

2022 NASPEs AWARD

Eugene H. Rooney, Jr. Award Nomination Innovative State Human Resource Management Program

Nominations from dues-paying states are considered for eligibility. Nominated leaders and programs should have a positive effect on the administration of state human resource programs. A state's central human resource department or line agency human resource operations may administer nominated programs.

Programs and projects must have been operational for at least six months and must be transferable to other states. Selection criteria are based on the questions asked on the award application. Included in this packet are the specific criteria for each award and their categories. Nominations are encouraged in all areas of human resource management administration.

PROGRAM INFORMATION

Program Title: State of Georgia Career Page State: GA

Contact Person: Monique Jenkins

Contact's Title: Senior Talent Manager

Agency: Department of Administrative Services, Human Resources Administration

Mailing Address: 200 Piedmont Ave. S.E., Suite 1206, West Tower, Atlanta, GA 30334-9010

Telephone: (470) 371-1282

E-mail: Monique.jenkins@doas.ga.gov

NOMINATOR INFORMATION

Nominator: Bo McDaniel Title: Director, Enterprise Talent, and Policy

State: GA Agency: Department of Administrative Services, Human Resources Administration

Telephone: (770) 715-5893

E-mail: bo.mcdaniel@doas.ga.gov

ALL SUBMISSIONS MUST:

- Meet all eligibility requirements
- Meet deadline requirements
- Include a complete nomination packet
- Conform to all copyright laws

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DETAILS

Please attach a one-page summary of the program. Provide a narrative answer for each of the questions. You are limited to four pages (based on regular 8 1/2 x 11-inch paper double-spaced in 12-point font). The four-page limit does not include the one-page summary.

1. Please provide a brief description of this program.

The Department of Administrative Services, Human Resources Administration (HRA) initiated a project to modernize the State's 9 year old careers website, Team Georgia Careers. Even though it was 9 years old, it looked 19 years old, was not mobile friendly and had very little modern technology attached to it. In reality, it was just the outward facing standard Oracle Taleo page with minor edits on an out of the box WordPress website template. HRA realized that the challenge of acquiring talent begins with the careers website and allocated resources to make that the centerpiece of enterprise recruiting marketing strategy. <https://careers.georgia.gov/>

2. How long has this program been operational (month and year)?

10 months (June 2021)

3. Why was this program created? (What problem[s] or issues does it address?)

HRA wanted to increase the number of website visits that convert into applicants for employment. We also wanted to create a modern, mobile friendly, all-inclusive careers website that provided an updated applicant experience, while sharing all relevant information needed to evaluate the state of Georgia as an employer. The goal was also to enable and empower state of Georgia recruiters with a tool to proactively promote their opportunities to otherwise passive applicants.

4. Why is this program a new and creative method?

The reimagining of the Team Georgia Careers website was new in that it took the stance that the website should look like a modern employer website, not a drab, old government website. We wanted the candidate experience on our careers page to rival that of any of our employers, including local governments and private sector companies. We took the out of the box Oracle Social Sourcing platform and turned it into a complete public facing careers website. Prior to the State of Georgia, this tool had either not been used by those who purchased it, had only been used as an enhanced job posting portal, or had been implemented with the front facing website created in another tool (WordPress, etc.). We are the only purchaser of this Oracle product to use it as a completely branded careers website.

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5. What was the program's startup costs? (Provide detailed information about specific purchases for this program, staffing needs and other expenditures, as well as existing materials, technology and staff already in place.)

Social Sourcing - \$38,000 annually – new purchase
ThinkTalent – \$33,000 – Implementation Partner
Business Owner – In house talent (no additional cost)
Project Manager – In house talent (no additional cost)
Business Analyst – In house talent (no additional cost)
Taleo SME – In house talent (no additional cost)
Marketing Specialist – In house talent (no additional cost)
Developer – In house talent (no additional cost)

6. What are the program's operational costs?
\$33,000 per year for licensure.

7. How is this program funded?
Department budget.

8. Did this program originate in your state?
The program originated in our state – Georgia.

9. Are you aware of similar programs in other states?
If yes, how does this program differ?
This is the only know instance of Oracle Social Sourcing being used as a career page in government.

10. How do you measure the success of this program?
Our applicant conversion rate went from 8% to 13% since the website was launched. We also measure success by the number of page views and the number of job shares.

11. How has the program grown and/or changed since its inception?
The Talent Community has experienced high growth since the careers page was introduced. We have also added two new pages to the website (events and news page).

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