

Creating Innovative Recruitment Strategies

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Objectives

- Suggestions for improving the website(s)
- Ideas for utilizing technology
- Creative strategies that utilize current staff
- Other avenues of recruitment



First Impressions Count

Improving Our Website(s)

Clarifying Information

- (www.dmh.mo.gov)
- Create an “Employment” tab across the top of the website
 - Have links to “Employment Services” and “DMH Career Opportunities”
 - Clearly indicate the difference between the links
- Indicate that clicking on “State of Missouri Job Opportunities” will redirect to another site (<https://mocareers.mo.gov>)
- Special Job Listings/Administrative link takes one to a blank page if there are no open positions –provide a general statement about the page when there are no listings as opposed to sending people to a blank page.

Clarifying Information Cont.

- Use the words employment or career as opposed to job
 - Implies a position is long lasting
 - Denotes the possibility for upward mobility
- Categorize career titles
 - Help one determine which careers are a match for them
 - May help reduce confusion when state career titles do not match facility career titles
- Clarify the N/A for close date; change to “open” or “until filled”

Clarifying Information Cont.

- Provide links within the career listing to the appropriate facility to contact for a specific career opening
- Provide contact information for facility personnel office including email, phone, and address
- Change the range of salaries to the actual budget range instead of the standard range (career advertisements)

Enhancing the Attractiveness of State Employment

- Important to highlight benefits
 - Highlights additional features that may compensate for salary differences
 - Examples:
 - Medical insurance – provide approximate percentage the state pays
 - Indicate number of years to be vested
 - Paid time off

Enhancing the Attractiveness of State Employment Cont.

- Enhance facility specific pages
- Show more pictures of the facilities
- Include staff videos/quotes
 - Highlight why people like working at the facility
 - Highlight how people have advanced within the facility
 - Will provide potential applicants with an inside look into various positions

Enhancing the Attractiveness of State Employment Cont.

- Have a focus on the local area
- Include links to:
 - Chamber of Commerce
 - Housing options
 - Local activities
 - Local schools
- Include pictures that highlight the town
- Especially important for small towns/rural areas

Moving with the Times

Using Technology

Social Media

- Have facility Facebook and/or Twitter accounts
- Identifying a select few employees who would post facility information and monitor for inappropriate posts/comments
- Post career opportunities, flyers, community activities, and staff videos



Ensure Mobile Friendly Links

- Applicants are likely to utilize mobile devices.
- Applicants may not spend time zooming and reading small print.
- Webpage and links need to have a mobile friendly option to be competitive.

Utilize Outside Recruitment Tools

- Post to online career recruiting sites
 - Increased utilization of DMH LinkedIn account
 - Other Examples:
 - Indeed.com
 - Ziprecruiter.com (requires a fee but posts to other recruitment sites)
- Utilize recruitment opportunities of professional organizations
 - May be helpful in recruiting professional staff
 - Example: APA

Let's Get Creative

Utilizing Current Staff



Get Current Staff Involved

- On-site career fairs – focusing on having a career versus a job
 - Gives potential applicants an opportunity to speak to current staff
 - Gives potential applicants a glimpse at the facility
- Networking with local schools and attending their career fairs
- Send out flyers to graduating students at surrounding schools

Get Current Staff Involved Cont.

- Offer referral incentives
 - Current employee refers a person for employment.
 - Referred person is hired and successfully completes probation.
 - The referring employee receives a one-time specific incentive.

Let's Get Flexible

Additional Ideas for
Further Discussion

Merit Register Process

- Confusing to most individuals
- Can lengthen the hiring process
- Support the discussions on updating and simplifying the process

Flexible Work Arrangements

- Recognition that this creates challenges
- Understand this may be position and facility specific
- Believe this is an area that needs further exploration and discussion by the department

Flexible Work Arrangements Cont.

- Benefits
 - Enhanced job and employee satisfaction
 - Improved productivity
 - Decreases attrition and unscheduled absences
 - Reduces costs
 - Assists employees with disabilities
 - Increases experience and skills / able to hire the best talent for the job regardless of location
 - May assist in rural areas hiring professional staff located in larger cities

Flexible Work Arrangements Cont.

- Examples
 - Flextime
 - Compressed Work Week
 - Job Share
 - Reduced Hours
 - Telecommuting

- [State of Missouri Compensation & Benefits Study Report by CBIZ Human Capital Services, dated July 29th, 2016](#)
- <https://business.linkedin.com/talent-solutions/blog/employer-brand/2015/9-things-you-should-be-doing-on-your-companys-careers-website>.
- <https://dmh.mo.gov>
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- <http://globalworkplaceanalytics.com/resources/costs-benefits>
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