

***State of Ohio***  
***Online Employee Application Program (OLEAP)***

***Summary***

In December 1998, the staff in the Centralized Recruitment Office of the Ohio Department of Administrative Services Human Resources Division realized that statewide recruiting had become a very burdensome process requiring applicants to submit a paper application for each position for which they applied. Dominick Guida, an employee of the Centralized Recruitment Office, spearheaded the online employment application process by researching public and private sector recruitment web sites to identify best practices. He worked with internal IS professionals to create a new Internet site promoting employment opportunities throughout the State of Ohio. This effort supports recruitment goals and utilizes technology for improved customer service.

The process has now been streamlined to an Online Employment Application Process (OLEAP). The implementation involved a pilot program which began in December 1999. Via the web site, applicants can now search for positions by agency, location, job title and key words. The site was expanded to enable online applications to be processed in 60 seconds versus the former two days required for mail service. Applicants can submit applications 24 hours a day, seven days a week to meet posting deadlines. Applications are automatically e-mailed to state recruiters. Enhancements were made to online text instruction to assist with ease of use as suggested from applicant feedback.

During 2000, this innovative, efficient and effective online employment application process increased the number of applications received by 542 percent, from 779 to more than 5,000 per month, providing state agency recruiters with a much larger pool of qualified

candidates. Hits per month to the site increased from 50,000 in January, 1999 to 1.3 million in December, 2000.

Additional feedback received from applicants during the year reveals strong applicant satisfaction with the program. More than 1,100 applicants rated OLEAP on a scale from 1 to 5, (5 being the highest). Ease of use was rated at 4.34; user instructions were rated at 4.31; and visual format was rated at 4.27.

In January 2000, the state's Civil Service Test Center began using online applications for examination. To date, about one-third of all applications for testing are now received online.

Positive feedback continues to be received including comments from state recruiters who are impressed by the increased quantity and quality of applicants. Further, independent survey results from state agencies in August 2000 showed a satisfaction rate of 86 percent with OLEAP.

In summary, substantial cost savings have been realized. The new shared resources saved more than \$119,984.65 in its first year. As we continue to look for innovative solutions, OLEAP will be an integral part of the state's existing human resources information system.

Ohio's Centralized Recruitment Office looks forward to continually expanding the capabilities and efficiencies of the system for state government and to making future improvements based on applicant and recruiter input. This process can be transferred to other jurisdictions to increase efficiency and effectiveness in the recruitment process in today's tight labor market. The site may be found at <http://www.stateofohiojobs.com>. Questions on the project may be directed to Greer Brooks at (614) 466-7236.

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***Justification***

**Description of the Program and Relative Significance to the Improvement of the Operation and/or Efficiency of State Government.**

The Online Employment Application Process (OLEAP) addresses the need to adopt a paperless recruiting process and the need to receive more qualified applications more efficiently.

Applicants may now submit applications 24 hours a day, and recruiters receive applications in approximately 60 seconds. A convenient and confidential summary of activities is provided for each applicant, who has applied for a variety of positions, aiding candidates in their job search. Applications can be stored online and tracked electronically by the applicant.

Recruiters are e-mailed applications instantly and applicants no longer have to complete repetitive paper applications. Agency web masters statewide may now link to the site, eliminating the need for agencies to maintain an online posting or application system.

During 2000, this innovative, efficient and effective new online employment application process increased the number of applications received by 542 percent, from 779 to more than 5,000 per month, providing state agency recruiters with a pool of qualified candidates. From March 1, 2000, through March 1, 2001, there were 45,604 applications received online through the OLEAP process. Approximately 75 percent of all jobs may now be applied for online. Hits per month to the site were increased from 50,000 in January 1999 to 1.3 million in December 2000. In January 2000 the Civil Service Test Center for the state began using online applications for examinations. About one-third of all applications for testing are now received online.

### **Calculation of Actual Savings in the Short Term and/or Long Term.**

The new process saved \$119,984.65 in labor, printing, fax and postage costs during the first year of implementation.

### **Quantitative Benefits Realized by Service Recipients, Taxpayers, Agencies, and/or the State.**

Feedback received from applicants in the year 2000 rated strong satisfaction with the program. More than 1,100 applicants rated OLEAP on a scale from 1 to 5, (5 being the highest). Ease of use was rated at 4.34, user instructions were rated at 4.31 and visual format was rated at 4.27.

Independent results from a survey administered by the DAS, Office of Quality, in August, 2000 showed an overall 86 percent satisfaction rate with the new Online Employment Application Process.

### **Relevancy of Use by Other State, Local and Federal Governments.**

This is a program from which other states or private employers may significantly benefit and which they can easily adopt. Significant savings can be realized by eliminating the use of paper documents and improved customer service can be achieved. This process can be transferred to other jurisdictions to increase efficiency and effectiveness in the recruitment process in today's tight labor market. The site may be found at

<http://www.stateofohiojobs.com>.

