

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?

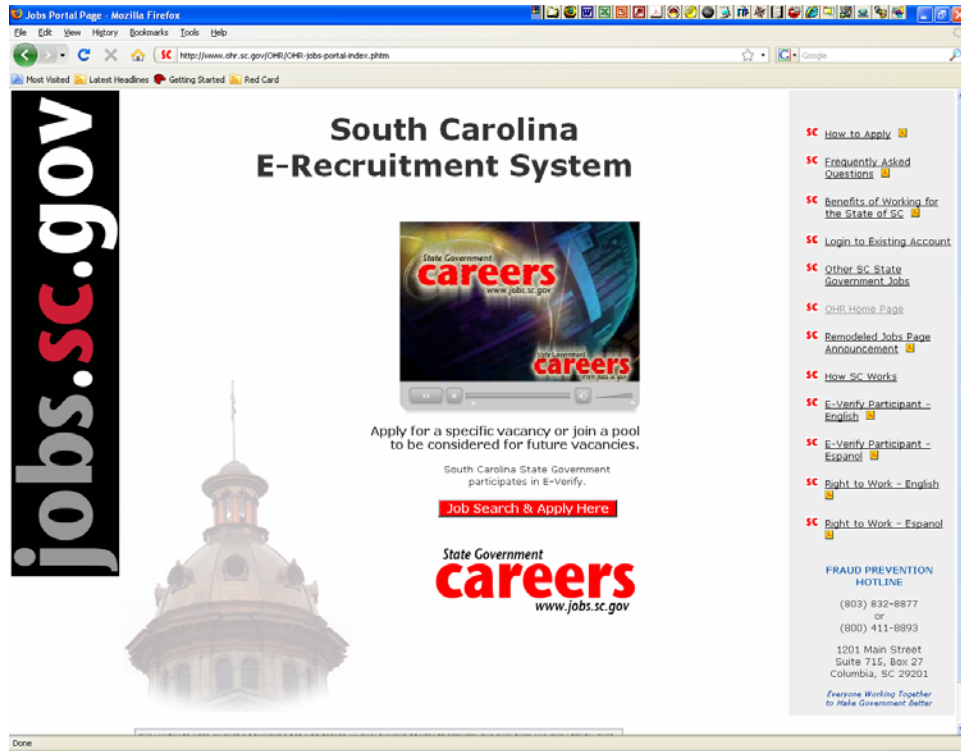
The effectiveness of this new online recruiting video is being measured by the number of hits that the video receives, which has averaged 240,569 hits per month for the period of September 12, 2008 through mid-March 2009. Unfortunately, the economic downturn occurred at almost the same time the online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

SOUTH CAROLINA E-RECRUITMENT SYSTEM

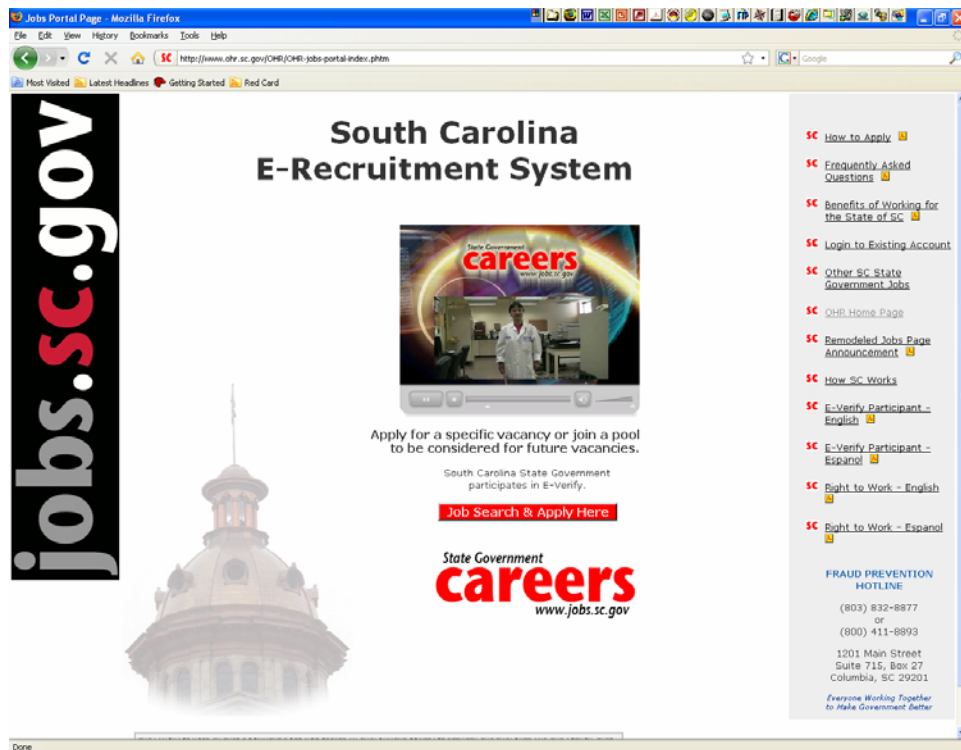
Jobs Page

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

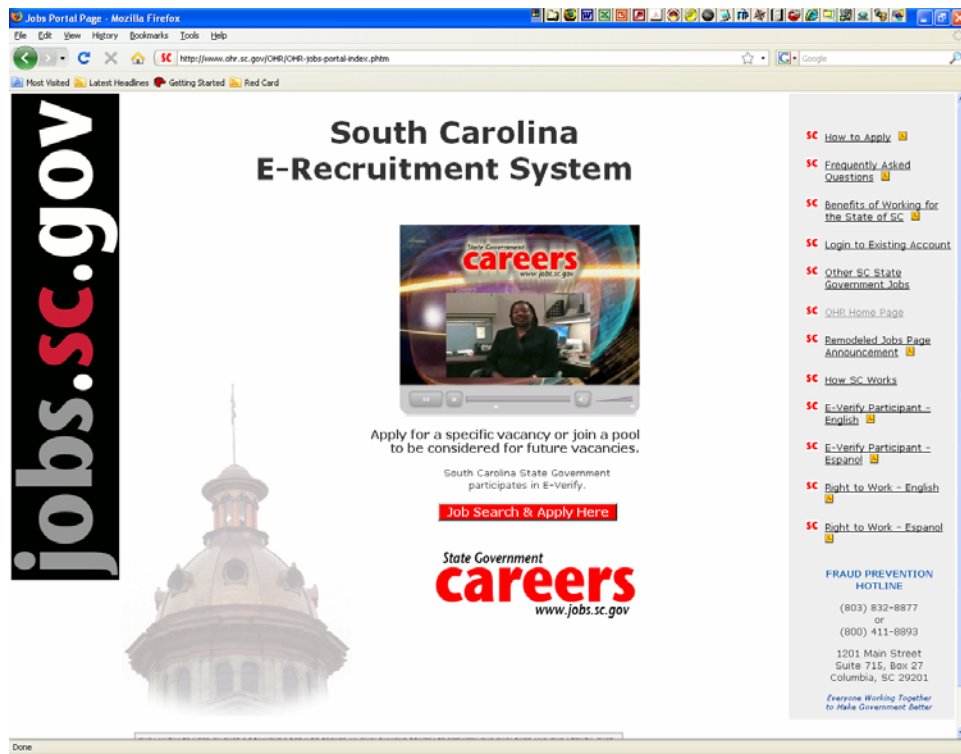
INTRODUCTION



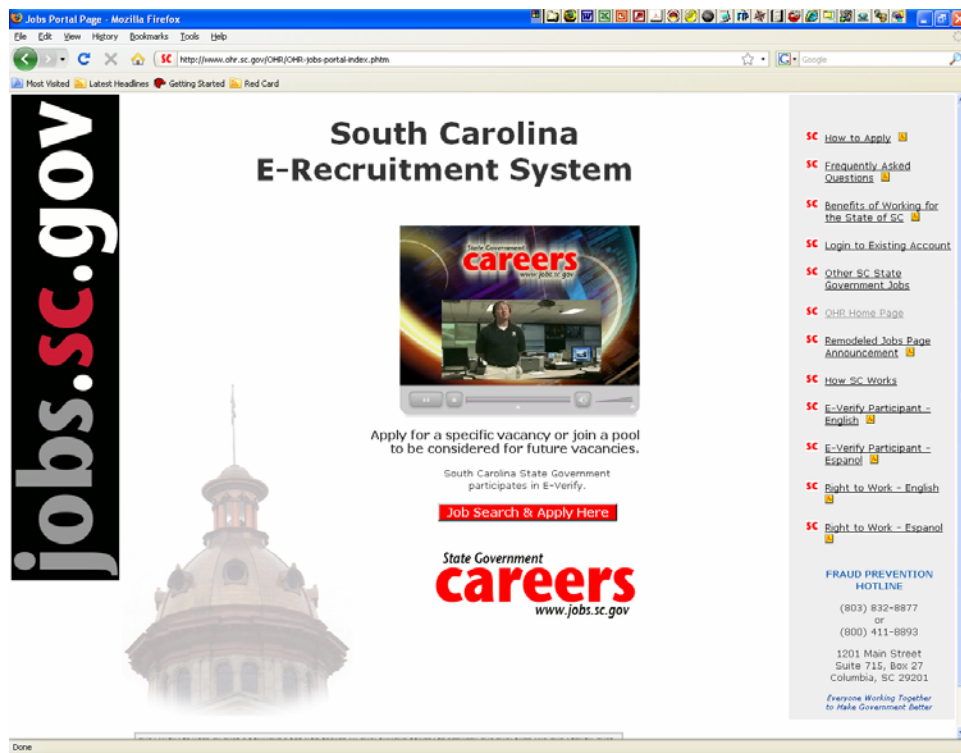
VIGNETTE #1



VIGNETTE #2



VIGNETTE #3



VIGNETTE #4



SOUTH CAROLINA E-RECRUITMENT SYSTEM

"How SC Works"

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

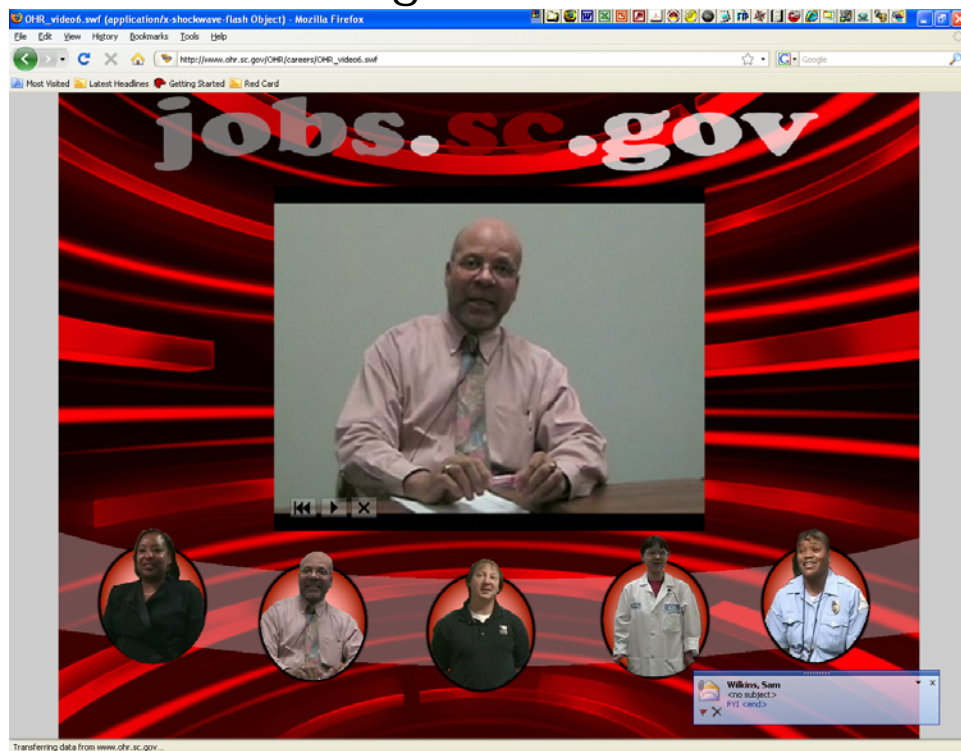
INTRODUCTION



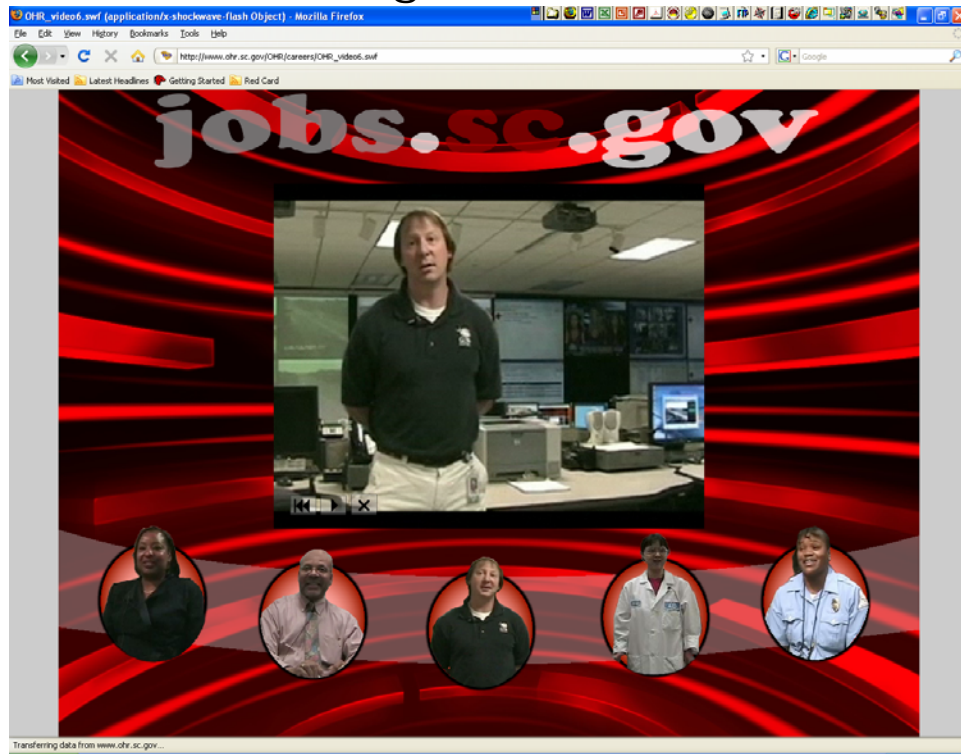
Vignette #1



Vignette #2



Vignette #3



Vignette #4



Vignette #5

