-adverse letters sent: 7
 - 1 per every 294 hires
 - 4% of background results were significant enough to require investigation



SELF-DISCLOSURE INTEGRATION

- \$9000 annual costs for middleware integration
- All within SuccessFactors
- April – Aug Total Hires: 3554
 - # Self Disclosures: 54
 - # Self Disclosure inquiries sent: 22
 - 1 per every 161 hires
 - 41% of Self Disclosures were significant enough to require investigation



CANDIDATE PERSPECTIVE

EMAIL

Only one
additional
email

FASTER

Faster
experience,
no additional
login required

REDUCED WAIT

Less wait
time to start
working

BRANDING

Branding
consistent
throughout





Find messages, documents, photos or people

Compose

- Inbox 7
- Unread
- Starred
- Drafts 16
- Sent
- Archive
- Spam
- Trash
- Less
- Views Hide
- Photos
- Documents
- Deals
- Receipts
- Groceries

Archive Move Delete Spam

Today

- Wells Fargo Business AD Member FDIC. Get a \$500 Bonus for Your Business. Every business can use a bo...
- Jenna B Kelley Franklin Offer Letter Congratulations Jenna! The attached document summarizes t... 6:56 AM
- Brandon Recruiter Hallmark UAT Part Time Territory Supervisor Las Vegas NV 88901 invitati... 6:47 AM
- Ulta Beauty Shop our Labor Day Sale! Up to 50% off Plus FREE SHIPPING on \$35 or ... 6:26 AM
- Word Genius Word of the Day: Disembogue Learn a new word every day and test your ... 5:52 AM
- The Children's Place \$4 POLOS & \$6.99 JEANS + THE 50% TO 60% OFF SALE! 2X PLACE CA\$... 5:07 AM
- Amazon.com Deal of th... Save up to 40% on Slim Leather Wallets with RFID We have deals for yo... 3:34 AM
- Netflix Jenna, we just added a movie you might like When a San Francisco exec... 2:08 AM

Yesterday

- Amazon.com Your Amazon.com order #111-3089766-6330656 has shipped Hi Jenna, ... Aug 29
- Amazon.com Your Amazon.com order #111-3089766-6330656 Order Confirmation Hello ... Aug 29
- hallmark@shortstravel.com Trip Details for JENNA BEAU FRANKLIN on September 3, 2019 Mobile-Frien... Aug 29

Wednesday

- Rifton Activity Chair 10 Things are pretty good with me...The Blindness S... Aug 28



RECRUITER/COORDINATOR PERSPECTIVE

ROLE BASED PERMISSIONS

Utilize Role
Based
Permissions with
SuccessFactors

FASTER

Faster
experience,
less hands on
management

REDUCED SUPPORT

Candidate
troubleshooting
reduced



RECRUITER/COORDINATOR PERSPECTIVE

The screenshot displays a recruitment system interface for a job requisition titled "Part Time Territory Supervisor Las Vegas NV 88901 (7213)". The interface includes a navigation menu with options like "Job Requisitions", "Candidates", and "Interview Central". A search bar and a user profile for "Jenna B Kelley Franklin" are visible at the top right. The job status is "Open", and the hiring manager is "Lisa Oliphant".

The "Talent Pipeline" section shows a progression of stages: In Person Interview Complete (0), Offer (0), Offer Accept (0), Self Disclosure (0), Pending Review (0), Hired (1), Decline with Email - General (0), and Decline without Email - Gen (0). The "Self Disclosure" and "Pending Review" stages are highlighted with a red box.

The candidate profile for "Jenna Candidate (External Candidate)" is shown below. The candidate's status is "Hired", and the "Application" section is also highlighted with a red box. The candidate's contact information includes phone number "132-111-1111" and email "jenna_beau@yahoo.com". The job title is "Part Time Territory Supervisor Las Vegas NV 88901 (7213)" and the date is "08/29/2019".

Stage	Count
In Person Interview Complete	0
Offer	0
Offer Accept	0
Self Disclosure	0
Pending Review	0
Hired	1
Decline with Email - General	0
Decline without Email - Gen	0

Field	Value
Status	Hired
Onboarding Record Status	No Selection



HIRING MANAGER VIEW



Home Recruiting ▾

Search for actions or people



Jenna B Kelley Franklin on behalf of Lisa Oliphant ▾

Job Requisitions Preferences Interview Central Marketing Message Center

Part Time Territory Supervisor Las Vegas NV 89001 (7213)

JOB REQUISITION DETAILS CANDIDATES JOB POSTINGS (0) CANDIDATE SEARCH

Status Open

Hiring Manager : Lisa Oliphant
Age : 11d

▾ Talent Pipeline View active candidates (0) View all candidates (0)



Candidates: View all candidates (0)

0 Selected Action ▾ Display Options Filter Options

Highlight Candidate

<input type="checkbox"/>	Name	New	Status	Forwarded By	Candidate Type	Rating	Source	Candidate Source	Phone Number	Last Updated
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There are no candidates that match this criteria



HR PERSPECTIVE

ROLE BASED PERMISSIONS

Managing one set
of permissions

INVOICES

Less time spent
reconciling
invoices

AUTOMATION

Automation
provides less
mouse clicks



HR VIEW

Hallmark TEST Recruiting

Search for actions or people | Jenna Kelley Franklin

Job Requisitions | Preferences | Candidates | Interview Central | Marketing | Message Center (1) | Help & Tutorials

Part Time Territory Supervisor Las Vegas NV 88901 (7213)

JOB REQUISITION DETAILS | **CANDIDATES** | JOB POSTINGS (0) | CANDIDATE SEARCH | MARKET JOB

Status: **Open** | Hiring Manager: Brandon Recruiter | Age: 11d

Talent Pipeline | View active candidates (7) | View all candidates (7)

In Person Interview Complete	0	Offer	0	Offer Accept	0	Self Disclosure	0	Pending Review	1	Hired	0	Decline with Email - General	0	Decline without Email - Gene
------------------------------	---	-------	---	--------------	---	-----------------	---	----------------	---	-------	---	------------------------------	---	------------------------------

Candidates: View all candidates (7)

0 Selected | Action

Filter Options

Enter Applicant Name

- Name
- Jenna Candidate
- Elizabeth Ross
- Evelyn Jenkins
- Amelia Hill
- Patrick Mahomes
- Emily Williams
- Charlotte Brown

Jenna Candidate (External Candidate)

AMC | Application | Resume

132-111-1111 | jenna_beau@yahoo.com | Cover Letter + | Resume | View Profile | Save | Cancel | Email | Take Action

Application

Status: Pending Review

Candidate Self Disclosure

Have you ever been convicted of a felony? **Yes**

What year were you convicted? **2015**

Please provide the city and state of conviction. **Colorado**

List felony charge(s) of which you were convicted. **Theft**

Please provide addition information you believe will assist the company in assessing the bearing of the felony conviction on your offer of employment, including the facts and circumstances surrounding the offense or conduct, rehabilitation efforts (e.g., education or training) you have undertaken since the conviction, evidence of rehabilitation or good conduct issued by a state or federal agency, and information about your post-conviction employment history. **Rehab, probation.....**

Date Action Required: MM/DD/YYYY | 14

Final Determination: No Selection

Self Disclosure URL: [Click here to open self-disclosure page](#)

Comments: + Add

There are no items in this section.

Jobs Applied

- Job title: Part Time Territory Supervisor Las Vegas NV 88901 (7213) | Date: 08/29/2019 | Recruiter: Brandon Recruiter | Status: Pending Review
- Job title: Part Time Territory Trainer Holden MO 64040 (7008) | Date: 08/27/2019 | Recruiter: Brandon Recruiter | Status: Digital Interview
- Job title: Designer.78981..Creative (7150) | Date: 08/23/2019 | Recruiter: Jenna Kelley Franklin | Status: Offer
- Job title: Part Time Retail Merchandiser Chicago IL 60616 (7176) | Date: 07/30/2019 | Recruiter: Brittany Taylor | Status: Digital Interview
- Job title: Part Time Retail Merchandiser St Petersburg FL 33701 (7043) | Date: 07/24/2019 | Recruiter: Brandon Recruiter | Status: Digital Interview Complete

Show More (26)

Correspondence | Send Email

Sender: SuccessFactors | Date: 08/30/2019 | Type: Email

Hallmark Felony Self Disclosure Test Email (1)



HR VIEW

Candidate Self Disclosure

Have you ever been convicted of a felony? Yes

What year were you convicted? 2015

Please provide the city and state of conviction. Colorado

List felony charge(s) of which you were convicted. Theft

Please provide addition information you believe will assist the company in assessing the bearing of the felony conviction on your offer of employment, including the facts and circumstances surrounding the offense or conduct, rehabilitation efforts (e.g., education or training) you have undertaken since the conviction, evidence of rehabilitation or good conduct issued by a state or federal agency, and information about your post-conviction employment history. Rehab, probation.....

Date Action Required 08/30/2019 

Final Determination 

Self Disclosure URL [Click here to open self-disclosure page](#) 



HR VIEW

SuccessFactors:Title | https://hcm4preview.sapsf.com/xi/ui/rcmworkbench/pages/candidateWorkbench.xhtml?jobReq=72

Hallmark TEST | Recruiting | Search for actions or people | Jenna Kelley Franklin

Job Requisitions | Preferences | Candidates | Interview Central | Marketing | Message Center (1) | Help & Tutorials

Part Time Territory Supervisor Las Vegas NV 88901 (7213)

JOB REQUISITION DETAILS | CANDIDATES | JOB POSTINGS (0) | CANDIDATE SEARCH | MARKET JOB

Status: Open | Hiring Manager: Lisa Oliphant | Age: 11d

Talent Pipeline | View active candidates (7) | View all candidates (7)

Person Interview Complete: 0 | Offer: 0 | Offer Accept: 0 | Self Disclosure: 0 | Pending Review: 0 | **Hired: 1** | Decline with Email - General: 0 | Decline without Email - General: 0

Candidates: View Hired (1)

0 Selected | Action

Filter Options

Enter Applicant Name

Name

Jenna Candidate

Jenna Candidate (External Candidate)

AMC | 132-111-1111 | jenna_beau@yahoo.com | Cover Letter | Resume | View Profile | Save | Cancel | Email | Take Action

Application | Resume

Application

Status: Hired

Candidate Self Disclosure

Have you ever been convicted of a felony? Yes

What year were you convicted? 2015

Please provide the city and state of conviction. Colorado

List felony charge(s) of which you were convicted. Theft

Please provide addition information you believe will assist the company in assessing the bearing of the felony conviction on your offer of employment, including the facts and circumstances surrounding the offense or conduct, rehabilitation efforts (e.g., education or training) you have undertaken since the conviction, evidence of rehabilitation or good conduct issued by a state or federal agency, and information about your post-conviction employment history. Rehab, probation.....

Date Action Required: 08/30/2019

Final Determination: qualified

Self Disclosure URL: [Click here to open self-disclosure page](#)

Comments

Jobs Applied

Job title: Part Time Territory Supervisor Las Vegas NV 88901 (7213) | Date: 08/29/2019 | Recruiter: Brandon Recruiter | Status: Hired

Job title: Part Time Territory Trainer Holden MO 64040 (7008) | Date: 08/27/2019 | Recruiter: Brandon Recruiter | Status: Digital Interview

Job title: Designer.78981..Creative (7150) | Date: 08/23/2019 | Recruiter: Jenna Kelley Franklin | Status: Offer

Job title: Part Time Retail Merchandiser Chicago IL 60616 (7176) | Date: 07/30/2019 | Recruiter: Brittany Taylor | Status: Digital Interview

Job title: Part Time Retail Merchandiser St Petersburg FL 33701 (7043) | Date: 07/24/2019 | Recruiter: Brandon Recruiter | Status: Digital Interview Complete

Correspondence

Send Email

Sender: SuccessFactors | Date: 08/30/2019 | Hallmark Felony Self Disclosure Test Email (1) | Type: Email



Candidate History for Jenna Candidate

The following table displays all changes made to Jenna Candidate

Change History

Field Label	Old Value	New Value	Changed by (Username)	Date/Time	Source
Status	Pending Review	Hired	SF API (SFAPI)	Aug 30, 2019 7:11AM	OData
Final Determination		qualified	Jenna B Kelley Franklin (63420)	Aug 30, 2019 7:02AM	Applicant Profile
Date Action Required		08/30/2019	Jenna B Kelley Franklin (63420)	Aug 30, 2019 7:02AM	Applicant Profile
Please provide addition information you believe will assist the company in assessing the bearing of the felony conviction on your offer of employment, including the facts and circumstances surrounding the offense or conduct, rehabilitation efforts (e.g., education or training) you have undertaken since the conviction, evidence of rehabilitation or good conduct issued by a state or federal agency, and information about your post-conviction employment history.		Rehab, probation.....	SF API (SFAPI)	Aug 30, 2019 6:59AM	OData
	List felony charge(s) of which you were convicted.	Theft	SF API (SFAPI)	Aug 30, 2019 6:59AM	OData
Please provide the city and state of conviction.		Colorado	SF API (SFAPI)	Aug 30, 2019 6:59AM	OData
What year were you convicted?		2015	SF API (SFAPI)	Aug 30, 2019 6:59AM	OData
Have you ever been convicted of a felony?		Yes	SF API (SFAPI)	Aug 30, 2019 6:59AM	OData
Status	Self Disclosure	Pending Review	SF API (SFAPI)	Aug 30, 2019 6:59AM	OData
Status	Offer Accept	Self Disclosure	SF API (SFAPI)	Aug 30, 2019 6:58AM	Recruiting SFAPI
Status	Offer	Offer Accept	SF API (SFAPI)	Aug 30, 2019 6:58AM	OData

HR VIEW



SUMMARY



Challenges with traditional background check

Custom built Self-Disclosure process as solution

Self-Disclosure has provided faster experience for all parties and major cost savings



Q & A



THANK
YOU