

WELCOME TO

PUBLIC SECTOR HIRING CRISIS:
HOW TO ATTRACT MORE APPLICANTS

NEOGOV

INTRODUCTION



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Strategic Account Director

NEOGOV OVERVIEW

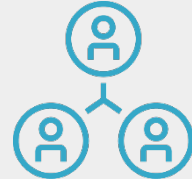
BUILT FOR THE PUBLIC SECTOR



ESTABLISHED IN 2000



**FOCUSED ON
GOVERNMENT & HIGHER ED**



SERVING 6,000+ AGENCIES

WE SERVE THE PEOPLE

WHO SERVE THE PEOPLE

TWO PRIMARY QUESTIONS



RECRUITMENT #1

What's going on?



RECRUITMENT #2

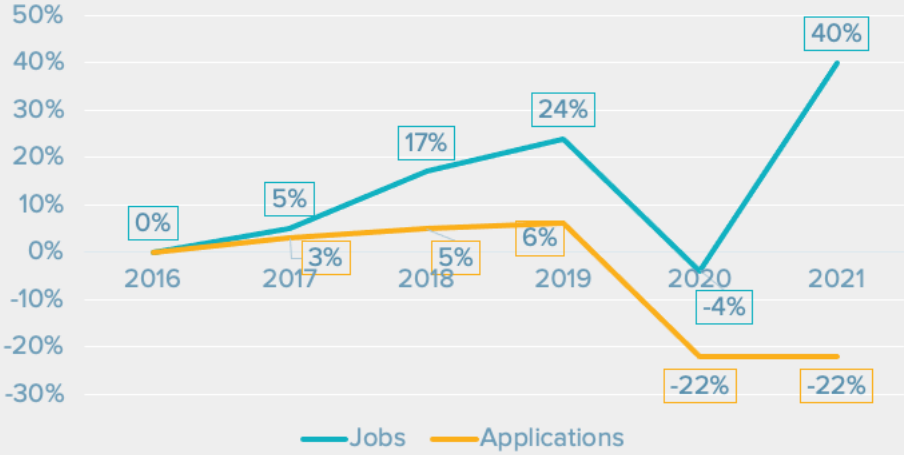
What can we do
immediately?

LAY OF THE LAND

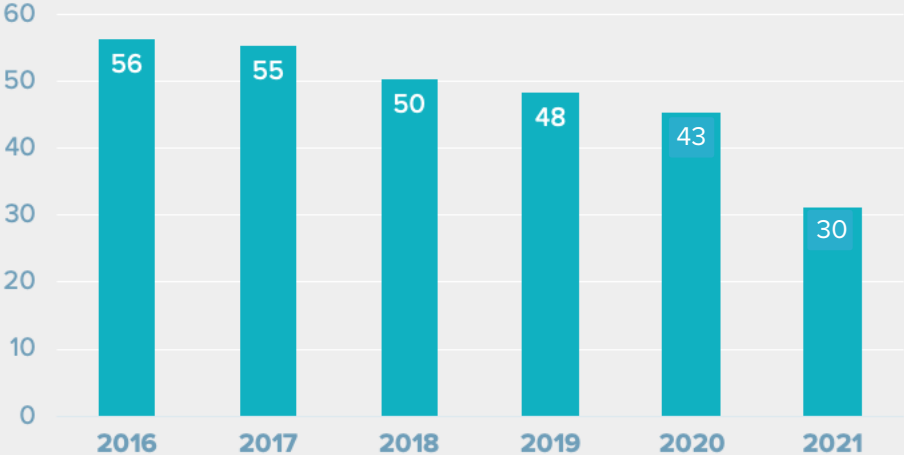


NATIONAL TREND: JOB POSTINGS & APPLICATIONS

Job Postings vs Applications

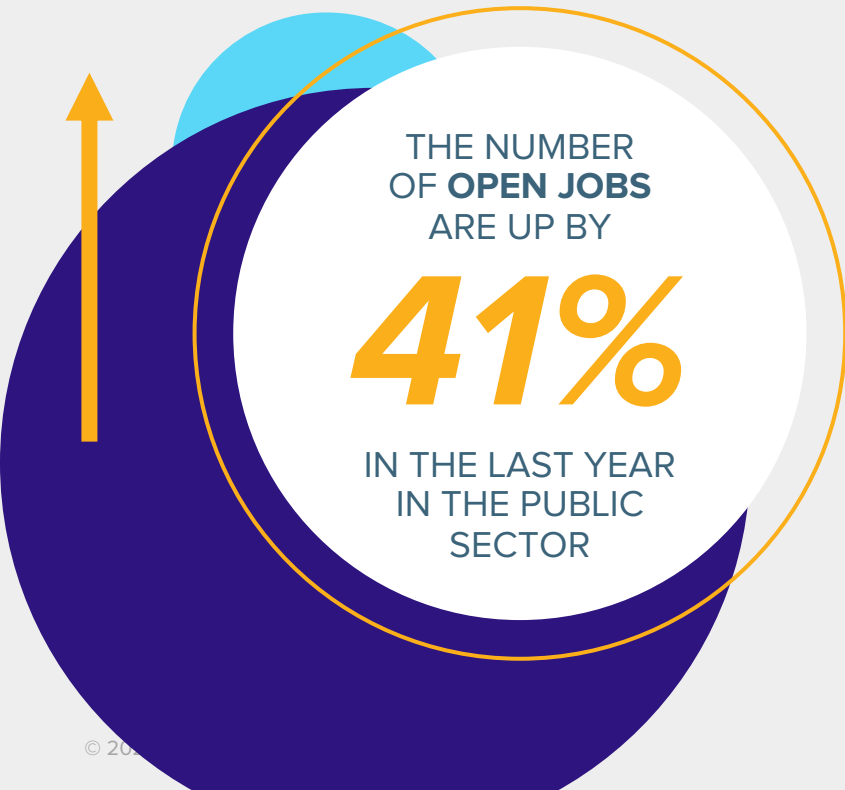


Avg Applications per Job Posting



2016-2021 | ~2,000,000 Job Postings | ~82,000,000 Applications Submitted

NATIONAL TREND: JOB POSTINGS & APPLICATIONS

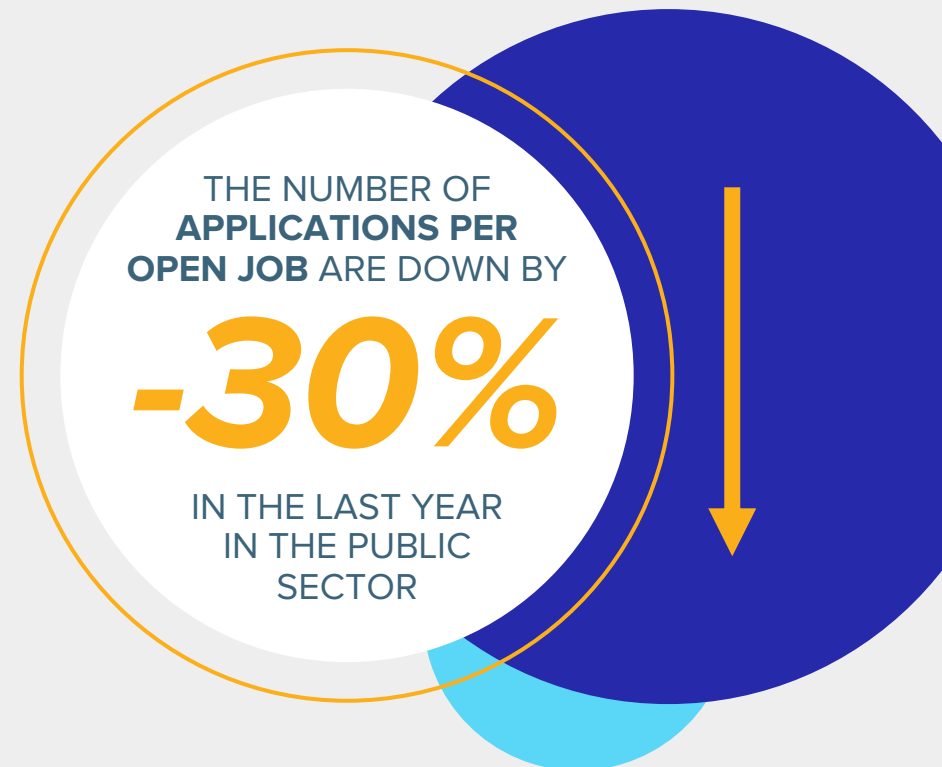


THE NUMBER
OF **OPEN JOBS**
ARE UP BY

The infographic features a large white circle with a thin orange border, set against a dark blue background with a light blue circular accent. An orange arrow on the left points upwards, indicating an increase.

41%

IN THE LAST YEAR
IN THE PUBLIC
SECTOR



THE NUMBER OF
APPLICATIONS PER
OPEN JOB ARE DOWN BY

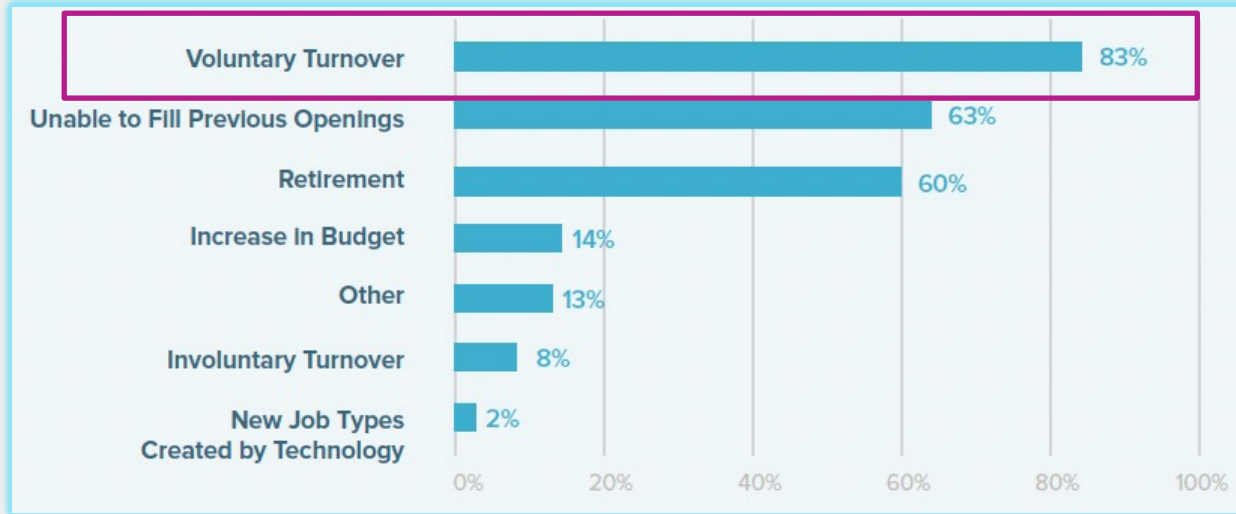
The infographic features a large white circle with a thin orange border, set against a dark blue background with a light blue circular accent. An orange arrow on the right points downwards, indicating a decrease.

-30%

IN THE LAST YEAR
IN THE PUBLIC
SECTOR

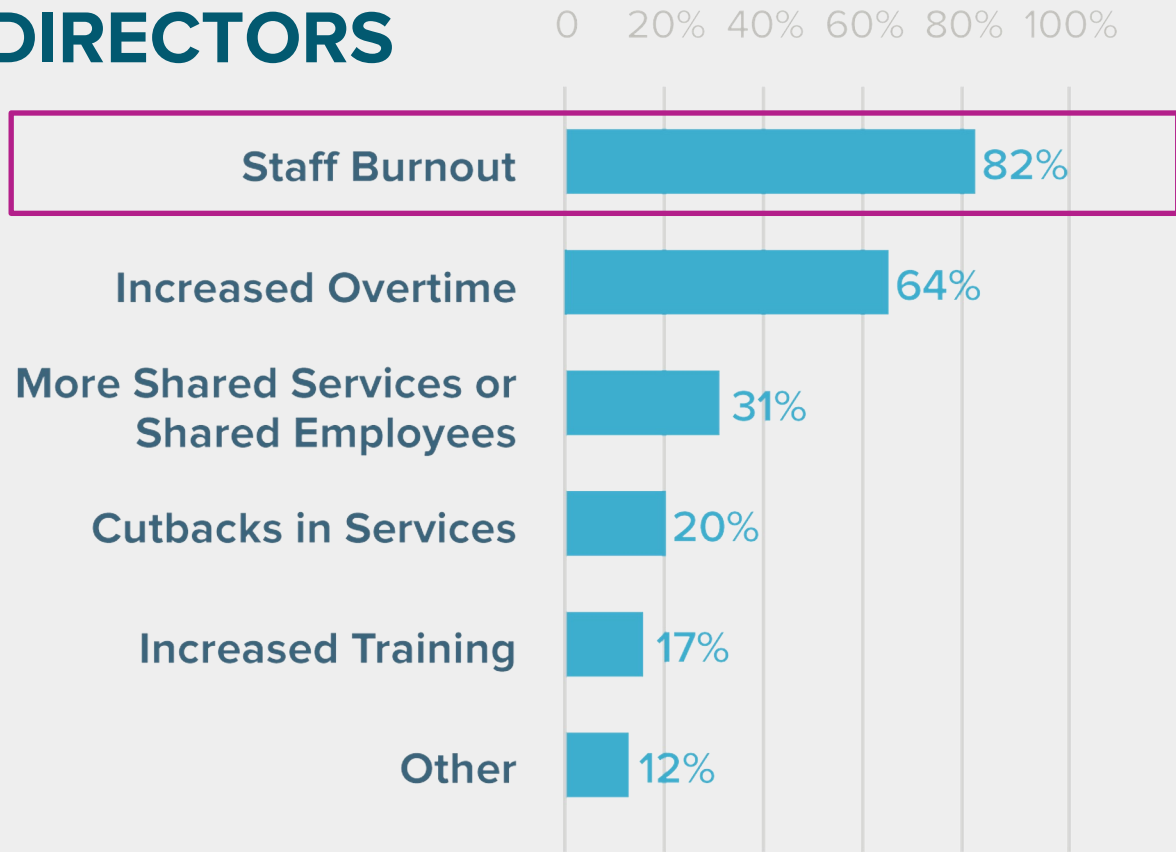
DRIVERS FOR INCREASE IN JOB OPENINGS

SURVEY OF HR DIRECTORS



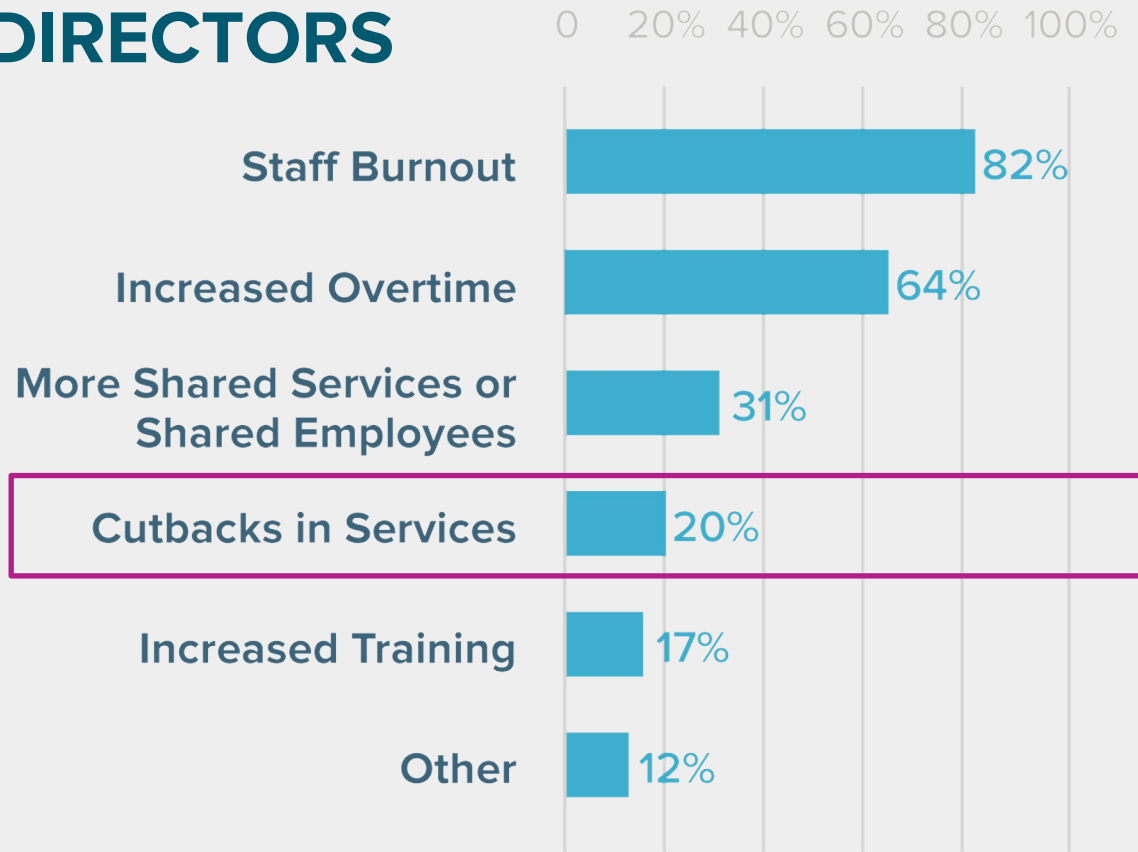
IMPACT OF RECENT HIRING CHALLENGES

SURVEY OF HR DIRECTORS



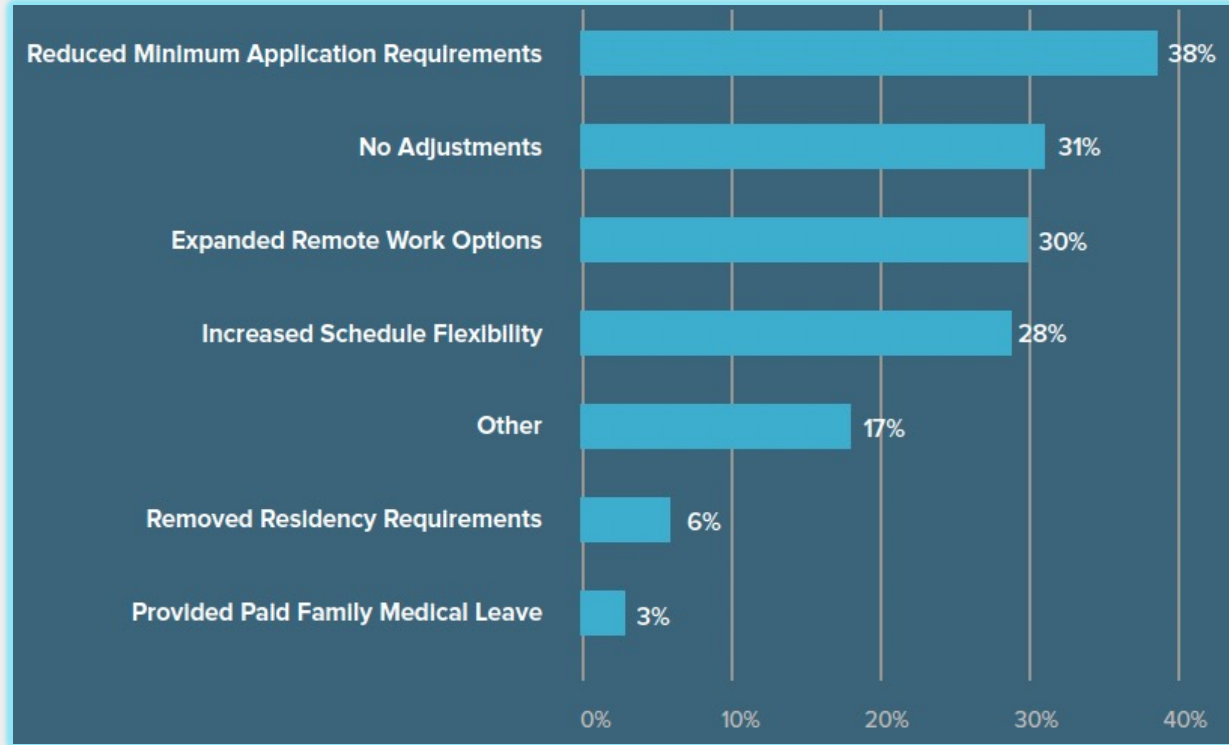
IMPACT OF RECENT HIRING CHALLENGES

SURVEY OF HR DIRECTORS



CHANGES IN HIRING CHALLENGES

SURVEY OF HR DIRECTORS



SLOW HIRING PROCESS



45%

of surveyed job seekers say the
**process for getting a government
job is too slow**

DATA: NEOGOV JOB SEEKER REPORT 2021

CANDIDATE EXPERIENCE LACKING



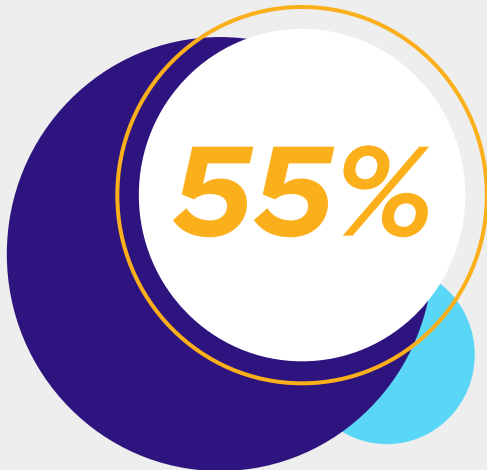
29% Positive



47% Acceptable



24% Negative

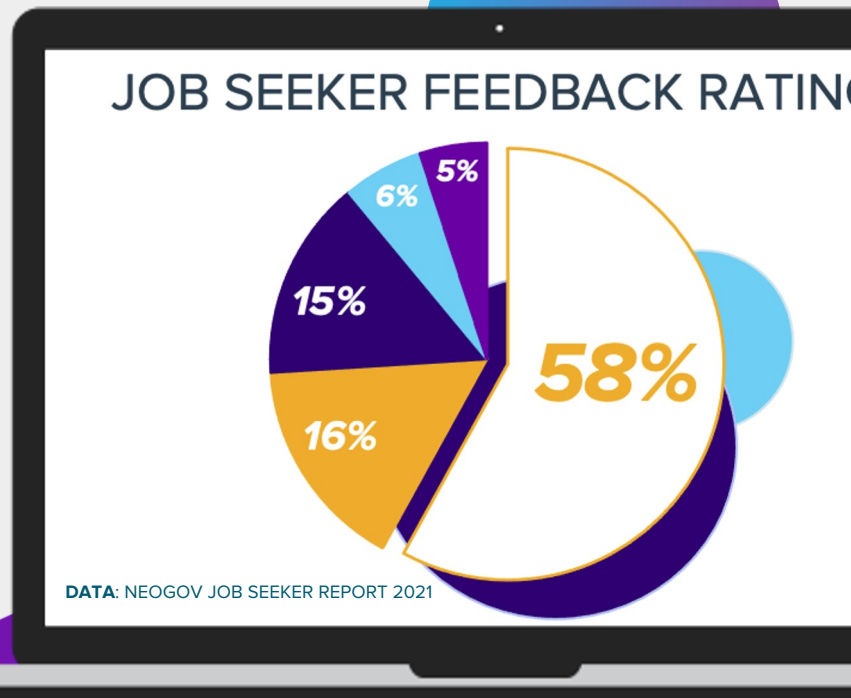


of surveyed job seekers gave **interview communication** a **1 (very low)** out of **5**

DATA: NEOGOV JOB SEEKER REPORT 2021

DON'T RECEIVE HONEST FEEDBACK

The majority of public sector job seekers surveyed (58%) **don't believe they received honest feedback on why they weren't selected for the position**



QUESTION FOR THE AUDIENCE

Does the **data or survey feedback** mirror what you've been seeing and/or hearing?

DIVING DEEPER





REACH

The number of “views” a posting receives.



ATTRACTIVENESS

How many “conversions”, or applications, a posting receives.

RECRUITMENT METRICS



WORKFORCE PLANNING REPORT 2020

FLASHBACK

WHAT WAS IT?

Recruitment study with state governments (WA, MI, PA) to improve recruiting success through advertising and rewriting job promotions

(Analyzed 86,000+ jobs)



WORKFORCE PLANNING REPORT 2020

FLASHBACK



WHAT WERE THE RESULTS?

Advertising

↑ +18%

Rewriting

+20%

Problem?

Not enough for **34%** of jobs

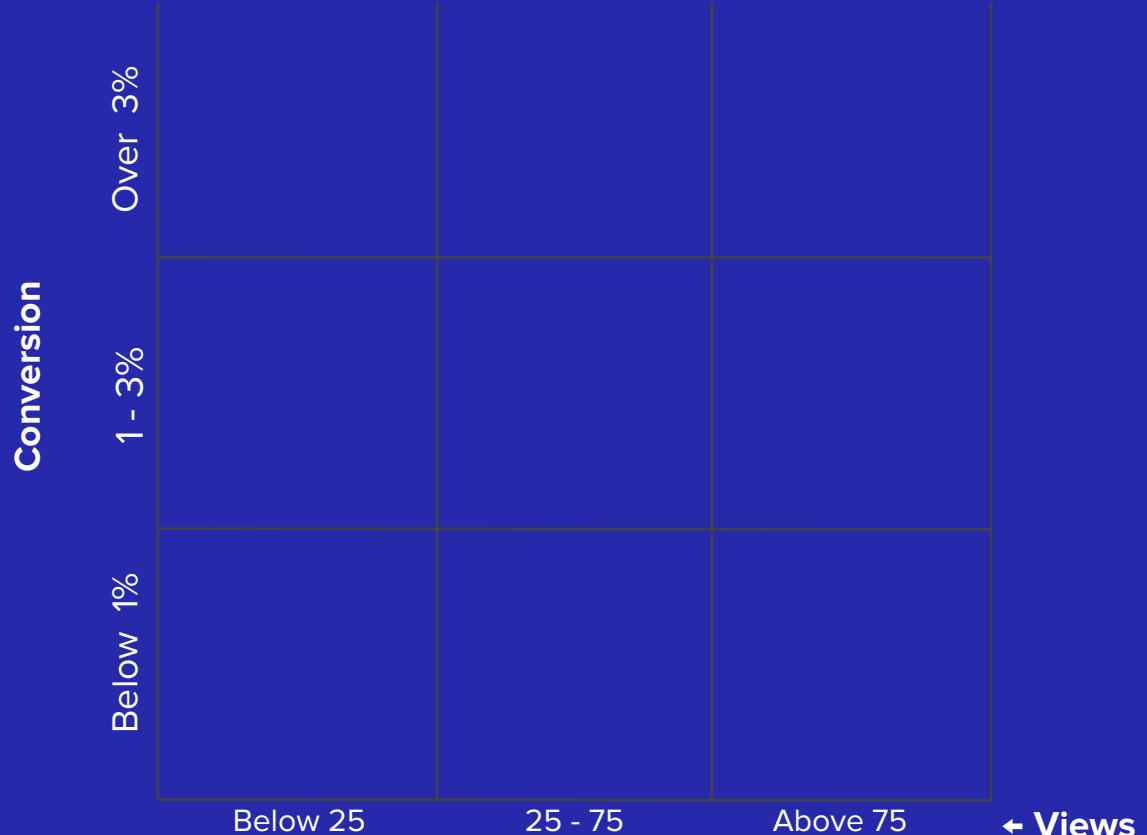


WORKFORCE PLANNING REPORT 2020

FLASHBACK



WORKFORCE 9-BOX

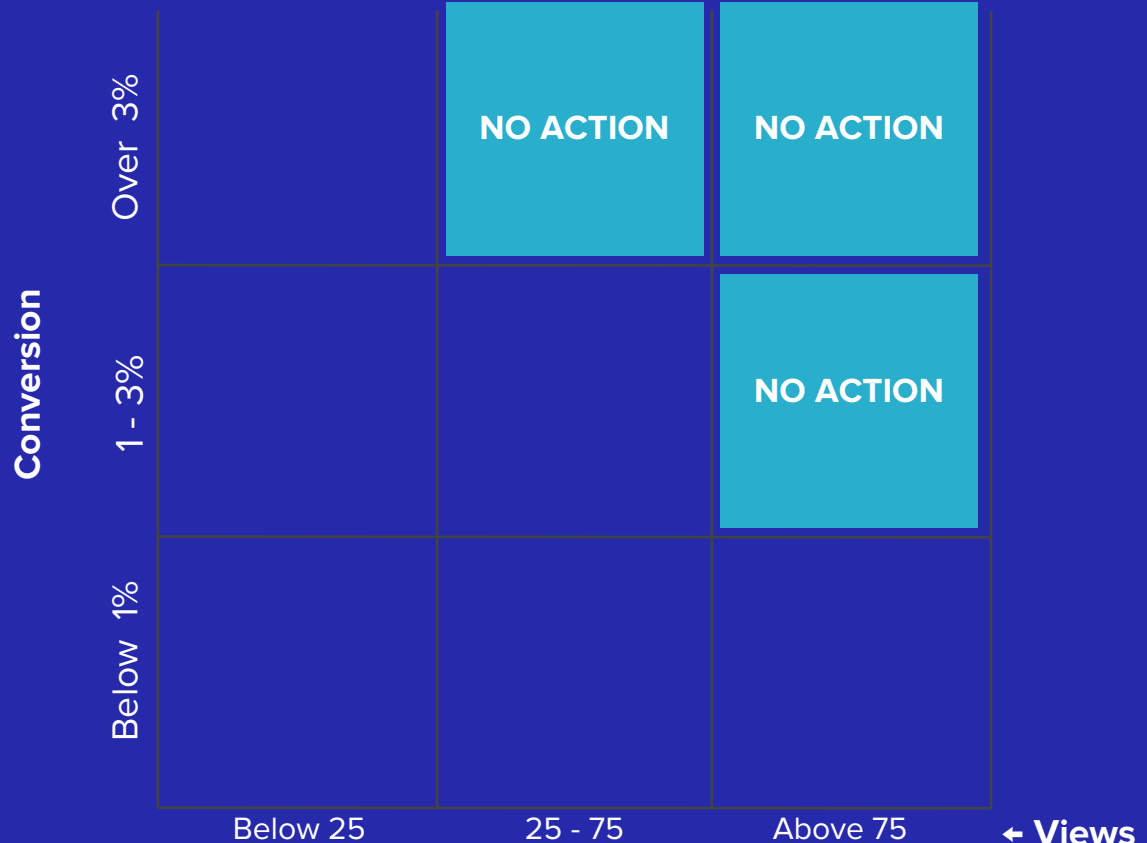


WORKFORCE PLANNING REPORT 2020

FLASHBACK



WORKFORCE 9-BOX



WORKFORCE PLANNING REPORT 2020

FLASHBACK



WORKFORCE 9-BOX

Conversion	Over 3%	ADVERTISE	NO ACTION	NO ACTION
	1 - 3%	ADVERTISE	ADVERTISE	NO ACTION
	Below 1%			
		Below 25	25 - 75	Above 75

← Views

WORKFORCE PLANNING REPORT 2020

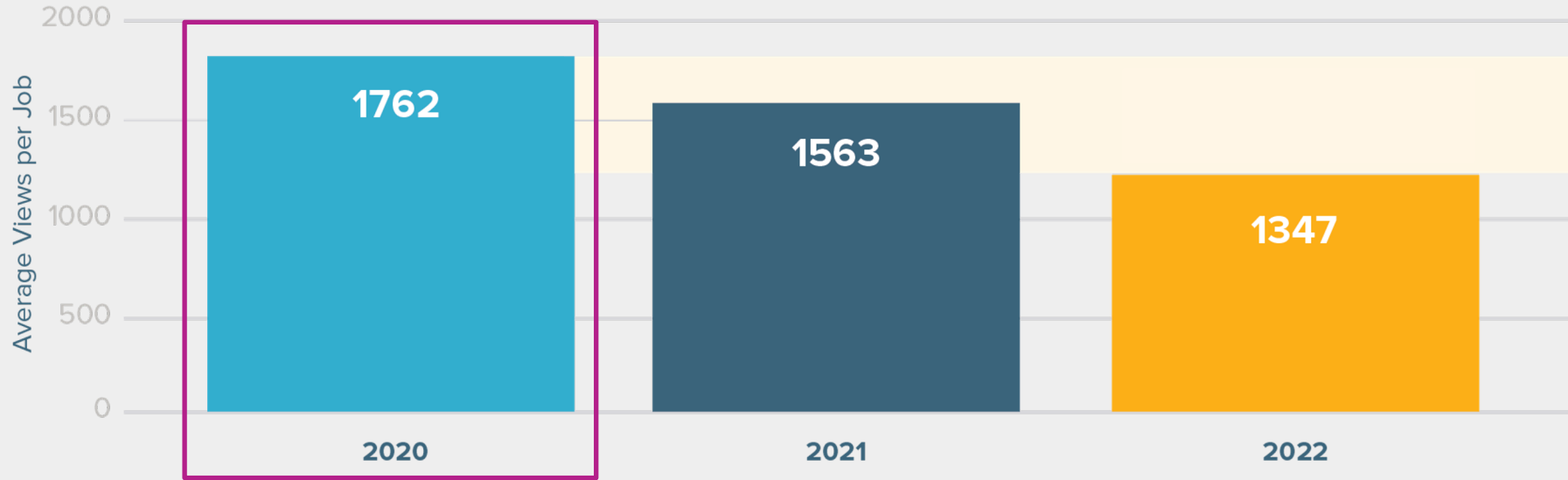
FLASHBACK



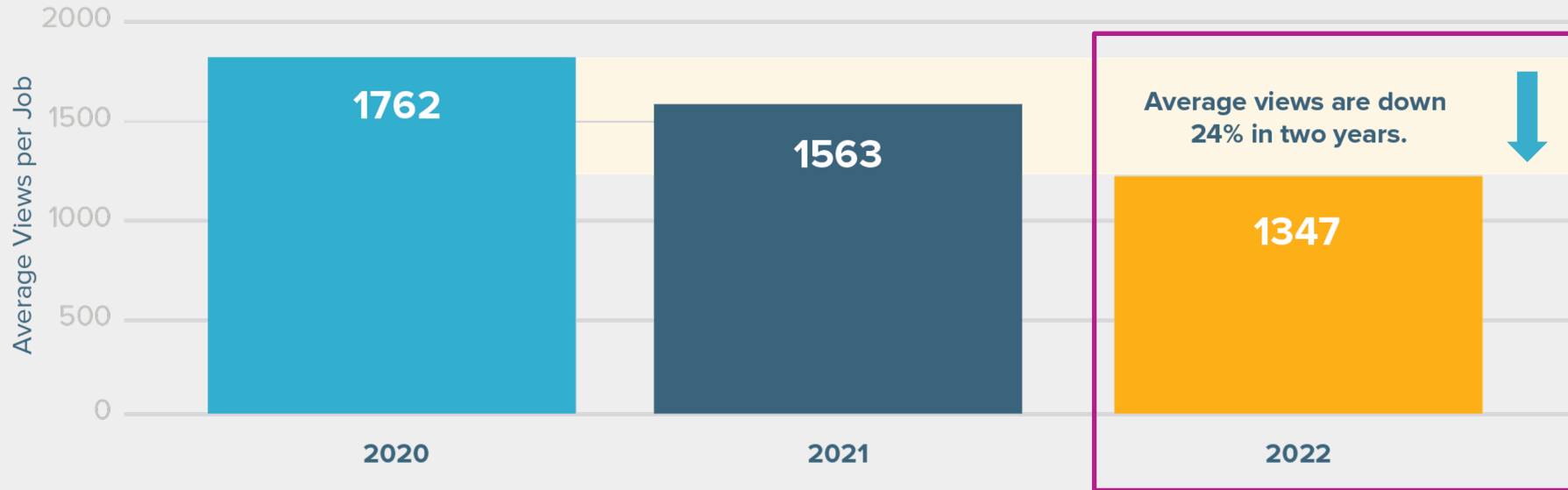
WORKFORCE 9-BOX

Conversion	Over 3%	ADVERTISE	NO ACTION	NO ACTION
	1 - 3%	ADVERTISE	ADVERTISE	NO ACTION
	Below 1%	RESTRUCTURE	RESTRUCTURE	RESTRUCTURE
		Below 25	25 - 75	Above 75

REACH: AVERAGE VIEWS PER JOB POSTING

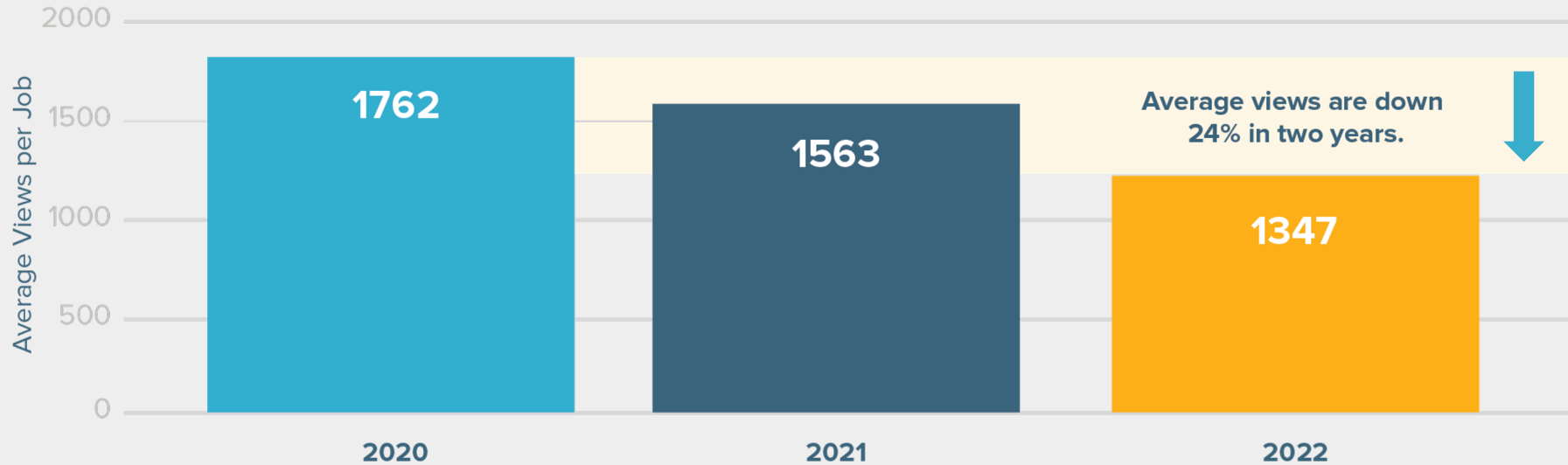


TREND: AVERAGE VIEWS PER JOB POSTING



Views are Down **24%**

ATTRACTIVENESS: CONVERSION TRENDING DOWN



Conversion Rates:

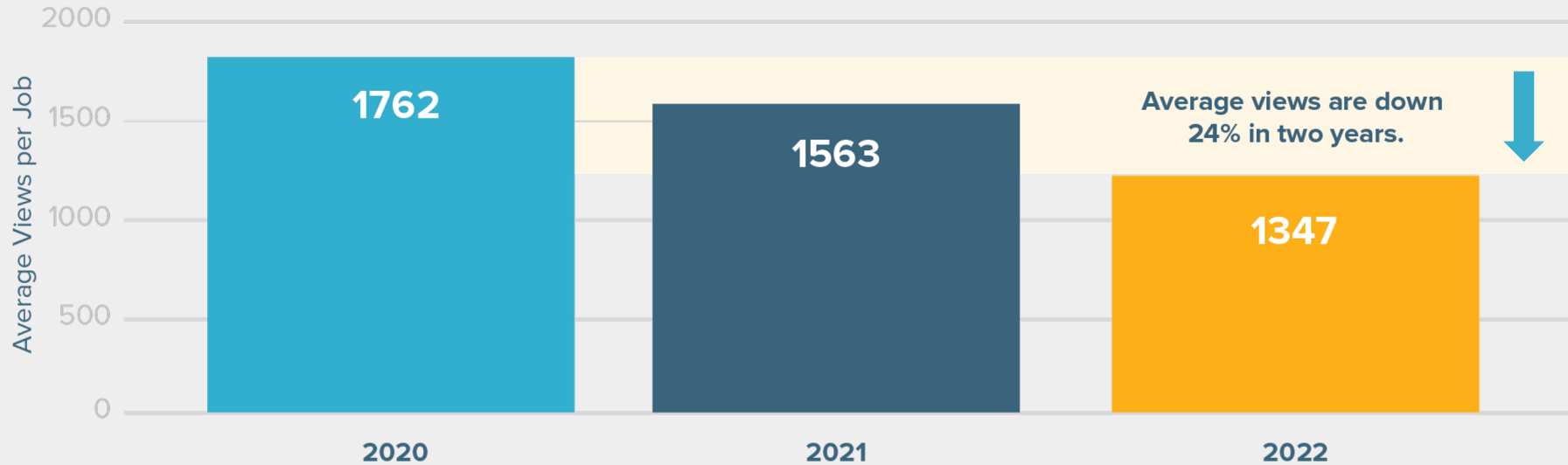
2.4%

1.9%

1.7%

↓ 29%

RESULTS: APPLICATIONS PER JOB DOWN ALMOST 50%



Conversion Rates:

2.4%

1.9%

1.7%

29%

Applications per Job:

43

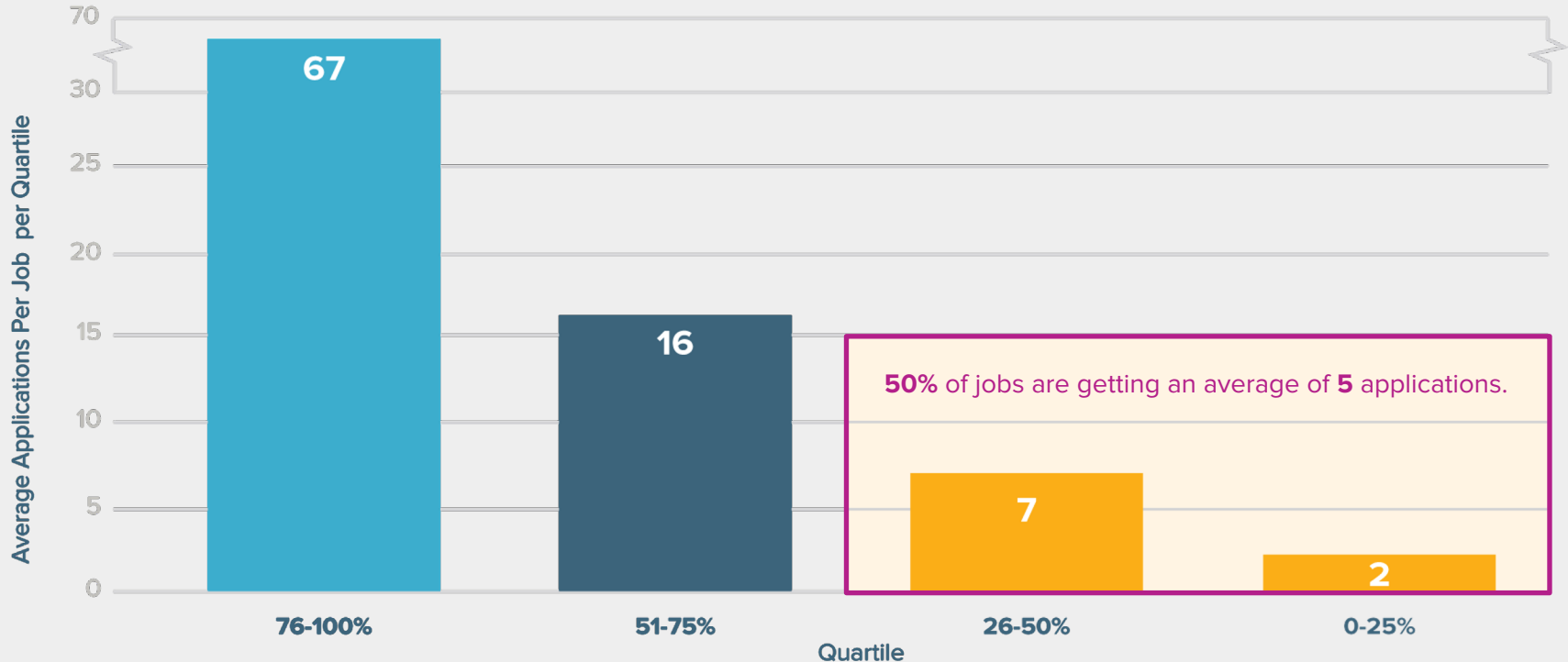
30

23

↓ 46%

APPLICATIONS PER JOB POSTING BY QUARTILE

50% OF JOBS AVERAGING ONLY 5 APPLICATIONS PER JOB



WORKFORCE PLANNING REPORT 2020

FLASHBACK



WORKFORCE 9-BOX

Conversion	Over 3%	ADVERTISE	NO ACTION	NO ACTION
	1 - 3%	ADVERTISE	ADVERTISE	NO ACTION
	Below 1%	RESTRUCTURE	RESTRUCTURE	RESTRUCTURE
		Below 25	25 - 75	Above 75

APPLICATIONS PER JOB DOWN

APPLICATIONS PER
JOB ARE DOWN
FROM 43 TO

23

OVER THE LAST
TWO YEARS



APPLICATIONS PER JOB DOWN

THE NUMBER OF
APPLICATIONS PER
OPEN JOB ARE DOWN BY

-46%

OVER THE LAST
TWO YEARS



QUESTION FOR THE AUDIENCE

Have you actively worked to **identify and target** “low attraction” jobs?

PROACTIVITY



PROACTIVITY



WHAT'S OUR CUSTOMER SAYING?



Job Seekers Are Saying:

- The hiring process takes too long.
- They don't enjoy the candidate experience.
- Feedback isn't authentic.

Job Seekers Are Saying They Need:

- More engagement throughout the hiring process!

TRANSPARENCY ON EVERYTHING

Be **approachable and encourage communication** with recruitment teams.

Communicate **realistic timelines** for the hiring process; what to expect and when to expect it.

Be direct about background check **timeframes and start dates**.

Review new applications **immediately** and contact qualified individuals promptly.

Communicate as soon as possible after interviews are conducted.

Hold multiple interview rounds **close together** if they're required.

**DON'T DROP
THE BALL**



STATE OF X:
TOTAL APPLICATIONS SUBMITTED, 2019 - PRESENT

272,438

Leverage your existing applicant database to market open jobs.

**MANUAL
PROACTIVE
OUTREACH
TO PREVIOUS
CANDIDATES**

10 PUBLIC SECTOR ORGANIZATIONS

~109,000 UNIQUE APPLICANTS

~70,000 APPLICANTS OPENED EMAIL

OPEN RATE

64%

**MANUAL
PROACTIVE
OUTREACH
TO PREVIOUS
CANDIDATES**

10 PUBLIC SECTOR ORGANIZATIONS

~70,000 APPLICANTS OPENED EMAIL

~2,700 APPLICANTS APPLIED

OPEN TO APPLY RATE

3.9%

**AUTOMATED
PROACTIVE
OUTREACH
TO PREVIOUS
CANDIDATES**

12 PUBLIC SECTOR ORGANIZATIONS

~16,000 UNIQUE APPLICANTS

~9,600 APPLICANTS OPENED EMAIL

OPEN RATE

60%

**AUTOMATED
PROACTIVE
OUTREACH
TO PREVIOUS
CANDIDATES**

12 PUBLIC SECTOR ORGANIZATIONS

~9,600 APPLICANTS OPENED EMAIL

~220 APPLICANTS APPLIED

OPEN TO APPLY RATE

2.3%

WHY IS THIS EXCITING?

LOW CONVERSION JOBS

LIFT IN APPS

~15%



THANK
YOU