JOBSITY

McGraw Hill

How McGraw Hill Partnered With Jobsity to Grow Its Engineering Team by 13% And *Empower Company-Wide Success*

Case Study

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CLIENT

McGraw Hill is a learning science company that delivers personalized education experiences to 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 effective learning. Worldwide, McGraw Hill content is distributed to over 100 countries.

2

CHALLENGE

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

3

EXECUTION

McGraw Hill partnered with Jobsity to increase its Digital Platform Group engineering team by 25 staff members, scaling up from 195 to 220. Thanks to its world-class talent roster and careful vetting process, Jobsity was able to connect McGraw Hill with a "unicorn hire"—a Key Accessibility Engineering Specialist who perfectly aligned with McGraw Hill's unique needs.

4

IMPACT

This newly expanded workforce has allowed McGraw Hill to tackle additional projects and meet its growth goals. As its engineering needs continue to evolve, 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 building its technology solutions and establish itself as a leader in the digital-first education space.

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 was infeasible for the existing team.

Worthwhile projects were being delayed and deprioritized, so Gray wanted to find quality team members as soon as possible.

The Goal?

Engineering Across McGraw Hill Products

As an early adopter of digitized education, McGraw Hill offers technologies like 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.

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.

Delays in communication and workflow are common problems for companies that use offshoring.

The nature of the time difference for overseas staff means that there's very little—if any—overlap of regular working hours. And while this may function fine 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 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 rely on our screening process and only interview candidates handpicked to meet his needs. Over the course of a year, he took on 25 Jobsity engineers, growing the DPG team from 195 to 220 staff members. That's just under a 13% increase in one year —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.

McGraw Hill bypassed this issue with Jobsity, adding 25 software engineers, data-base 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 Gray could hire the full support he needed, rather than cutting back on the number of hires to stay in budget.

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 seeking engineers often have a hard time finding the 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.

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, but Jobsity had the perfect person for the job.

Gray also cited Jobsity's involvement in the recruitment 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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> **McGraw Hill VP of Engineering**

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> **McGraw Hill VP of Engineering**

Scaling for Long-Term Success

Ultimately, Jobsity empowered McGraw Hill to scale its engineering team for current and future needs, growing by 13% in under 12 months. Since the new team members were able to integrate smoothly, the company had top-notch engineers ready to tackle evolving projects.

Gray summed it up: "We've sped up hiring with a great cost structure."

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> **Kirk Gray**
> **McGraw Hill VP of Engineering**

> *That's what Jobsity is all about!*

Looking Ahead

McGraw Hill began working with Jobsity in 2021, and today, Gray looks forward to continuing to leverage Jobsity's unique offering to hire effectively and affordably.

Gray shared that finding top software developers has been made infinitely easier. 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 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 call.

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 continually 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 industry average), enabling long-term productive relationships with your team.