

# ASCO uses LinkedIn to power a talent strategy that puts people first

## Challenge

### Advance your mission by empowering your staff

ASCO is the world's leading professional organization for oncology professionals caring for people with cancer.

With a focus on promoting connection, knowledge-sharing, and growth within the oncology community, ASCO was familiar with the benefits of empowering its staff to learn on the job. It wanted to scale its existing learning offering while freeing up its HR team – which had been curating content manually.

As a scientific, evidence-based organization, ASCO also wanted to empower leaders with a clearer picture of employee feedback and enable them to analyze and apply data to inform faster, more contextualized decisions.

It sought insights and solutions that supported its strong commitment to Diversity, Equity, and Inclusion (DEI) and could help it build a skilled and dynamic workforce to power its future.

As a nonprofit, it was important to ASCO that any new solution it adopted be affordable and work in tandem with its HRIS system Workday.

## About The American Society of Clinical Oncology

The American Society of Clinical Oncology (ASCO®) represents nearly 45,000 oncology professionals who care for and about people living with cancer. Through research, education, and the promotion of high-quality and equitable patient care, ASCO works to create a world where cancer is prevented or cured, and every survivor is healthy.

### Goals

1. Inform Talent Strategy
2. Build Critical Skills

### Employees

450+

### Industry

Nonprofit

### Headquarters

Virginia, USA

### Reach

Global

## Solution

# A holistic, people-focused talent strategy

### Supporting staff to develop skills for the future

ASCO invested in **LinkedIn Learning** for all its employees, with support from a LinkedIn for Nonprofits discount. Access to the platform quickly became an attractive benefit for new hires and staff loved the option of showcasing completed courses on their LinkedIn profiles.

ASCO talent leaders also began working with LinkedIn to build out competencies for 24 different job families. They matched relevant content to the desired skill pathways – empowering staff to access the specific resources they needed to be successful, and improving accountability.

### Enabling its people fuel its success

With **Glint**, ASCO ensured every voice was heard. The solution made it fast and easy for HR leaders to conduct regular staff surveys, analyze comments, visualize data trends, and create custom reports – saving them a significant amount of time.

With timely insights from all levels, ASCO could quickly action feedback and connect its staff to relevant resources and growth opportunities.

### Building a skilled, diverse workforce

Glint insights also enabled ASCO's team leaders to challenge assumptions and assess whether individual data points were part of a larger trend. Survey results helped guide more informed DEI discussions and increased understanding of demographics across the organization.

With **LinkedIn Recruiter**, ASCO could share career opportunities within DEI-focused groups and leverage advanced search capabilities to proactively reach out to talent and confirm candidates' functional skills. Leaders also used their LinkedIn Company Page and LinkedIn Life Page to stay connected with potential prospects – ensuring it attracted a diverse audience.



Whether I'm connecting with potential candidates or engaging with my employees, LinkedIn Talent Solutions has helped elevate our talent strategy."

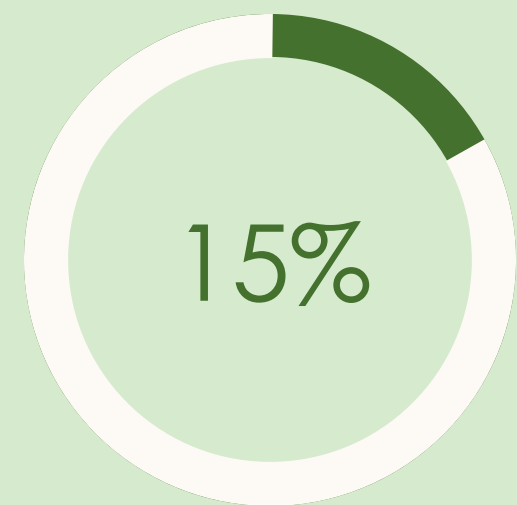
#### **Paula King**

Chief Human Resources Officer and Vice President



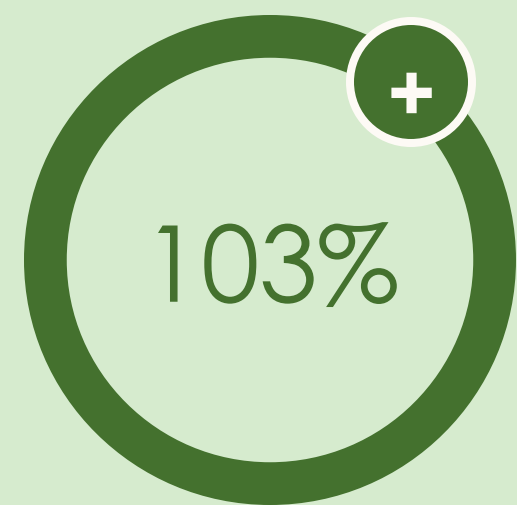
## Results

With LinkedIn solutions supporting a holistic talent strategy, ASCO employees now have a clear, defined path and resources to support their career growth.



Learning engagement is up by 15% compared to ASCO's previous solution.

**Staff are motivated by guided growth resources**



ASCO saw a 103% increase in staff comments on its engagement surveys.

**Automation increased engagement, while saving time and resources**



ASCO now sources 1 in 3 of its new hires from LinkedIn.

**Insights supercharged ASCO's talent acquisition strategy**



LinkedIn for Nonprofits has allowed us to understand our staff's learning and development needs better, recruit new talent faster, and make smarter decisions based on reliable data so ASCO can continue with our mission to conquer cancer."



**Paula King**

Chief Human Resources Officer and Vice President