

Louisiana Department of State Civil Service

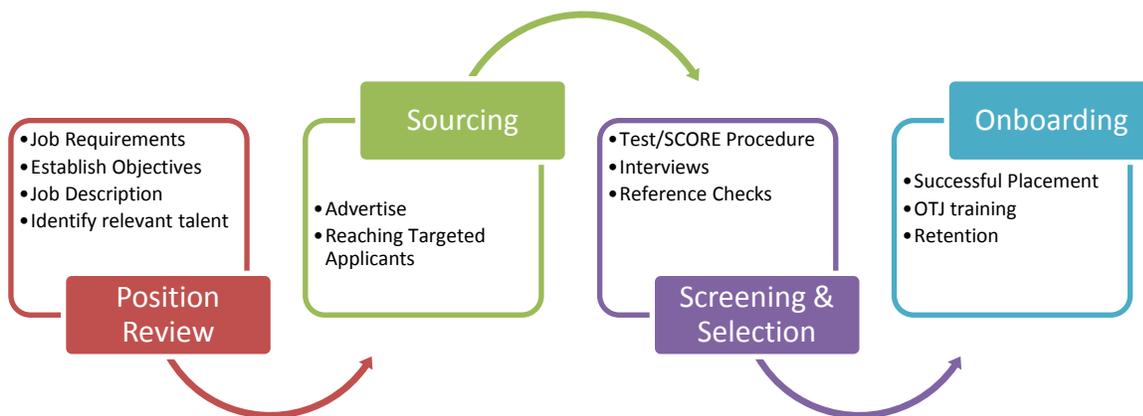
A Recruiting Toolkit for Agencies

Introduction

Human Resources professionals have the job of attracting, screening, and selecting the most qualified individuals to help meet the needs of the public sector. During these economic times, it is important to recruit, select and retain the best candidates. Making the best hire will save money by eliminating the costs associated with retraining.

The following toolkit of resources has been compiled to help you and your staff through the recruiting process. This will assist and educate agencies who wish to be proactive in their recruiting efforts to staff the needs of the agency. Whether you are enhancing your current recruiting strategy or involving your agency in recruiting for the first time, this toolkit will be of help to you.

Recruitment Process



Creating an Employment Brand

Employment Brand has been defined as “how an organization wants prospective and current employees to see the company”. If used effectively, an agency’s employment brand will consistently put forth an attractive image of your agency. A successfully managed employment brand will increase the number and quality of applicants, reduce the turnover rate, and increase overall workforce productivity. It needs to accurately describe the work accomplished at your agency and should be visible to prospective applicants.

Establishing Recruiting Objectives

Objectives are set for the sole purpose of achieving a certain output. Once the need is realized to improve recruiting efforts, each agency should establish a set of objectives to help with the ease of the recruiting process. One of the most important decisions for your agency is to establish what type of applicants you are seeking, the type of work experience desired, the level of education sought, and the skill set of potential applicants. In establishing these objectives, Human Resources should seek input from the hiring manager(s) and/or subject matter experts (SMEs) to help gather additional detailed data to be used during the recruiting process. The hiring manager(s) and/or SMEs can provide specific information about the duties of the job, thus helping Human Resources more effectively communicate a realistic job preview to all applicants. Setting practical objectives and seeking input from SMEs will prove useful in starting an effective and efficient recruiting process.

Things Human Resources should consider when establishing objectives:

- How to support the agency’s ability to recruit, select, and retain the best suited individuals to accomplish the agency’s mission.
- How to identify the number of employees needed to help the agency achieve its goals and objectives.
- How to attract applicants with the knowledge, skills, and abilities desired for a specific job.
- How to increase the effectiveness of various recruiting methods to attract top qualified candidates.

Identifying Who to Recruit

The following questions should be discussed and addressed prior to proceeding with a vacancy announcement:

How does your agency plan to publicize a vacancy in addition to the LA Careers job posting? Examples: internal vs external, college job boards, local newspapers, fliers, mass email, etc.

Are you providing a realistic preview and expectations of the job? A few areas to address as you design your recruiting message are:

Does the message present information important to your target group?

Is the information specific?

Is the information realistic?

Who are your recruiters? Recruiters can include Human Resources personnel to provide general information about your agency. In addition, incumbents serve as excellent recruiters due to their ability to provide a realistic job preview to applicants.

Directly targeting individuals possessing the skill set required for optimal performance will help ensure high performing candidates are recruited during the announcement of the job vacancy. Agencies should consider the geographic location of the job and target announcements in ways to reach individuals within proximity of the location of the job. Utilizing multiple media methods will help expand the range of applicants reached and increase the pool of qualified applicants.

Reaching Targeted Applicants

Organization Websites & Publications

- Posting job vacancies in professional publications and on professional organizations' websites will help you attract those candidates possessing the types of skills needed for jobs in that particular field.

College Recruiting

- Agencies are encouraged to build a continuing relationship with university career services departments. A strong relationship with colleges and other campus constituencies could include interacting with student organizations, sponsoring campus events, speaking at forums and becoming familiar with department heads and faculty. Please [click here](#) for the statewide College Listing.

Job Boards

- Job boards are employment websites that help facilitate job searching. Applicants search and apply for jobs directly through the job board itself.

Social Networks

- Social networking is a powerful recruiting tool used by employers as well as potential applicants. A vast majority of recent college graduates use social networks as a means of job hunting. This method of recruiting allows you to choose the exact audience you are looking to target (medical, accounting, etc.). When using social networking as a recruiting tool, it is important to make sure information about your agency is relevant and up-to-date.

Employee Referrals

- Employee Referrals are especially useful for those difficult to fill jobs in the medical and scientific fields. These are often internal recruitment methods in which existing employees help identify potential candidates. Employee referrals generally result in longer retention of employees and higher candidate quality. This method also reduces the expenditures related to recruitment. However, drawbacks do exist with this recruitment method. It can decrease the overall diversity within the agency, with the new recruits sharing similarities with existing employees.

General Tips for Recruiting

- Find alternative low/ no cost recruiting options that are easy to implement.
- Talk with other agencies regarding hard to fill positions – they could offer recruiting strategies that will help increase the applicant pool.
- Take advantage and use various media sources for recruitment methods.
- Use college resources as recruitment methods.
- Find alternatives to job fairs, such as an agency open house or job boards.
- Recruit through professional trade publications.
- Always have an open line of communication to job seekers that express interest in employment with your agency.
- Social Networking – it is the future.

If you have any questions about implementing any of the tips listed above, please feel free to contact Peter Harris at 225-925-4355 or at peter.harris2@la.gov.