JOBSITY

How McGraw Hill Used Jobsity Developers to Increase Its DPG Engineering Team by Almost 13% And *Empower Company-Wide Success*

Case Study

Client

McGraw Hill is a learning science company that delivers personalized learning experiences that help students, parents, educators, and professionals improve results. It also provides high-quality, trusted content developed with world-class authors. In the United States, 96% of school districts use McGraw Hill products to facilitate a successful learning experience. Worldwide, McGraw Hill content is distributed to over 100 total countries.

Challenge

Thanks to increased investment in the future of McGraw Hill learning experiences, the company needed to expand its engineering team to support holistic growth. Onshore and offshore solutions both proved infeasible for the company, which faced high costs for US-based engineers and incompatible work hours with offshore talent.

Execution

McGraw Hill used Jobsity to increase its engineering team by 25 employees for their DPG team, scaling up from 195 to 220 team members. Thanks to Jobsity's world-class talent roster and careful vetting process, the company even found a "unicorn hire" to join the team as a Key Accessibility Engineering Specialist.

Impact

The expanded workforce means that McGraw Hill is poised to tackle additional projects as needed to meet its growth goals. As its engineering needs continue to evolve and expand, Jobsity will serve as a scalable, on-demand solution.

Expanded Investment Calls for Growth

In late 2021, equity firm Vector Capital made a co-investment in McGraw Hill alongside the company's owner, Platinum Equity. The increased investment would allow McGraw Hill to continue to build out its technology solutions and establish itself as a leader in the digital-first education space.

In order to prioritize engineering projects that would facilitate this growth, McGraw Hill needed to expand its engineering team. 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 wouldn't have been feasible for the existing team.

> **Worthwhile projects were being delayed and de-prioritized, so he had to find quality team members as soon as possible.**

The Goal?

Engineering Across McGraw Hill Products

As an early adopter of the digitization of education, McGraw Hill offers technologies 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. In one survey, 97% of students agreed that Connect helped their ability to retain new concepts.

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.

The Goal?
All of these technologies require engineering support, as would any experimental initiatives that might expand the McGraw Hill offering in the future.

ALEKS

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Onshoring And Offshoring Fall Short

Before partnering with Jobsity, Gray had sought alternative solutions to expand his engineering team. He had experimented with offshore contracting, onshore contracting, and some full-time equivalent (FTE) hiring to meet his workforce needs.

Unfortunately, all of these solutions fell short.

The Problem?

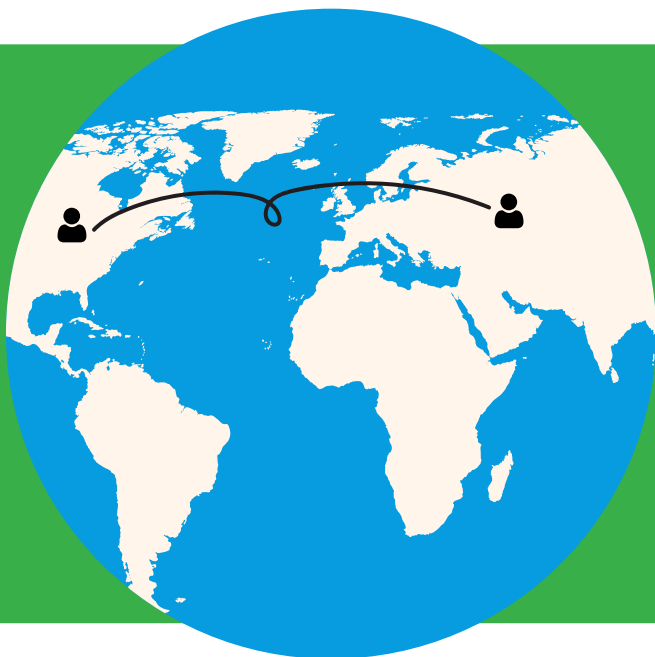Gray found onshore talent (with engineers based in the US) to be too expensive and out of his budget. On the other hand, offshore talent led to challenges with time zone availability and communication issues.

These are common problems for companies that attempt to solve hiring needs with offshoring.

The nature of the time difference for overseas employees means that there's very little—if any—overlap of regular working hours. And while this may work for teams that require little communication and 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 would need a more available, culture-aligned talent source to hire from.

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Ease of Onboarding With Jobsity Engineers

When Gray found Jobsity, he was able to lean on our vetting process and interview support to find the talent he needed. Over the course of a year, **he used Jobsity to hire 25 engineers, growing the DPG team from 195 to 220 total employees**. That's just under a 13% increase in one year, which is impressive in today's hiring market.

The onboarding process was seamless, and Gray had no trouble integrating the remote engineers with his US-based team. Thanks to the ease of onboarding and the caliber of experience among Jobsity engineers, Gray's main focus during the onboarding process was shipping laptops to the new team members in Latin America.

Compared to the challenge of shipping laptops to Asia amid communication and time zone challenges, this was a small hurdle to overcome.

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Finding Software Engineers At Favorable Rates

In the US, software engineers have notoriously high rates and expectations for compensation. Plus, thanks to ultra-competitive offers from booming tech companies, it can be tough for other organizations to source the talent they need in the first place.

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

Reflecting on the hires, Gray said, "We added tons of great software engineers and good people at great rates."

In more specific terms, Gray shared that **his new team members were 33-50% less expensive than their onshore counterparts.** This cost savings also meant that it was feasible to hire the full support he needed, rather than cutting back on the number of hires to keep budget in check.

Finally, McGraw Hill's engineering team would have the capacity to tackle its full project scope.

Hiring World-Class Talent And Ultra-Niche Roles

Managers hiring engineers often have a hard time finding the knowledge and expertise they're looking for at reasonable rates. Again, the world's tech giants tend to get their pick of top talent while other companies struggle to compete.

Thankfully, Jobsity only works with engineers who are heavily vetted and have demonstrated success in their fields. 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. It's safe to say we delivered!

Gray said, "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!"

Those who have had to hire for niche roles—especially in the engineering world—will recognize the challenge Gray faced in trying to find the right fit for this role. For specialized roles 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 also cited Jobsity's involvement in the hiring process as a helpful feature to help narrow down candidates. "Jobsity sends us well-screened folks and helps facilitate the interview process so that it's easy to hire great people."

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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 12 months**. Since the new team members were able to integrate successfully, the company has top-notch engineers at the ready as project needs arise.

Gray summed it up simply: "We've sped up hiring with a great cost structure." That's what Jobsity is all about!

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That's what Jobsity is all about!

Looking Ahead

McGraw Hill began working with Jobsity roughly a year ago, and today, Gray looks forward to continuing to leverage **Jobsity's unique offering to hire effectively and affordably.**

Gray shared that finding top software development talent is absolutely made easier thanks to the Jobsity support. He even has additional growth plans for the coming months and years: "We are continuing to expand our partnership with Jobsity because it's going great."

We love to hear these success stories from clients, and we're proud to play a role in McGraw Hill's mission to provide accessible education tools. Onward and upward!

Discover The Jobsity Difference

We provide you with **top-level nearshore developers** from around the world.

Jobsity's nearshore developers have the expert knowledge necessary to help your team achieve ambitious goals and accelerate your digital transformation. All this at a fraction of the cost of in-house talent and with retention rates twice those of North American firms.

Why Nearshore?

Communication: We keep in touch

We live and work in (or near) your time zone and integrate seamlessly with your in-house team. We're always available to quickly hop on a Slack channel, respond to an email, or jump into a video chat.

Alignment: We share your culture

We're an international team of tech nerds who balance razor-sharp workplace efficiency and attention to detail with a love of great friends, food, and fun.

Improvement: We're always learning

We're not content to sit on our hands and coast on our accomplishments. We constantly strive to improve our skills and add value for both clients and employees.

Retention: We stick around

The average Jobsity developer stays at the firm for over three years (above the industry average), enabling long-term productive relationships with your team.