

NASPE Communications Awards Nomination

Submission Title: S. C.'s Online Recruiting Video for State Jobs
Submission Category: Online recruiting for state jobs
State: South Carolina
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1. Please provide a brief description of the submission.
South Carolina's State Budget & Control Board's Office of Human Resources [OHR] implemented its new statewide e-recruitment system in September of 2007. During the summer of 2008, OHR added to that e-recruitment website a one minute video describing the experiences of four diverse employees who secured employment with South Carolina state government through the new e-recruitment system. This video is a series of vignettes by the newly hired employees relating their experiences using the new e-recruitment system as well as their satisfaction with their new employment. In addition, applicants visiting OHR's www.jobs.sc.gov website automatically can view this series of vignettes. There is also a link from that page to a webpage called "How SC Works" that gives the viewer more information via video about each of the employees included in the vignettes.
2. How long has the submission been in existence?
This new video was developed, taped, and edited during the spring and early summer of 2008. The video was added to OHR's website in September 2008.
3. Why was the submission created?
South Carolina's online recruitment video was created to accomplish two goals: (1) to demonstrate the ease of using OHR's new e-recruitment system and (2) to help attract all of the generations to South Carolina state government employment.
4. How does this submission support the goals and objectives of your agenda/department?

South Carolina statutory law requires that state agencies notify OHR about their job vacancies before filling the vacancies. OHR's Vision Statement is: To be recognized by agencies and the South Carolina General Assembly as human resources experts and leaders in applying human resources best practices and innovations to make South Carolina state government an employer of choice. The two goals of the video described in response to Question 3 above are designed to accomplish the statutory mandate and OHR's vision. In addition, the Talent Management Initiatives contained in OHR's South Carolina Workforce Plan for 2009 contain both recruitment and e-recruitment elements.

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

The effectiveness of this new online recruiting video is being measured by the number of hits that the video receives, which has averaged 240,569 hits per month for the period of September 12, 2008 through mid-March 2009. Unfortunately, the economic downturn occurred at almost the same time the online recruitment video was posted. Therefore, some of this data may be aberrant based on the economic impact.

SOUTH CAROLINA E-RECRUITMENT SYSTEM

Jobs Page

<http://www.ohr.sc.gov/OHR/OHR-jobs-portal-index.phtm>

INTRODUCTION

The screenshot shows a Mozilla Firefox browser window displaying the South Carolina E-Recruitment System Jobs Page. The page features a large vertical logo on the left that reads "jobs.sc.gov". The main heading is "South Carolina E-Recruitment System". Below this, there is a video player showing a "State Government careers" video. The text below the video reads: "Apply for a specific vacancy or join a pool to be considered for future vacancies. South Carolina State Government participates in E-Verify." A red button labeled "Job Search & Apply Here" is positioned below the text. At the bottom of the main content area, the "State Government careers" logo and the website "www.jobs.sc.gov" are displayed. On the right side of the page, there is a navigation menu with links such as "How to Apply", "Frequently Asked Questions", "Benefits of Working for the State of SC", "Login to Existing Account", "Other SC State Government Jobs", "OHR Home Page", "Remodeled Jobs Page Announcement", "How SC Works", "E-Verify Participant - English", "E-Verify Participant - Spanish", "Right to Work - English", and "Right to Work - Spanish". Below the navigation menu, there is a "FRAUD PREVENTION HOTLINE" section with contact information: (803) 832-8877 or (800) 411-8893, and the address: 1201 Main Street, Suite 715, Box 27, Columbia, SC 29201. The tagline "Everyone Working Together to Make Government Better" is at the bottom of the right sidebar.

VIGNETTE #1

This screenshot is identical to the one above, showing the South Carolina E-Recruitment System Jobs Page. The main content area features a video player showing a "State Government careers" video. The text below the video reads: "Apply for a specific vacancy or join a pool to be considered for future vacancies. South Carolina State Government participates in E-Verify." A red button labeled "Job Search & Apply Here" is positioned below the text. At the bottom of the main content area, the "State Government careers" logo and the website "www.jobs.sc.gov" are displayed. The navigation menu and fraud prevention hotline information on the right side of the page are also identical to the previous screenshot.

VIGNETTE #2

The screenshot shows a Mozilla Firefox browser window displaying the South Carolina E-Recruitment System website. The browser's address bar shows the URL <http://www.ohr.sc.gov/OHR/jobs-portal/index.php>. The website features a large vertical logo on the left that reads "jobs.sc.gov". The main heading is "South Carolina E-Recruitment System". Below this is a video player showing a woman in a professional setting with the text "State Government careers www.jobs.sc.gov". Underneath the video, the text reads: "Apply for a specific vacancy or join a pool to be considered for future vacancies. South Carolina State Government participates in E-Verify." A red button labeled "Job Search & Apply Here" is positioned below the text. At the bottom of the main content area, the "State Government careers www.jobs.sc.gov" logo is repeated. On the right side of the page, there is a sidebar with a list of links: "SC How to Apply", "SC Frequently Asked Questions", "SC Benefits of Working for the State of SC", "SC Login to Existing Account", "SC Other SC State Government Jobs", "SC OHR Home Page", "SC Remodeled Jobs Page Announcement", "SC How SC Works", "SC E-Verify Participant - English", "SC E-Verify Participant - Espanol", "SC Right to Work - English", and "SC Right to Work - Espanol". Below these links is a "FRAUD PREVENTION HOTLINE" section with contact information: "(803) 832-8877 or (800) 411-8893", "1201 Main Street Suite 715, Box 27 Columbia, SC 29201", and the slogan "Everyone Working Together to Make Government Better". The browser's status bar at the bottom shows "Done".

VIGNETTE #3

This screenshot is identical to the one above, showing the South Carolina E-Recruitment System website in a Mozilla Firefox browser window. The browser's address bar shows the URL <http://www.ohr.sc.gov/OHR/jobs-portal/index.php>. The website features a large vertical logo on the left that reads "jobs.sc.gov". The main heading is "South Carolina E-Recruitment System". Below this is a video player showing a woman in a professional setting with the text "State Government careers www.jobs.sc.gov". Underneath the video, the text reads: "Apply for a specific vacancy or join a pool to be considered for future vacancies. South Carolina State Government participates in E-Verify." A red button labeled "Job Search & Apply Here" is positioned below the text. At the bottom of the main content area, the "State Government careers www.jobs.sc.gov" logo is repeated. On the right side of the page, there is a sidebar with a list of links: "SC How to Apply", "SC Frequently Asked Questions", "SC Benefits of Working for the State of SC", "SC Login to Existing Account", "SC Other SC State Government Jobs", "SC OHR Home Page", "SC Remodeled Jobs Page Announcement", "SC How SC Works", "SC E-Verify Participant - English", "SC E-Verify Participant - Espanol", "SC Right to Work - English", and "SC Right to Work - Espanol". Below these links is a "FRAUD PREVENTION HOTLINE" section with contact information: "(803) 832-8877 or (800) 411-8893", "1201 Main Street Suite 715, Box 27 Columbia, SC 29201", and the slogan "Everyone Working Together to Make Government Better". The browser's status bar at the bottom shows "Done".

VIGNETTE #4

jobs.sc.gov

South Carolina E-Recruitment System

Apply for a specific vacancy or join a pool to be considered for future vacancies.

South Carolina State Government participates in E-Verify.

[Job Search & Apply Here](#)

State Government careers
www.jobs.sc.gov

- SC [How to Apply](#)
- SC [Frequently Asked Questions](#)
- SC [Benefits of Working for the State of SC](#)
- SC [Login to Existing Account](#)
- SC [Other SC State Government Jobs](#)
- SC [OHR Home Page](#)
- SC [Remodeled Jobs Page Announcement](#)
- SC [How SC works](#)
- SC [E-Verify Participant - English](#)
- SC [E-Verify Participant - Espanol](#)
- SC [Right to Work - English](#)
- SC [Right to Work - Espanol](#)

FRAUD PREVENTION HOTLINE
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Everyone Working Together to Make Government Better

Done

SOUTH CAROLINA E-RECRUITMENT SYSTEM

"How SC Works"

http://www.ohr.sc.gov/OHR/careers/OHR_video6.swf

INTRODUCTION



Vignette #1

The screenshot shows a Mozilla Firefox browser window displaying a video player. The video player has a red and black background with the text "jobs.sc.gov" at the top. The main video frame shows Christine Glover, Director of Internal Audit at the Department of Revenue, speaking. To the left of the video frame is a circular graphic containing her name and title. Below the main video frame are five smaller circular portraits of other individuals. The browser's address bar shows the URL "http://www.ohr.sc.gov/CHE/careers/CHE_video6.swf".

Christine Glover
Department of Revenue
Director
Internal Audit

Transferring data from www.ohr.sc.gov...

Vignette #2

The screenshot shows a Mozilla Firefox browser window displaying a video player. The video player has a red and black background with the text "jobs.sc.gov" at the top. The main video frame shows Sam Wilkins, a man in a light-colored shirt and tie, sitting at a desk. Below the main video frame are five smaller circular portraits of other individuals. A small chat window in the bottom right corner shows a message from "Wilkins, Sam" with the subject "no subject" and the text "Hi! Hello". The browser's address bar shows the URL "http://www.ohr.sc.gov/CHE/careers/CHE_video6.swf".

Wilkins, Sam
no subject
Hi! Hello

Transferring data from www.ohr.sc.gov...

Vignette #3

The screenshot shows a Mozilla Firefox browser window displaying a video player. The video player has a red and black background with the text "jobs.sc.gov" at the top. The main video frame shows a man in a dark polo shirt standing in an office. Below the main frame are five circular portraits of other staff members. The browser's address bar shows the URL "http://www.ohr.sc.gov/ohr/careers/CHR_video6.swf".

Vignette #4

The screenshot shows a Mozilla Firefox browser window displaying a video player. The video player has a red and black background with the text "jobs.sc.gov" at the top. The main video frame shows a woman in a white lab coat standing in a laboratory. Below the main frame are five circular portraits of other staff members. The browser's address bar shows the URL "http://www.ohr.sc.gov/ohr/careers/CHR_video6.swf".

Vignette #5

The image shows a screenshot of a Mozilla Firefox browser window. The address bar contains the URL http://www.ohr.sc.gov/careers/CHP_videos.swf. The main content area features a video player with a red and black background. At the top of the video frame, the text "jobs.sc.gov" is displayed in a stylized font. The video itself shows a woman in a light blue police uniform speaking. Below the video player, there are five circular thumbnails, each containing a portrait of a different individual. The browser's status bar at the bottom indicates "Transferring data from www.ohr.sc.gov...".