

NASPE Communications Awards
2013

State Civil Service Realistic Job Preview Videos

<http://www.youtube.com/user/LAStateCivilService>

Louisiana

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1. Brief description

Louisiana State Civil Service's realistic job preview videos are a product we offer to our agency customers in which we target troubled, high turnover jobs. Each video sheds light on the duties and working conditions of the position and profiles an employee who has been highly successful in filling that position. These videos introduce prospective employees and/or applicants to the actual work they will be performing in a position through a format that includes employee interviews and work site tours in a very short, three to four minute, video presentation. These previews focus on finding a match between what people want when they apply for a job and what the organization needs a person to do in the job. They make apparent the type of job duties, the working conditions and location the job will actually entail, clearing up misconceptions applicants might be bringing to a position. The previews create initial job expectations that are consistent with the work to be performed and are linked to higher retention and more-positive employee attitudes.

2. How long has the submission been in existence?

Louisiana State Civil Service began working on its first videos in early 2012. The State Civil Service YouTube Channel was then created to host the realistic job preview videos on February 29, 2012. The first realistic job preview video was uploaded to that channel on March 5, 2012:

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In April 2012, we began linking to our Realistic Job Preview Videos on YouTube from job postings for those titles in LA Careers, our online application system. In the middle of the year the videos began being shown daily to walk-in test takers and job applicants at the State Civil Service Baton Rouge Information and Testing Office on two television screens.

3. Why was the submission created?

State Civil Service saw a need at the agency level to address high turnover for certain positions where applicants were frequently leaving new appointments because the duties, location

or environment of work did not meet their expectations. We learned of the realistic job preview video product from industry publications and believed it could address the issues agencies were experiencing while also offering an opportunity for the added benefit of highlighting those employees who were engaged in their work, performing it at a high level, and were interested in advancing the standing of the organization for which they worked. We had previously been able to partner with local television stations to produce commercials for state service but found that in the current economic climate, these entities were no longer willing to assist us in creating video pieces. Therefore, the decision was made to produce our job preview videos in-house.

4. How does this submission support the goals and objectives of your agenda/department?

It is the mission of Louisiana State Civil Service to partner with our state agency customers to provide human resource systems and services that will enable them to make merit-based, quality decisions regarding the hiring, training and retention of those skilled and capable individuals who are essential to providing cost effective, quality services to Louisiana's citizens. We strive to provide these HR systems and services in an efficient and courteous manner and to foster work practices that insure that classified employees work in an environment where excellence and productivity are encouraged and recognized.

We are able to assist state agencies with our realistic job preview videos to save time and money associated with recruiting, interviewing, training and orienting prospects that are not likely to stay in a position for which they are newly hired. Our realistic job previews allow the applicants to determine their suitability and chances for success in positions before costly hiring errors are made. Early turnover is typically attributable to unmet expectations of the applicant, and these videos help to weed out applicants who might otherwise quit in the first 90 days of employment. In addition, we were able to utilize equipment and workforce that Civil Service already had in place to implement this product at little to no extra cost to the citizens of Louisiana.

5. Have you been able to measure the effectiveness of this submission? If so, how?

We have been able to capture metrics on the implementation of our realistic job preview videos. We have measured the correlation between the use of our videos in job postings and the number of views on YouTube. We manually maintain a spreadsheet detailing those postings that include links to our videos, the hits/applications for those postings, and the YouTube views for each of the videos. Our Juvenile Justice Specialist video has been utilized in 12 postings which received a combined 27,534 hits, 2,606 YouTube views, and 2,735 applications. Our Marine Engineer video has been utilized in two postings which received a combined 2,194 hits, 222 YouTube views, and five total applications. We have also been able to use the Google Analytics tools built into the YouTube channel to track the traffic sources from which the views of our videos originate from. On average, more than 90 percent of the traffic to our Juvenile Justice Video has come from our job postings and 26 percent of the traffic to our Marine Engineer video has come from our job postings.

We have also reviewed turnover data for some jobs highlighted in our job preview videos. The total turnover for the job title of Juvenile Justice Specialist 1 in the previous fiscal year, prior to the implementation of our Juvenile Justice Video, was 107.84 percent, based upon 102 incumbents for these positions. The total turnover for the same job title in the present fiscal year is 33.7 percent, based upon 83 incumbents for these positions. Because the present fiscal year has not ended, we realize that the turnover data presented is subject to change. Also, our Juvenile Justice Video was part of an overall plan for our agency to assist the Office of Juvenile Justice with recruitment and retention issues, which included special compensation mechanisms. However, we perceive that the job preview video completed for this agency did play a part in accomplishing the goal of aiding the agency with their staffing concerns.