JOBSITY | **Mc Graw Hill**

Client Success Story

How McGraw Hill Grew Its Engineering Team by 13% with Jobsity—and *cut hiring costs in half*

To develop more EdTech solutions, McGraw Hill needed to scale up its tech team. Jobsity helped McGraw Hill grow their headcount while scoring substantial savings, allowing the digital education leader to tackle its goals better than ever.

Industry
Education

Technologies Used
Golang, Angular, AWS, Java, Magento, .NET

Roles Hired
Front-end, Back-end, & Full-stack Developers; Cloud Architecs, SRE

Success Snapshot

Client

1

McGraw Hill is a premier digital education company delivering personalized solutions to help students and educators improve learning outcomes. They also provide premium content developed with world-class subject matter experts. In the United States, 99% of school districts use McGraw Hill products to facilitate a successful learning experience. Worldwide, McGraw Hill content is distributed to over 100 total countries.

Vision

2

Thanks to increased investment, McGraw Hill needed to beef up its engineering team in order to develop more EdTech solutions. They needed candidates at a **competitive rate** and located in a **similar time zone**—in other words, nearshore developers.

Execution

3

McGraw Hill partnered with Jobsity to increase its engineering team by 25 employees, scaling up from 195 to 220 team members—a 13% bump in under a year! Opting to work with Jobsity developers also meant the company **saved up to 50%** in hiring costs. And thanks to Jobsity's world-class talent roster and deep vetting process, the company even found a **"unicorn hire"** to join the team as a Key Accessibility Engineering Specialist.

Impact

4
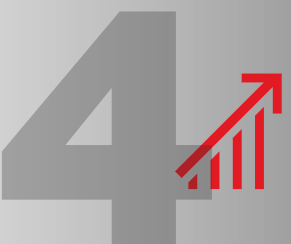
The company was able to hire a full staff to support their in-house engineering team, while also saving money. This unprecedented growth allowed the engineering team to tackle additional projects better than ever. As McGraw Hill's engineering needs continue to evolve and expand, Jobsity will serve as a **scalable, on-demand solution**.

Expanded Investment Calls for Growth

In late 2021, McGraw Hill received a new investment, allowing the company to further build out its EdTech solutions and establish itself as a leader in the digital-first education space. To prioritize in-demand engineering projects, McGraw Hill needed to grow its engineering department. The company's Vice President of Engineering, Kirk Gray, shared that the department had been unable to take on all its desired projects because the workload wasn't feasible for the existing team.

> **Worthwhile projects were being delayed, so Gray needed to find quality team members ASAP.**

Advanced Education Solutions

As an early adopter of digitized education, McGraw Hill offers technologies such as Connect, ALEKS, and Achieve3000 to empower tech-driven learning.

Connect is a homework and learning management program for educators and students. It includes automated grading tools, eBook access, adaptive learning solutions, and course consultations at the higher education level. On average, the course platform helps students achieve a 7.5% higher test score than students who don't use Connect.

ALEKS is a web-based, artificially intelligent assessment and learning system that's catered to students in grades 3–12. For math and science subjects, ALEKS uses adaptive questioning to quickly and accurately determine what topics a student knows and doesn't know. ALEKS has helped more than 20 million students to date.

As the latest acquisition for McGraw Hill, Achieve3000 offers a suite of literacy, math, science, and social studies tools to accelerate and deepen learning. With four specific learning programs, Achieve3000 serves students from PreK through grade 12.

All of these technologies require software support, and so would any experimental initiatives McGraw Hill offered in the future.

Issues with Local Hiring and Overseas Outsourcing

Before partnering with Jobsity, Gray had sought alternative solutions to expand his engineering team—overseas outsourcing, local contracting, and some full-time equivalent (FTE) hiring to meet his workforce needs. **But all these staffing options fell short**.

The Problem? Gray found local, U.S.-based talent too expensive and out of budget. On the other hand, overseas outsourcing firms led to challenges with scheduling and communication. These are common issues for companies that attempt to outsource overseas. The disparity in time zones means there's very little—if any—overlap of regular working hours. And while this might work for teams that require little collaboration, that's rarely the case for engineering and development teams. Add a language barrier to the mix, and it's easy to see why McGraw Hill needed a more aligned talent source to hire from.

> **Local hires were too expensive and overseas contractors were hard to collaborate with.**

The Execution

Hiring Made Simple

Gray was able to lean on Jobsity's thorough vetting process to find the exact talent he needed. In less than a year, Jobsity helped him **hire 25 engineers**, growing the team headcount from 195 to 220.

> **That's a 13% increase in one year!**

The onboarding process was seamless; Gray had no trouble integrating the remote engineers with his U.S.-based team. Thanks to the **easy onboarding** and the high caliber of Jobsity's engineers, Gray's main focus was simply shipping laptops to the new team members in Latin America. Compared to the challenge of shipping laptops overseas amid communication and time zone challenges, this was a small hurdle to overcome.

How It's Possible

In the U.S., software developers are among the most sought-after professionals in the tech industry. But the demand for software developers comes at a price, in more ways than one. The average salary for a software developer in Silicon Valley can soar well into the six-figure range, making it a substantial cost for businesses looking to scale up their tech teams.

McGraw Hill bypassed this issue with Jobsity, adding 25 software engineers, database administrators, site reliability engineers, and project managers to the team.

These new team members were **33–50% less expensive** than their U.S. counterparts. This cost savings also meant it was feasible for Gray to hire the full support he needed, rather than having to make do with a limited team. Finally, McGraw Hill's engineering team had the capacity to tackle its full project scope.

> " *We added tons of great software engineers and good people at great rates.*
>
> **Kirk Gray**
> VP of Engineering, McGraw Hill

The Impact

Hiring Ultra-Niche Roles from a World-Class Roster

Hiring managers often have a hard time finding the expertise they need at reasonable rates. The world's tech giants often get their pick of top talent while other companies struggle to compete.

Jobsity helps organizations attain cream-of-the-crop hires who are deeply vetted and come with a great track record of success. Our clients get exactly the qualifications they're looking for, without blowing their budgets. For executives like Gray, whose time is better spent on big-picture initiatives than it is in the weeds of hiring, having a **shortlist of well-qualified candidates** is key.

> " *Our partnership with Jobsity has brought us a lot of talented folks, and they were even able to find us a Key Accessibility Engineering Specialist, which is a unicorn hire!*
>
> **Kirk Gray**
> VP of Engineering, McGraw Hill

McGraw Hill's needs were also very specific. For specialized jobs that are in short supply (and high demand), rates become especially inflated. Typically, this means that budget-conscious hiring managers have to settle for less experienced candidates to stay in budget, but Jobsity had the perfect person for the job. Gray says "*Our partnership with Jobsity has brought us a lot of talented folks, and they were even able to find us a Key Accessibility Engineering Specialist, which is a unicorn hire!*"

Gray also found Jobsity's involvement in the hiring process to be incredibly helpful when narrowing down candidates: "*Jobsity sends us well-screened folks and helps facilitate the interview process so that it's easy to hire great people.*"
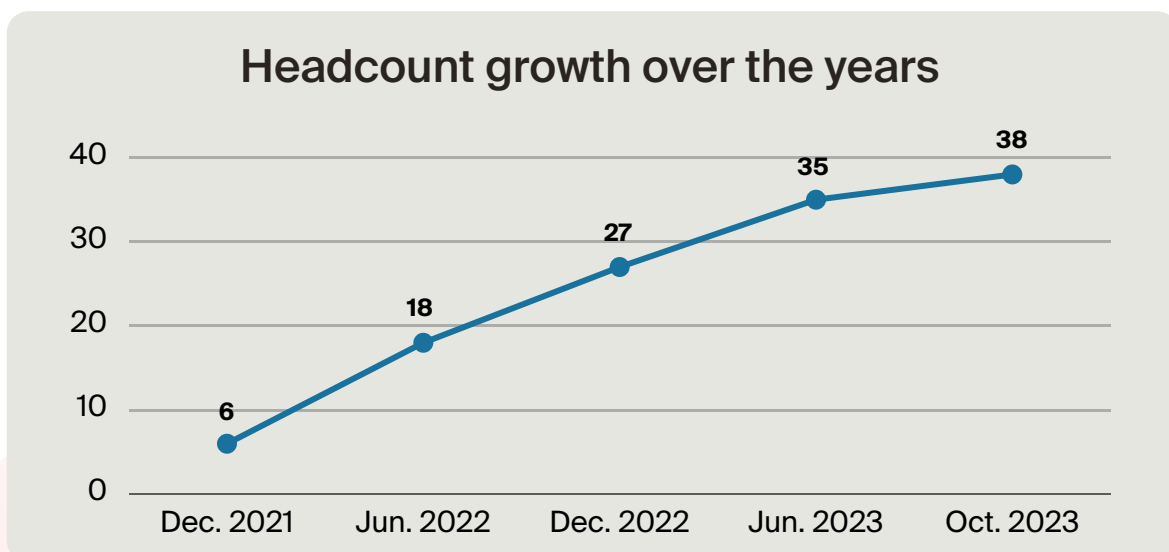
Scaling for Long-Term Success

Ultimately, Jobsity empowered McGraw Hill to scale its engineering team to meet its current and future needs, growing by 13% in under a year. Since the Jobsity hires collaborate easily with Gray's U.S.-based team, McGraw Hill has plenty of top-notch engineers ready to tackle the company's cutting edge projects.

Gray sums it up: "*We've sped up hiring with a great cost structure.*" That's what Jobsity is all about: offering a **turnkey staffing solution** at reasonable rates.

A Bright Future

McGraw Hill first partnered with Jobsity in 2021, and Gray is continuing to leverage Jobsity to hire effectively and easily. After hiring 25 in under a year, they now have **38 Jobsity engineers on staff**! We're proud to play a role in McGraw Hill's mission to provide modern education tools, and we're thrilled that Jobsity devs are proving their worth in the EdTech space.

Headcount growth over the years

	Dec. 2021	Jun. 2022	Dec. 2022	Jun. 2023	Oct. 2023
Headcount	6	18	27	35	38

Jobsity provides you with handpicked talent, perfectly aligned to your unique needs. Our nearshore developers have the expertise necessary to help achieve your most ambitious goals and **accelerate your digital transformation**—all at a fraction of the cost of U.S.-based hires and with an average retention rate of three years.

When you partner with Jobsity, you get...

Long-haul hires

The average Jobsity staffer works with a client for ~3 years.

Transparent pricing

We offer flat rates. No overtime charges or hidden fees!

Accessible support

All clients receive a dedicated Client Success Manager and direct lines to our CTO and CEO.

World-class talent

Our recruiters find the top 3% of nearshore talent.

Risk-free trial

We want to ensure a good fit with your team, no strings attached.

Scalable teams

We scale according to your needs. Need to downsize? No problem.*

30 day notice

Our approach to staffing helps you level up your tech team, with long-term payoff. We find your ideal candidate, on your timeline, in your budget.

That's why companies like Creed Interactive, Westlake, and Repair Pricer trust Jobsity to provide the talent they need to **make their vision a reality.**

Save up to 40% on pre-vetted developers today.

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