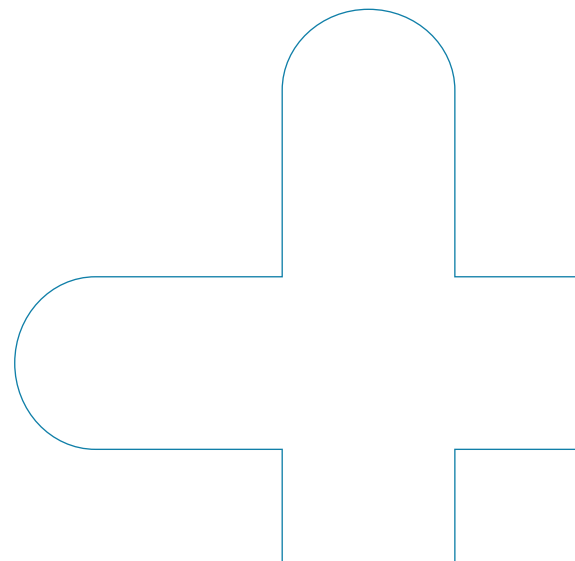


WHITE PAPER



CIVICHR[®]

**Streamline Your
Talent Recruitment
While Keeping Your
Applicant Data Secure**





HR



Streamline Your Talent Recruitment While Keeping Your Applicant Data Secure

INTRODUCTION

Local government human resource teams across the country are faced with the same challenge: how to compete for the best talent in today's job market with limited resources. To remain relevant in the marketplace and attract top talent, innovative public sector human resource departments are enhancing their talent search strategies to ensure they are reaching qualified candidates while optimizing their workflows. Their first step? Ditching stacks of paper applications and spreadsheets, and adopting a cloud-based applicant tracking system (ATS)—the ideal solution for recruiting and hiring talent in today's digital-centric society.

DEFINING THE APPLICANT TRACKING SYSTEM

An ATS is a software tool that enables the cloud-based management of talent recruitment and hiring. Not only does an ATS create a convenient online job application experience for job seekers, it streamlines workflows for human resource managers and eliminates the need to manage stacks of non-secure paper applications.

THE BENEFITS OF AN ATS FOR THE JOB SEEKER

The Convenience of Online Application

Today, most job seekers start their search online. According to a 2015 survey by Pew Research Center, the proportion of Americans who have researched jobs online has doubled in the last ten years. 54% of adults have gone online to search for a job and 45% have applied for a job online. This data implies that active job seekers are researching opportunities online and are desiring to complete the application process online as well.

For many of these digital-savvy job seekers, the requirement to download, print, handwrite, and mail a paper application serves as an inconvenient barrier to entry. Other applicants may not be able to visit a municipal office during business hours to pick-up or complete a paper application if they are employed elsewhere. As a result, many qualified candidates will pass on the opportunity to apply for positions with paper-based hiring processes, and will continue their digital job search elsewhere. Applicant tracking systems allow local governments to remain competitive by giving qualified candidates a convenient channel to submit an online application.

Mobile-Optimization

Today, more Google searches are performed from mobile devices than desktop computers. Not only are job seekers searching and applying for employment from a desktop computer, they are searching and applying from their mobile devices:

- 28% of Americans have used a smartphone as part of a job search
- 50% of job seekers have used their smartphone to complete a job application
- 6% of adults have used their smartphone to create a resume or a cover letter

Despite the proliferation of mobile technology, the mobile resources and tools available for job seekers do not always enable a convenient, streamlined experience. Nearly half of smartphone job seekers have reported experiencing difficulties accessing job-related content due to issues with usability and mobile functionality. In addition, 30 percent have reported having difficulty entering a large amount of text into mobile interfaces, or having difficulty submitting supporting documentation from their mobile devices. An ATS optimizes the job research and application process for mobile job seekers.

Faster Hiring Process

For job seekers, the research, application submission, interview, and onboarding process could take months. Compared to traditional paper applications, online hiring is a more expeditious approach to filling vacant positions and right-sizing staff. Applicant tracking software allows for faster pre-screening of candidates, which moves qualified talent more quickly through the pipeline, ultimately matching civic-minded applicants to municipal employers faster.

BENEFITS OF AN ATS FOR PUBLIC SECTOR HUMAN RESOURCE MANAGERS



Minimizing Vacancies

According to a recent study by The Wall Street Journal, it takes employers, on average, 25 business days to fill a vacant position. Filling a position through traditional channels such as newspaper classified ads, headhunters, or internal personnel departments can be time-consuming and costly for municipalities running on lean budgets. During that time, the most talented applicants may accept a position elsewhere, leaving municipalities with a pool of less qualified candidates. Applicant tracking software can reduce the cost of hiring considerably when integrated with multiple promotional channels including your municipal website, your social media accounts, and online job boards such as Career Builder and Indeed.



Paperless Freedom

The average municipality simply does not have the space necessary to store paper records for every candidate that applies to each vacant position. In addition, organizing and sharing the paper records of applicants at various stages of the review process for each open position can pose significant logistical challenges. Applicant tracking software not only saves physical space, it allows for easier tracking of applicants throughout the screening process, and convenient searching for stored candidate data. For example, HR managers can form short-lists of candidates for interviews by searching for applicants by keyword, degree, past employment, or other qualifications that denote an ideal candidate.



Easy Access to Application Status

Thanks to the Internet, search engines, and social media, citizens expect immediate access to information and updates. This includes the status of job applications. Not only does an ATS allow human resource managers to quickly access an applicant's job fulfillment status in order to answer direct inquiries, key members in your civic leadership can also conveniently access such information. Civic leaders want to prove themselves responsive to their constituents. An ATS enables these leaders to build trust by proving their responsiveness and attentiveness. Imagine giving the mayor of your town the ability to view the status of applications when she receives direct inquiries. Such access streamlines workflows and provides citizens with the service levels they expect.



Security

Not only do paper applications pose a logistical challenge, they fail to offer a built-in protection for applicant personal identifiable information. A paper job application may include an applicant's social security number, home address, phone number, and even past misdemeanor history. The chance that a paper application being mailed or transferred among multiple departments in your community could be misplaced or seen by a non-qualified staff member could have severe consequences. Applicant tracking systems help protect applicant data by offering a centralized, secure, password-protected system and the ability to set permission-based access to applicant data.



Automated Pre-Screening of Applicants

One of the most time-consuming components of paper-based recruitment is the screening of every application to determine which applicants meet the qualifications of the position as a first step in scheduling candidate interviews. Applicant tracking systems act as a force multiplier by automating the first, time-consuming step of screening initial application submissions to ensure baseline qualifications are met. Human Resource managers can pre-define baseline criteria, and the system will identify and flag only those applicants who meet the defined job requirements.



Better Hiring, Less Attrition, and Greater ROI

According to a U.C. Berkeley study, it costs \$4,000 on average above salary and wages to hire a new employee. Add to that the cost of benefits, which can total up to 1.4 times the employee's base salary, and municipalities are looking at significant allocations of taxpayer dollars just to fill vacancies. With all the benefits that applicant tracking software provides to match qualified candidates to job positions more accurately, local governments stand to benefit financially from maintaining longer tenured employees. Better hires lead to less attrition, greater job satisfaction, and greater productivity—all factors that will help mitigate the cost of new hires to municipal bottom lines.

CONCLUSION

Applicant tracking software allows public sector employers to efficiently connect with talented candidates seeking positions that will allow them to make a difference in their community. To find such candidates, municipalities must offer application processes that appeal to the growing number of tech-savvy candidates.

The CivicHR Applicant Tracking Solution

For local governments looking to bring talent into their administrations, CivicHR offers an easy-to-use ATS solution. CivicHR helps local government human resource managers to more efficiently receive, screen, track, and hire job candidates, while better communicating and collaborating with hiring departments. By automating the documentation, application routing, candidate communication, and job posting aspects of the talent acquisition process, human resource departments of any size can more efficiently fill open positions.

For more information on CivicHR, visit us online at civicplus.com/human-resource-software-local-government or contact us at 888-387-7299.

ABOUT THE AUTHOR

CivicPlus is the integrated technology platform for local government, working with over 2,400 local governments including states, municipalities, townships, and counties. CivicPlus has been selected by Inc. Magazine as "One of the Fastest-Growing Privately Held Companies in the U.S." since 2011. For more information, related to CivicEngage, CivicHR, and CivicReady, visit CivicPlus.com.