Innovations in Recruitment

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Our Discussion

- Real Challenges

- Recruitment Success

- Three Keys

Real Challenges

- Aging workforce

- Antiquated recruitment processes and tools

- Poor employer branding

Aging Workforce

- Bureau of Labor Statistics data showing that 37 percent of employees in local government are at least 50 years of age, compared to just 28 percent in the private sector.

- Only 24 percent of public workforce is between the ages of 20 and 35 compared to 31 percent in the overall workforce.

Antiquated Processes

- Over concentration in job boards and lack of use of referrals and social media.

- Lack of flexibility for specific jobs or groups.

What recruitment practices are most successful in reaching qualified candidates?

Online Job Advertisements	84%
Employee Referrals	51%
Government Websites	49%
Social Media	46%
Job Fairs	21%
Internships/Apprenticeships	20%
State/Local Newsletters	19%
Other	7%
National Newsletters	5%
Video Campaigns	4%
Don't know	3%
Conferences	2%

Poor Branding

- Branding describes an employer's reputation as a place of employment and the general value proposition.

- Do employees, candidates, and the community think of your organization as a "great place to work?"

- More than 80 percent of local governments do little or no employer branding.

How Deep is the Water?

- 80% of employees are unhappy in their current job, making it the number 1 reason for them to quit.
Source: [Careers Advance Online](#)

- An average person will change their job 5-7 times during their professional life.
Source: [Careers Advance Online](#)

- Nearly 64% of employees may leave their current jobs in the year 2021.
Source: [Achievers](#)

- Because of the COVID pandemic, 28% of US workers realize that their current position isn't for them.
Source: [ADP](#)

Keys to Recruitment Success

- Attract the right candidates
- Engage qualified candidate
- Hire quickly
- Leverage data
- Develop a strong brand
- Ensure a good candidate experience
- Recruit fairly
- Optimize efficiency

Model	→	Brand
Attract	→	Engage
Hire	→	Optimize
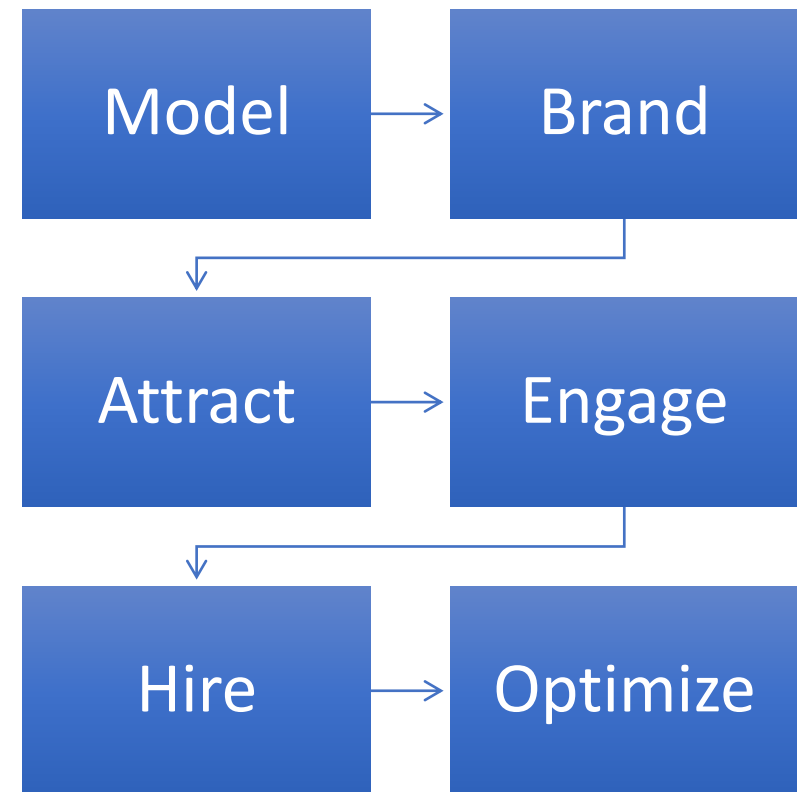
Three Keys

- The "Who" Matters

- The Approach Matters

- The Strategy Matters

The "Who" Matters

- According to HR Executive Magazine, the top 1% workers return $5,303 in annual cost savings to a company through increased output, but avoiding hiring a "toxic" employee will save an estimated $12,489!

- The average cost of one bad hire can cost an organization nearly $15,000.
  Source: Career Builder

- The average cost of losing a good hire can cost an organization nearly $30,000.
  Source: Career Builder

- Nearly 74% of employers say that they have hired the wrong candidate for a job.
  Source: Career Builder

Hiring Right

- Skills are just the beginning.

- Success depends on skills, motivation, and cultural alignment.

- All comes down to probabilities of success at attracting, hiring, and producing.

Capable

Culturally Aligned

Ideal
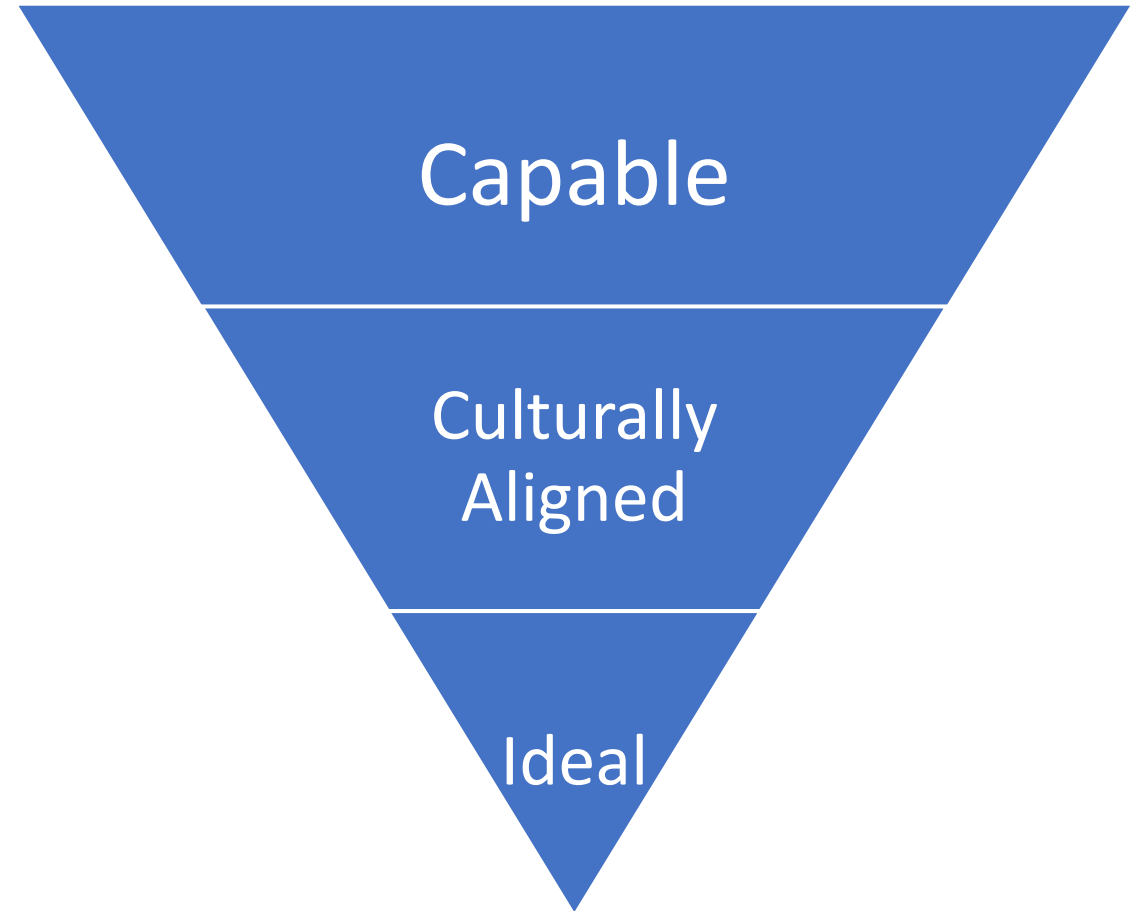
The Approach Matters

- In the same way that a hybrid workforce of onsite and remote employees will become more normalized, a hiring process that combines virtual and in-person processes will become increasingly standard due to the associated cost and time savings, according to 70 percent of respondents to the LinkedIn survey.

Approach Elements

- Brand and Value Proposition matters more than we realize.
  - Organizations with a strong employer brand see 50% more qualified talents and take 1-2 times faster to hire.
    Source: LinkedIn

- Process keeps qualified talent in the game.
  - 60% of applicants will abandon the recruitment process if it is too complex and stressful.
    Source: Zety

- Interaction provides the first experience.
  - Companies that took the time to develop a positive candidate hiring experience reported a 70% improvement in the quality of hires.
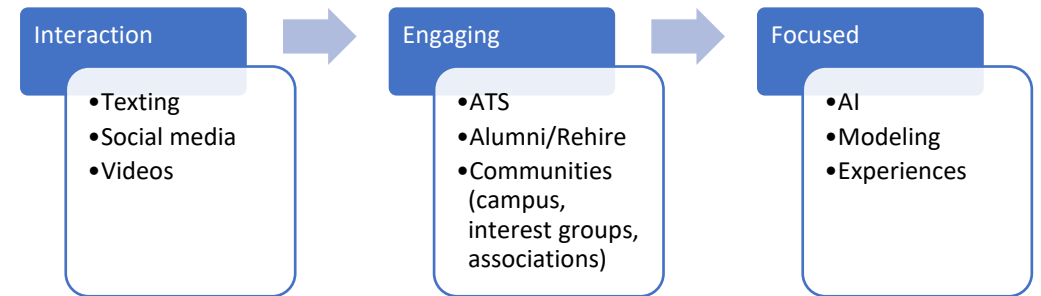   Source: Glassdoor
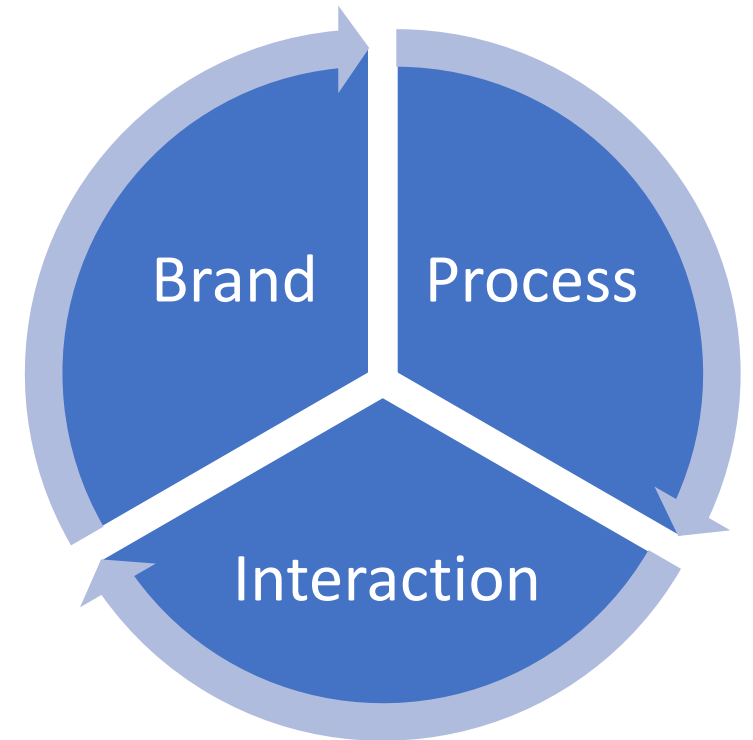
Social is All Aspects

- 79% of job seekers use social media in their job search.
  Source: [Career Builder](#)

- 84% of organizations use social media while recruiting.
  Source: [SHRM](#)

- 82% of passive job candidates are recruited by organizations that use social media for recruitment.
  Source: [SHRM](#)

The Strategy Matters

- Temptation is to follow same path and expect a different destination.

- Like all things, successful recruiting transforms over time.

- Those with leading processes tend to be more successful.

Candidate Maturity Model

Interaction		Engaging		Focused
•Texting •Social media •Videos	→	•ATS •Alumni/Rehire •Communities (campus, interest groups, associations)	→	•AI •Modeling •Experiences

Solutions

- Talent Pipelines
- Develop Hiring Skills
- Minimize Hiring Lags
- Leverage Data
- Build a Strong Brand
- Ensure Good Experience

Talent Pipelines

- Talent pipelines include candidates already engaged by the employer.

- Reduces time to hire and reduces recruiting costs.

- Identified group of qualified and pre-screened candidates.

- *Databases and actionable information provide the basis*

Skills and Lags

- Need to understand process and outcomes.
- Metrics illuminate the process and outcomes.
- Everyone can improve in their approach and available tools.
- There is a race for qualified candidates.

Leveraging Data

- Who is available?

- How successful could they be?

- How likely am I to hire the best candidate?

Stronger Brand

- You are selling your organization.

- Different people want different things from organization as well as a job.

- People allocate value differently.

  - 59% of applicants visit the company website and career site after discovering a job opportunity.
    Source: LinkedIn
  - 51% of job seekers are more attracted to an organization that had posted job listings with visual elements (such as images, videos, or both) than to others that didn't.
    Source: Software advice

Advantages ▶ Value Proposition ▶ Branding
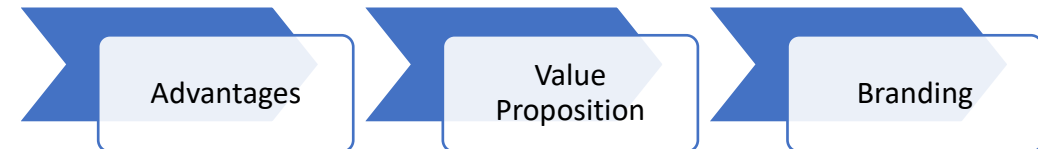
Good Experience

- Recruiting represents the organization.

- Potential jobs are defined by those we meet during the review process.

- Professionalism, communication, and interaction correlate with satisfaction.

  - 72% of job seekers are likely to share their bad experiences online or with someone directly.
    Source: CareerArc
  - 80% of employees are unhappy in their current job, making it the number 1 reason for them to quit.
    Source: Careers Advance Online
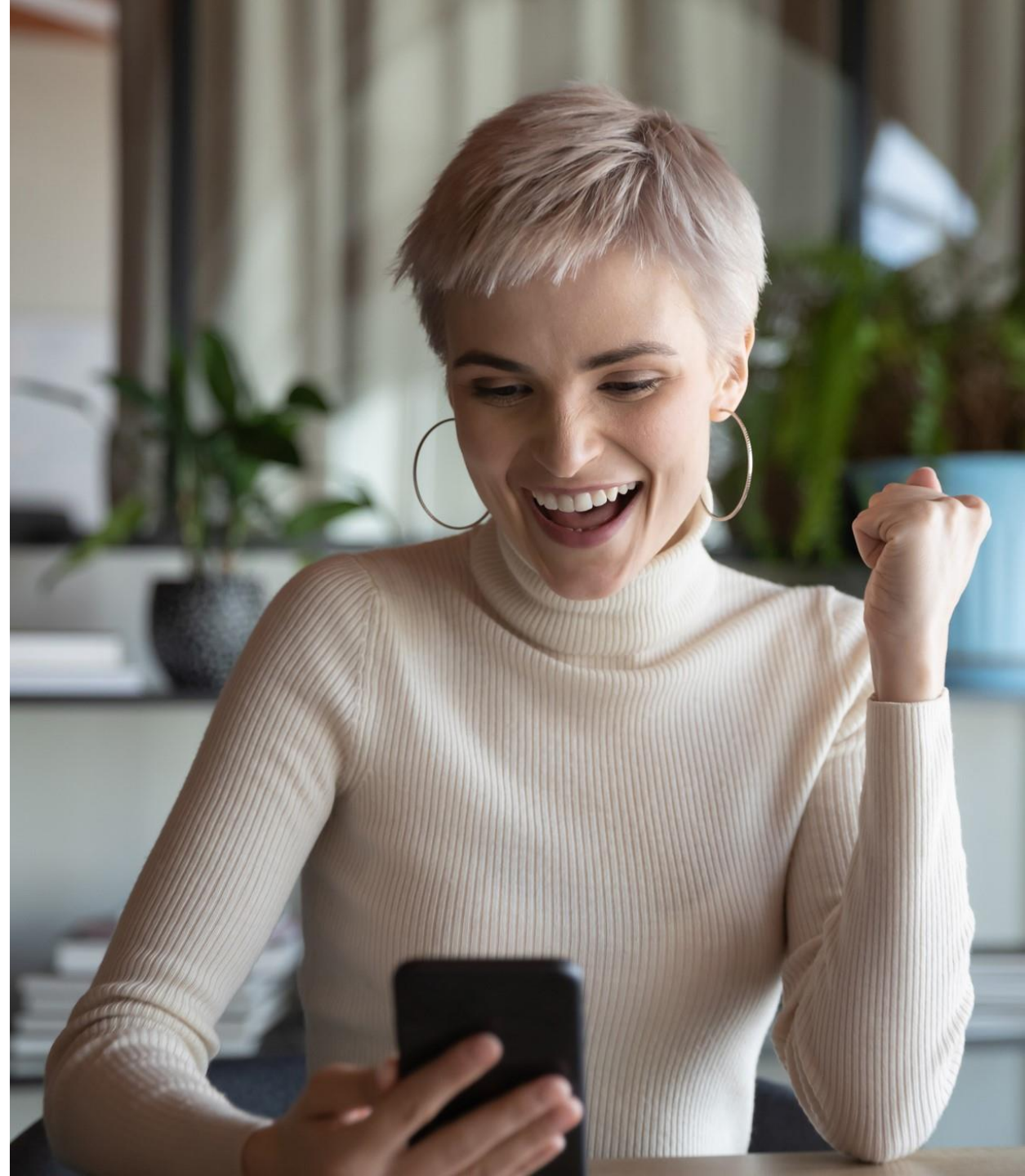
What Do Candidates Want?

- 78% - Type of work
- 75% - Professional Development
- 81% - Advancement
- 82% - Compensation
- 24% - Benefits
- 68% - Relationships (Supervisor and Coworkers)