

NASPE Communications Awards
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State Civil Service Targeted Recruiting Efforts

Louisiana

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1. Brief description

Louisiana State Civil Service has adopted a targeted recruitment philosophy. We have developed a program that encourages agencies to focus recruiting on their specific needs as opposed to general recruiting. We utilize several methods to assist agencies in this endeavor. First, we hosted two separate job fairs targeted to specific career fields. Agencies that utilize jobs in the chosen fields were invited to attend and host booths to meet potential candidates and market their jobs. In other efforts to target recruiting, we strengthened our program designed specifically at recruiting veterans. We attend job fairs dedicated to veterans including Hiring our Heroes, in addition to Yellow Ribbon events. We also adopted a rule, Civil Service Rule 22.8(d), which allows veterans who have been honorably discharged within the last 12 months to be exempt from any testing requirements in order to be hired. Finally, we developed a portal on our website specifically for veterans: <http://www.jobs.louisiana.gov/Veterans/VeteransInfo.aspx>. It provides information such as eligibility for veterans test points, test exemptions, and suggestions for state jobs based on military titles as well as useful links for veterans. The second group of people we targeted with a new web portal was our job seekers with disabilities: <http://www.jobs.louisiana.gov/files/Information%20for%20Job%20Seekers%20with%20Disabilities.pdf>. This portal gives them information regarding test accommodations, test exemptions and other useful links.

2. How long has the submission been in existence?

We hosted our first targeted career fair in August 2014. This fair was targeted to Law Enforcement and Social Service jobs. Our second career fair, targeting jobs in the Scientific, Technology and Engineering fields was held in October 2014. Efforts are on-going to attend veteran's events, and Civil Service Rule 22.8(d) regarding the veteran's test exemption was

adopted in November 2010. The veteran's web portal was developed in April 2010, and the Disability web portal was developed in February 2014.

3. Why was the submission created?

After we implemented our online application system in 2009, we began to have an abundance of applications. We quickly realized that we needed to find a way to help agencies focus their efforts on recruiting specifically for those jobs that were high turnover jobs or jobs that were specific to their agencies. We also recognized a need to reach out to two specific groups of people: veterans and job seekers with disabilities. We felt a strong responsibility to do the most we could to help veterans in their attempts to locate jobs upon their return home, and it became apparent that it would be helpful for them to have one consolidated place to be able to access all of the information they needed.

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 retaining of those skilled and capable individuals who are essential to providing cost effective, quality services to Louisiana's citizens. We are able to assist state agencies with their recruiting efforts by hosting fairs that allow them to present information about their agencies as well as current and potential vacancies. They were able to make face-to-face contact with potential applicants interested in the applicable career field. This would allow them to save time and money when assessing future applicants. We encouraged agencies to bring incumbents of their filled positions. This allowed candidates to get a realistic preview of the job, which helps to lower turnover costs.

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

We have been able to collect statistics on the number of veterans who visited the events we attended. In 2013, we attended two veterans' events and saw 201 veterans; in 2014, we attended seven veterans' events, including Hiring our Heroes, and saw 420 veterans where they were given information on state employment. We also received positive feedback on the targeted career fairs we hosted. There were eight agencies and 250 job seekers that participated in the Law Enforcement and Social Services fair; nine agencies and 92 job seekers that participated in the Engineering, Scientific and Technology fair. Agency participants thought it was well advertised. They liked meeting with candidates interested in their specific agency and job vacancies. Job candidates like being able to meet with current incumbents to learn more about the agencies and their jobs.

Below of the summary of the surveys received by job seekers that attended the targeted career fairs:

Baton Rouge Information and Testing Office Career Fair Survey Results						
August 6, 2014						
Total Number of Surveys Received: 134						
How did you hear about this career fair?	Radio	Newspaper	Television	Internet	Word of Mouth	Other
	0	21	5	37	52	18
How would you rate this career fair?	Excellent	Good	Average	Below Average		
	57	46	2	5		
	Yes	No				
Was the time of the event convenient for you?	128	5				
Were you satisfied with the information you received from participating agencies?	111	13				
Would you attend a future career fair hosted by State Civil Service?	71	11				

Baton Rouge Information and Testing Office Career Fair Survey Results

October 29, 2014

Total Number of Surveys Received: 75

How did you hear about this career fair?	Radio	Newspaper	Television	Internet	Word of Mouth	Other
	0	21	0	22	20	18
How would you rate this career fair?	Excellent	Good	Average	Below Average		
	24	30	19	1		
	Yes	No				
Was the time of the event convenient for you?	69	6				
Were you satisfied with the information you received from participating agencies?	59	7				
Would you attend a future career fair hosted by State Civil Service?	71	1				

We used video footage from the Law Enforcement job fair combined with information about the Engineering fair to create a video that marketed the Engineering fair:

https://drive.google.com/file/d/0B1jg_hge8JNCMmlkQI9BZGx6Qk0/view?usp=sharing. This

video was played on our website and at our Baton Rouge Recruiting and Information Office. We also distributed a press release announcement to local media outlets where it was picked up with various radios, online and print versions:

- July 24, 2014: http://www.civilservice.louisiana.gov/files/publications/press_releases/7-25-14%20SCS%20to%20hold%20career%20fair.pdf
- October 17, 2014: http://www.civilservice.louisiana.gov/files/publications/press_releases/10-17-14%20SCS%20to%20hold%20career%20fair.pdf