

2010 NASPE Communications Award Nomination

Submission Title: Myth Busters: Debunking Recruitment and Selection Myths

Submission Category: Electronic Website

Website URL: <http://shrd.articulate-online.com/8432677337>

State: Montana

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1. Please provide a brief description of the submission. Myth Busters: Debunking Recruitment and Selection Myths in Montana State Government is an online training presentation for hiring managers and human resources staff. The presentation features videotaped interviews with students and video skits with state employees to address seven recruitment and selection myths in Montana state government. The videos in the presentation are Flash video files and are best viewed on a computer with Flash software. The presentation is best accessed via the website link above. We also included two screenshots at the end of this narrative.

2. How long has the submission been in existence? Myth Busters was first shown at the Montana State Human Resources Conference on September 30, 2009.

3. Why was the submission created? The Myth Busters presentation was created to educate state managers and human resources staff about recruitment and selection procedures that were bogging down the hiring process in Montana state government. Legal decisions from decades ago coupled with a fear of litigation drove our hiring practices. The hiring process focused on making the "safest" hiring decision and not obtaining the best talent.

The effect our practices were having on our hiring became even more apparent when the number of applications we received increased dramatically in early 2009. Previously, we received a handful to a few dozen applications per position, but by early 2009 we were receiving dozens of applications for some positions and 200 or more applications for others. Applicants were complaining because they were not hearing back about their applications, human resource staff were overwhelmed by the increased workload, and managers were expressing concern over the structured, inflexible hiring procedures and/or lack of talent in the applicant pools. Furthermore, the State Human Resources Division began working more closely with the state university system and learned that most college students found state jobs unappealing, felt the application process was too difficult or did not feel qualified for state jobs.

The State Human Resources Division's staff decided we could begin to tackle these problems by literally showing how our procedures were bogging down our hiring process. We took our video camera to the University of Montana, interviewed college juniors, and recorded their comments about state jobs. We also recruited staff from our division and from other agencies to act out several of the myths identified. We recorded the actors with our video camera so that we could put myths online as short video skits.

We added a script and a narrator to explain and debunk each myth and also included suggestions for breaking away from the myths.

4. How does this submission support the goals and objectives of your department? The Myth Buster's presentation directly supports two of the State Human Resources Division's goals. The Division has a goal to provide value-added leadership for HR in Montana state government. The Division recognized the problems plaguing the state hiring process and took the lead in addressing them through the development of the Myths Buster's presentation. Including HR staff from other agencies as actors in our video skits also helped us communicate the need to change our hiring practices. Our actors encouraged their managers and friends in the state HR community to view their video skits, which helped us reach a larger audience and encouraged others to start talking about barriers in our hiring practices. Employees began adding their own suggestions for steps we could take to improve our hiring practices.

The State Human Resources Division also has a goal to lead and support Montana state government's efforts to attract, develop and retain a highly-skilled workforce. The Myth Buster's presentation supports this goal by bringing attention to practices that have hindered the state's ability to attract top talent and offering suggestions for improving the hiring process.

5. Have you been able to measure the effectiveness of this submission, if so how? Yes. When the Myth Buster's presentation debuted at our annual conference, we extended the session time, at the request of our audience, to allow more time for discussion about the myths. After the conference, we received several requests for the presentation and were given the opportunity to present it to the governor's cabinet and to the state's workforce development task force. Although we originally developed the Myth Buster's presentation for our annual conference, we decided to place the presentation online, in part, because we were receiving so many requests from managers and HR staff to see it. We also wanted to increase the presentation's effectiveness by reaching managers who were unable to attend in person.

After the Myth Buster's presentation debuted, we began to see changes in the hiring process. Several agencies have revised their vacancy announcements to sell the benefits of working for the state and to make them more appealing to recent college graduates. A few agencies are also making the process easier for applicants by allowing them to submit a resume and cover letter instead of the state employment application. Agencies are using our online application system to screen applications as they are received and keep applicants informed of the hiring process.



Lisa Coligan
Talent Manager

Email

Outline Thumbnails Closed Captioning Search

1. Debunking Recruitment Myths in Montana State Government

01:16

Welcome to our presentation about recruitment and selection myths in Montana state government. This presentation explains some of the common recruitment and selection myths that have evolved over time in state government.

We have six myths to show you today.

We've designed this presentation to help give you a better understanding about the statewide recruitment and selection policy. This presentation will also help you understand what is not required in the statewide policy.



SLIDE 1 OF 29 PAUSED 00:10 / 01:16

Myth Busters: Debunking Recruitment and Selection Myths in Montana State Government for Website (17:43 / 20:09)

ATTACHMENTS

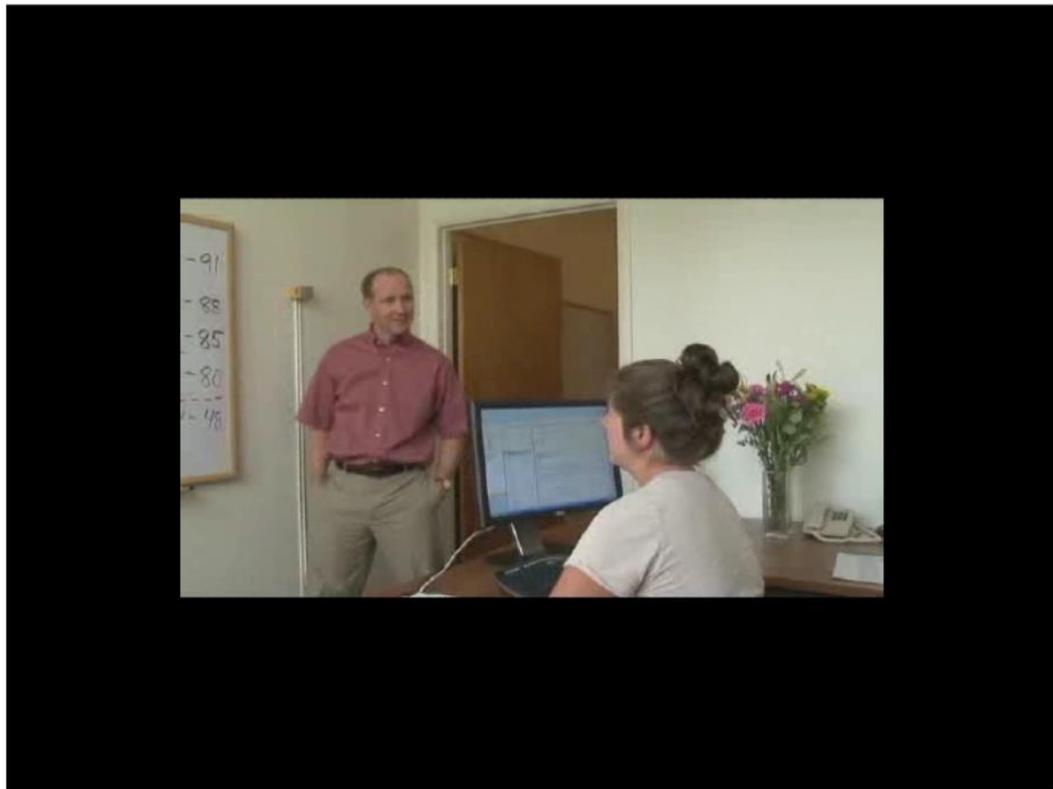


Lisa Coligan
Talent Manager

Email

Outline Thumbnails Closed Captioning Search

- 12. Myth #2 Analysis
- 13. Myth #3 Overview
- 14. Myth #3 Video Scenario
- 15. Myth #3 Analysis
- 16. What do our Students Think about the Sta
- 17. Student Video for Myth #3
- 18. Myth #4 Overview
- 19. Myth #4 Video Scenario
- 20. Myth #4 Analysis
- 21. Myth #5
- 22. Myth #5 Video Scenario
- 23. Myth #5 Analysis
- 24. Myth #6 Overview
- 25. Myth #6 Video Scenario
- 26. Myth #6 Analysis
- 27. Did this presentation help you?
- 28. Survey
- 29. The End



articulate
POWERED PRESENTATION

SLIDE 25 OF 29 PAUSED 00:04 / 00:53