

May 23, 2000

NASCA 2000 Outstanding Awards

Program Title: **Nebraska Whole Picture Recruitment**

Category: **Human Resources**

State: **Nebraska**

Submitted by: **Lori McClurg**

Title: **DAS Director**

Mailing Address: **State Capitol Room 1315
Lincoln NE 68509-4664**

Telephone: **(402) 471-2331**

Fax: **(402) 471-4157**

E-Mail: **lmclurg@notes.state.ne.us**

Focus on Whole Picture Recruitment
From Paperwork to "People Work" featuring the Personic Applicant Tracking System

Approximately four years ago Nebraska began to take a serious look at e-recruiting and how we might best serve the citizens of Nebraska. We faced not only the problem of an extreme labor shortage, but that our labor intensive method of matching "people to jobs" and "jobs to people" might not meet the challenges of the future. The Recruitment Unit had already identified what specifically our customers wanted and what the market had available in state-of-the art applicant systems. We identified several goals that would allow us to change the emphasis from "paperwork" to "people work." We spent entirely too much time moving paper from one place to another, and we wanted to redirect that time to moving people into jobs.

Technology was identified as the key to working quicker and smarter. Our initial step into the world of electronic imaging was the off-site DocuRom imaging process for application materials. By utilizing DocuRom our office was able to eliminate the tasks of housing and maintaining paper applications as they are now accessible through our desktop software. Although we knew the direction where we were headed and the keys

to our success, we were initially unable to locate an automated applicant tracking program that was flexible enough to meet our needs. After creating several in-house short term solutions we found that we still needed a product that would work for us now and be able to readily adapt to the new technologies down the road.

The State of Nebraska was ready to invest in a long-term partnership and was fortunate enough to locate the Personic Workflow product. Personic provides the design flexibility, a “best of breed” development philosophy, and a customer-focused approach to all facets of the organization. Personic allows us to take a leadership role in the applicant processing/hiring arena.

Our work has changed since the implementation of Personic Workflow and the rewards from its purchase are experienced daily. We have moved away from providing regulated personnel assistance and see ourselves more as a staffing agency offering flexibility, customer service, and new and innovative ideas in the Recruiting and Selection arena. Applications and resumes are traceable, the daily activities are documented, statistics are easily retrievable, and there is a more devoted effort toward recruiting future state employees. An outline of services enhanced due to the implementation of the Personic Workflow product include:

On-line or web based Application:

DAS State Personnel, in conjunction with Nebraska On-line, developed an web based application process which allows applicants to view current listings, apply for open positions, update their candidate file and view different agency highlights and upcoming personnel events. All of this can be done from any computer having access to the internet. This tool not only provides a faster, more streamlined process for applicants, it also creates much greater access to our entire system for candidates from remote locations of the state and from areas outside of Nebraska.

Customer Service Area Restructure:

One of the most progressive changes has been the way in which we serve our customers. We have restructured our front reception area allowing each Personnel Assistant the ability to concentrate on assisting the “individual applicant.” It’s no longer the “stand in line and take a number” approach. Each Personnel Assistant has an office with a customer service window. Privacy is achieved by divider walls, desk and a chair for the applicant, and the ability to turn off their telephone headset, when speaking with an applicant visiting our office. With five representatives ready to assist applicants either by phone or in person, each applicant receives our undivided attention. Personic allows the Personnel Assistant to view candidate information and each job order or announcement on the screen in front of them and respond to applicant request at the touch of a finger. By being able to provide more comprehensive information to the applicant in a calm and unhurried manner and providing necessary information up front, instead of waiting for the applicants to phone us, we have seen a lower number of phone calls.

Coordinated Classified Advertising Program:

All State government classified advertising efforts with the Omaha World Herald and Lincoln Journal Star, Nebraska's two largest newspapers have been centralized and have resulted in a savings of over \$378,930 since March, 1998. Personica allows job information to be edited and transmitted electronically which greatly simplifies ad composition and layout. Weekly, a display ad is placed in the newspaper which includes an overview of each job, application information and additional hiring information. Besides the display ad, an in-column ad for each job also appears. The ads have been enhanced with our new logo and are consolidated prior to placement. For this service, agencies pay an administration fee. The administration fee is then reallocated in the form of advertising (Internet/radio), career fair attendance and other recruiting events.

S.O.S. Program:

We operate an internal temporary employment program known as Specialized Office Services (S.O.S.), which is devoted to assisting agencies by providing qualified temporary assistance during peak work periods, employee leaves, and short-term program implementations. Personica has become our central point for all S.O.S. job requisitions, candidate information, and statistical data. We can recruit applicants into temporary positions; record their state employment history, employment and educational background; and read this data electronically so that we have a ready pool of applicants from which to recruit. In these days of labor shortages, we find the S.O.S. program successful in providing applicants a opportunity to discover state government employment and meet the State's needs by filling in when necessary. Through Personica, we are better able to manage our workflow which allows time to concentrate on improving the services and our previously instituted programs. Employees of the S.O.S. program receive health, life and dental insurance coverage and S.O.S. is the central point of contact for all temporary placements.

"Spotlight" Intern Newsletter

This electronic newsletter, emailed to all the agencies is a vehicle for communicating new and innovative programs and changes. Initially, it is enhancing our services to interns by explaining and emphasizing the Intern program and giving capsule summaries of the interests and qualifications of prospective interns. Its attention-getting, easy-to-read style with colorful lettering, creative graphics, and animation has resulted in a number of intern placements.

Inside Story

This informational training for applicants on application and resume preparation, interviewing, cover and follow up letters, how to apply for jobs in general, how the State system works, and what State Personnel can do for them, is provided in turn by teams of Recruitment staff members who will actually be working with their applications and materials and can give them "the inside story" of what happens to applicant submissions and what employers are looking for. Applicants and even agency supervisors and personnel people have found the information useful and the format inviting. Ongoing

efforts to tailor the program to specific needs and carry it across the State are also being received enthusiastically.

What does the future hold for Nebraska's recruitment efforts?

Continued advancement in the area of technology while progressing toward more customer-focused team-based services is our ongoing goal. Implementation of Personica has enabled Nebraska's DAS State Personnel Recruitment Division and fellow staffing partners to create electronic links and manage all information associated with the state's recruiting and eventual hiring processes. Currently, State Personnel is testing software and fine-tuning new processes to link agencies around the state and enable them to share and collect information on applicants and requisitions. The new software is accessible from the internet and will provide greater communication possibilities between the central office and the different agency locations throughout Nebraska. This new access provides greater levels of customer service and communication between State Personnel and the outlying agencies. Agency hiring managers will be able to electronically send and receive information in seconds that used to take days (and in some cases, week), increasing effectiveness by lowering hiring turnaround times and facilitating applicant processing, report generation and statistical data gathering. Personica Workflow, EPIC and eManager will not only broaden our communication network with applicants and the agency managers, but continue to provide that central "link" needed in today's competitive labor market.

The State of Nebraska is moving toward a comprehensive human resources information system (HRIS) to replace our antiquated mainframe payroll and accounting systems. Personica—which is compatible with PeopleSoft, SAP, and most other current HRIS and may play a significant role in this transition and beyond.

Nebraska – Executive Summary

“Whole Picture Recruitment – Paperwork to People Work”

In an effort to head off the looming labor shortage in the State of Nebraska, Das State Personnel Division’s Recruitment Unit, began to take a serious look at e-recruiting methods and improving their current recruitment services. They faced not only the problem of an extreme labor shortage, but also a very labor intensive method of matching “people to jobs” and “jobs to people.” Technology was identified as a key component and their search for a system to provide an infrastructure led them to partner with Personica, Inc. Specifically, the Personica Workflow product was chosen because it was compatible with their current operating system, easy to install, and closely followed their current workflow process. With Personica as their central database, they were able to strengthen their recruiting services into what was termed “Whole Picture Recruitment.”

Nebraska’s work has changed since the implementation of Personica Workflow and the rewards from its purchase are experienced daily. They have moved away from providing regulated personnel assistance and see themselves more as a staffing agency offering flexibility, customer service, and new and innovative ideas in the recruiting and selection arena. Applications and resumes are traceable, the daily activities are documented, statistics are easily retrievable, and there is a more devoted effort toward recruiting future state employees. An outline of services enhanced due to the implementation of the Personica Workflow product include:

Electronic Imaging: Applications and supporting information are electronically stored for permanent retrieval. The task of housing and maintaining paper applications was eliminated as they are now accessible through desktop software.

On-line or Web Based Application: DAS State Personnel, in conjunction with Nebraska On-line, developed a web based application process which allows applicants to view current listings, apply on-line for open positions, update their candidate file and view different agency highlights and upcoming personnel events. This tool not only provides a faster, more streamlined process for applicants, it also creates much greater access to the entire system for candidates from remote locations of the state and from areas outside of Nebraska.

Customer Service Area Restructure: Nebraska restructured their front reception area allowing each Personnel Assistant the ability to concentrate on assisting the “individual applicant.” It’s no longer the “stand in line and take a number” approach. Each Personnel Assistant has an office with a customer service window. Privacy is achieved by divider walls, a desk and chair for the applicant, and the ability to turn off their telephone headset, when speaking with an applicant visiting the office. With five representatives ready to assist applicants either by phone or in person, each applicant receives undivided attention. Personica allows the Personnel Assistant to view candidate

information and each job order or announcement on the screen in front of them and respond to applicant requests at the touch of a finger. By being able to provide more comprehensive information to the applicant in a calm and unhurried manner and providing necessary information up front, a decrease in the type of repeat phone calls and questions has been experienced.

Coordinated Classified Advertising Program: All State government classified advertising efforts with the Omaha World Herald and Lincoln Journal Star, Nebraska's two largest newspapers have been centralized and have resulted in a savings of over \$378,930 since March 1998. Personica allows job information to be edited and transmitted electronically which greatly simplifies ad composition and layout. Weekly, a display ad is placed in the newspaper which includes an overview of each job, application information and additional hiring information. Besides the display ad, an in-column ad for each job also appears. The ads have been enhanced with a new logo and are consolidated prior to placement. For this service, agencies pay an administration fee which is then reallocated in the form of advertising (Internet/radio), career fair attendance and other recruiting events.

S.O.S. Program: Nebraska operates an internal temporary employment program known as Specialized Office Services (S.O.S.), which is devoted to assisting agencies by providing qualified temporary assistance during peak work periods, employee leaves, and short-term program implementations. Personica has become the central point for all S.O.S. job requisitions, candidate information, and statistical data. They can recruit applicants into temporary positions; record their state employment history, employment and educational background; and read this data electronically so that they have a ready pool of applicants from which to recruit. In these days of labor shortages, S.O.S. is successful in providing applicants an opportunity to discover state government employment. Employees of the S.O.S. program receive health, life and dental insurance coverage and S.O.S. is the central point of contact for all temporary placements.

"Spotlight" Intern Newsletter: This electronic newsletter, emailed to all the agencies, is a vehicle for communicating new and innovative programs and changes. Initially, it is enhancing our services to interns by explaining and emphasizing the Intern program and giving capsule summaries of the interests and qualifications of prospective interns. Its attention-getting, easy-to-read style with colorful lettering, creative graphics, and animation has resulted in a number of intern placements.

Inside Story: This informational training for applicants on application and resume preparation, interviewing, cover and follow up letters, how to apply for jobs in general, how the State system works, and what State Personnel can do for them, is provided in turn by teams of Recruitment staff members who will actually be working with their applications and materials and can give them "the inside story" of what happens to applicant submissions and what employers are looking for.

What's Next? Currently, Nebraska is testing software and fine-tuning new processes to link agencies around the state and enable them to share and collect information on applicants and requisitions. The new software is accessible from the internet and will provide greater communication possibilities between the central office and the different agency locations throughout Nebraska. This new access provides greater levels of customer service and communication between State Personnel and the outlying agencies. Agency hiring managers will be able to electronically send and receive information in seconds that used to take days (and in some cases, weeks), increasing effectiveness by lowering hiring turnaround times and facilitating applicant processing, report generation and statistical data gathering. Personic Workflow, EPIC and eManager will not only broaden the communication network with applicants and the agency managers, but continue to provide that central "link" needed in today's competitive labor market.

The State of Nebraska is moving toward a comprehensive human resources information system (HRIS) to replace our antiquated mainframe payroll and accounting systems. Personic-which is compatible with PeopleSoft, SAP, and most other current HRIS may play a significant role in this transition and beyond.