Company Overview
Our Company

12 parks

20 million guests annually
Our Team

• 25,000 Employees at Peak
• 22,000 New Hires Each Season
  • 50% of Annual Hiring Occurs in February – May
  • 28% Rehire Rate
Our Animals

We care for one of the largest zoological collections in the world, representing more than 1000 species of animals.

Over 80% of the marine mammals in our care were born in human care.

Our team is on-call 24/7 to help injured animals in the wild:

- Rescued 31,000 animals over more than 50 years
- Our goal is rehabilitate and return to their natural habitat
Our SilkRoad Products

• Onboarding
• Learning
• Performance
• Currently Evaluating Agile
Our Hiring Process
Hiring Process…all in a day

Interview
- Observational Interview (12:1)
- Post Screening (1:1)

Offer
- Schedule Orientation
- Schedule Department Training

Processing
- Onboarding
- Substance Testing
- Wardrobe Fitting
Offer Activities

- Candidate is Offered Position in ATS
- Candidate Information Sent to Onboarding
- Orientation, Department Training Scheduled in ATS
OFFER – ONBOARDING INVITE

Objectives
• Provide URL to SilkRoad Onboarding
• Provide Username
• Provide Initial Password Scheme

How We Did It
• Custom Development
• SilkRoad Onboarding API
OFFER – TRAINING SCHEDULE

Objectives

• Allow for scheduling prior to SilkRoad Record Creation
• Maintain one Training Record for Employee

How We Did It

• SilkRoad Learning Custom Report
  • Report Scheduling
  • FTP Export
• Custom Development
PROCESSING – ONBOARDING PORTAL

Objectives

- Engage New Hire with Company Imagery, Branding
- Limit Interaction to Form Completion

How We Did It

- Custom Skin from SilkRoad
- Portal Settings in SilkRoad Onboarding
Our Forms & Onboarding Event
OUR FORMS

Objectives

• Quickly comply with new local requirements

• Allow parks to gather information on demand

How We Did It

• eForm Builder from SilkRoad
OUR ONBOARDING EVENT

Objectives
• One Onboarding Event for all Properties
• Ability to React to new hire actions

How We Did It
• Use Categories to customize Tasks
• Use Unassociated Tasks to re-launch missed tasks, prompt onboarding coordinator to take action
Key Takeaways
Key Takeaways

• Try to Standardize Whenever You Can
• Don’t Expect Everyone to Have an Email
• Real-Time Integration is Important
• Trigger Tasks Provide Call to Action to Onboarding Coordinator
• eForm Builder can handle most of your form needs
Q & A
SHRM: 18-3APEW

HRCI: 350438 – 1 HR