

NEW YORK STATE SENATE

# Staff Recruiting



# Recruiting – We Hate It!

- ▶ A natural -- and never-ending -- part of workforce process.
- ▶ Need to be successful at it if you want to deliver the services you are responsible for.



# Answering the big question:

# “Why would I ever want to work there?”

(what are some stereotypes?)



# Job Considerations

- ▶ The Work Itself
- ▶ Salary & Benefits
- ▶ Opportunities
- ▶ Culture & Environment
- ▶ Mission



# Knowing Your Audience

- ▶ Different people care about different things.



# Millennial Candidates

- ▶ Millennials (25-35) largest segment of labor market as of 2016 - Pew
- ▶ More collaborative, more focused on opportunities to learn and grow, more interested in mission
- ▶ 43% expect to leave their current job in the next 2 years! (and maybe YOUR fault)
  - DeLoitte 2018 Millennial Survey



# Need to put your best foot forward to attract candidates

- ▶ Candidates have more options.
- ▶ Competitors ARE focusing their recruiting efforts.
- ▶ So, brief generic job ads don't work as well anymore.



# The “Fisherman” Approach

- ▶ There are lot of fish in the ocean even if you can't see them.
- ▶ You have to go to right place to catch them.
- ▶ You need the right bait.
- ▶ (Sometimes you have to throw them back and try again.)





# Inventory your Jobs & Craft Tailored Recruitment Strategy

- ▶ Look at: Work, Salary, Opportunities, Culture, Mission
- ▶ Identify your strengths and weaknesses
- ▶ When? Now, before you have an opening. Plan for tomorrow!



# Job Considerations

|                       | PROS | CONS |
|-----------------------|------|------|
| The Work Itself       |      |      |
| Salary and Benefits   |      |      |
| Opportunities         |      |      |
| Culture & Environment |      |      |
| Mission               |      |      |



# Inventory your Jobs (cont.)

- ▶ Emphasize your strengths; improve your weaknesses where possible -- but don't lie about them, you can't fool people long term.
- ▶ Bring up and address common mis-perceptions about the job.
- ▶ Over-share.
  - ▶ Take advantage of longer online ads
  - ▶ List your technologies on posters at job fairs and events
  - ▶ Talk about how your operation and culture



# Build vs. Buy

- ▶ Consider if you can train an existing employee into this role?
- ▶ Could provide a growth path for someone feeling stagnant.
- ▶ Perhaps back-filling their position with an easier to find new hire.



# Where to Find Candidates

- ▶ Referrals from your existing employees
- ▶ Internships
- ▶ Underused groups - veterans, high school students, retirees, etc.
- ▶ Be active in the your professional community so people see you as a desirable destination (associations, user groups, clubs/forums, vendor groups)
- ▶ Social media (LinkedIn, Twitter, YouTube)
- ▶ Web (why not advertise your dept)
- ▶ Be mobile-friendly (most new job searches start on mobile!)



# Ok, You Found Someone. Now What?

- ▶ Involve everyone in hiring process
  - ▶ Team interviews – helpful and empowering
- ▶ Technical tests where they make sense
- ▶ Follow up on references



# Still Not Sure?

- ▶ Temp/consultant to permanent hire
- ▶ Hire with trial period



# Senate: Still Trying

- ▶ 45 staff
- ▶ Male/Female ratio: 30/15
- ▶ Years of Service:
  - < 5 years 11
  - 5-10 years 9
  - 10-20 years 9
  - 20-25 years 6
  - 25+ years 10
- ▶ Flat organization with no formal career paths





# Questions or More Information...

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