

NEOGOV



2023 REPORT

**PUBLIC SECTOR HR TRENDS:
RECRUITING**

RECRUITING

Welcome

The Recruiting Report expands upon the 2023 Trends Report, providing further analysis into recruiting and how to improve it at your agency.

Like the 2023 Trends Report, **we used survey data from 725 government HR professionals who represent hundreds of thousands of full time employees.** Our respondents included HR generalists, managers, directors, recruiters, etc. from different types of agencies: city government (40%), county government (30%), state government (17%), and more. The survey was conducted in December of 2022.

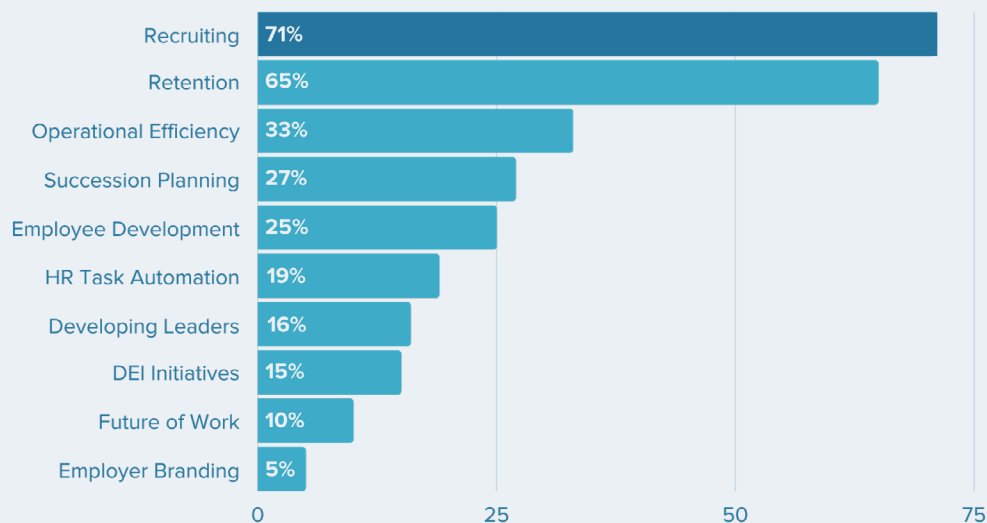
Overview

Key Takeaway: *Competition for qualified candidates is only increasing. In addition to finding innovative ways to compete for top talent, public sector HR professionals need to promote work-life balance at their agency – a growing concern for candidates.*

Recruiting over the last year has been challenging, with the public sector facing a record breaking **hiring crisis**. In 2022 compared to 2021, applications per job were down 56%.

It comes as no surprise, then, that 72% of respondents reported recruiting as one of their top three priorities in 2023 (Figure 1). Let's examine **why** recruiting is a top priority, **who** HR professionals are targeting, and **how** to improve it.

Figure 1
Top Priorities in 2023



Why Recruiting

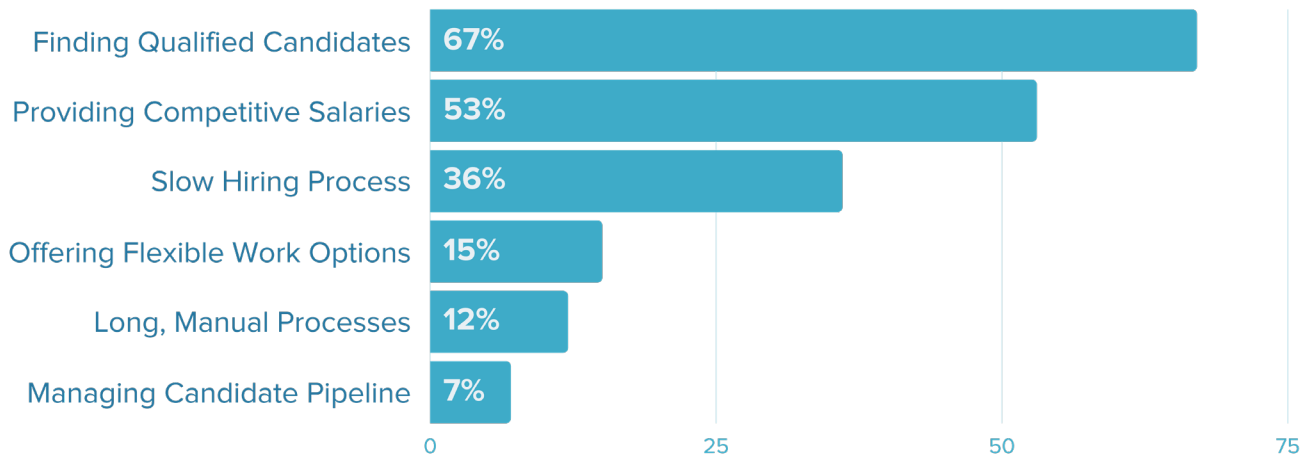
Competition for top talent will only increase in the coming years. 63% of government HR expect competition for qualified candidates to increase in 2023. 58% expect scarce talent and labor shortages for the next two years. But population data from the Bureau of Labor Statistics implies it could be longer.

By 2030, all baby boomers will be 65+ and the population entering the workforce (aged 16–24) won't be able to compensate for the exodus of retirees, resulting in increased labor shortages for the foreseeable future.

Top Recruiting Challenges

Going into 2023, the top three recruiting challenges for government agencies are finding qualified candidates (67%), offering competitive salaries (53%), and slow hiring processes (36%). Dive deeper into [***recruiting and sourcing best practices***](#).

Figure 2
Top Two Recruiting Challenges



It's natural to want to tackle the biggest problem first, but improving upon these smaller challenges can have an exponential impact on finding qualified candidates. For example, ***improving your time-to-fill KPI*** can help you land better candidates, since drawn out hiring processes result in pipeline churn. In 2018, local and state governments had an average time to fill of 130 and 96 days, respectively – 36 days longer than the private sector. That's too long.



Who to Recruit

Public sector HR professionals are most interested in recruiting millennials (62%), followed by Gen Z (50%) and Gen X (42%). Targeting Millennials and Gen Zers will be more competitive, but ***here are some helpful tips*** that could give you an edge over the competition.

62%
MILLENNIALS



50%
GEN Z



42%
GEN X



There's very little interest in hiring baby boomers (6%) and retirees (5%), which could present an opportunity for your agency. With the younger generations in higher demand and decreasing rapidly, qualified baby boomers may be easier to recruit. If you have any part-time or temporary positions open, hiring recent retirees may help you fill a much needed role. Learn about ***other candidates you can recruit***, including ***laid off tech workers*** in the private sector.

How to Improve Recruiting

Try New Things

Government HR professionals are trying new, inventive things to fill vacancies with qualified candidates. Topping the list are remote/hybrid work (50%), tuition reimbursement (38%), employee referral programs (30%), and signing bonuses (29%).

As seen in Figure 2, the ability to offer competitive salaries remains a big challenge. Hiring contract, part-time, or seasonal workers are potential workarounds for budget constraints. Here are some other inventive things that our survey respondents are trying:

- Finding new ways to raise pay
- Hiring contract workers
- Adding part-time employees
- Recruiting retirees
- Extra vacation days
- Job sharing
- Adding temporary jobs
- Recruiting college interns
- Paid parental leave
- Recruiting Veterans

Increase Work-Life Balance

When asked what job candidates care about the most, 53% of HR professionals listed competitive salaries, 27% listed work-life balance, and 6% listed better benefits as most important. Interestingly, work-life balance is considered more important to candidates than benefits, a data point that should impact your candidate messaging. By promoting the things applicants care about, you can better attract top talent.



Figure 3

What Candidates Care About the Most

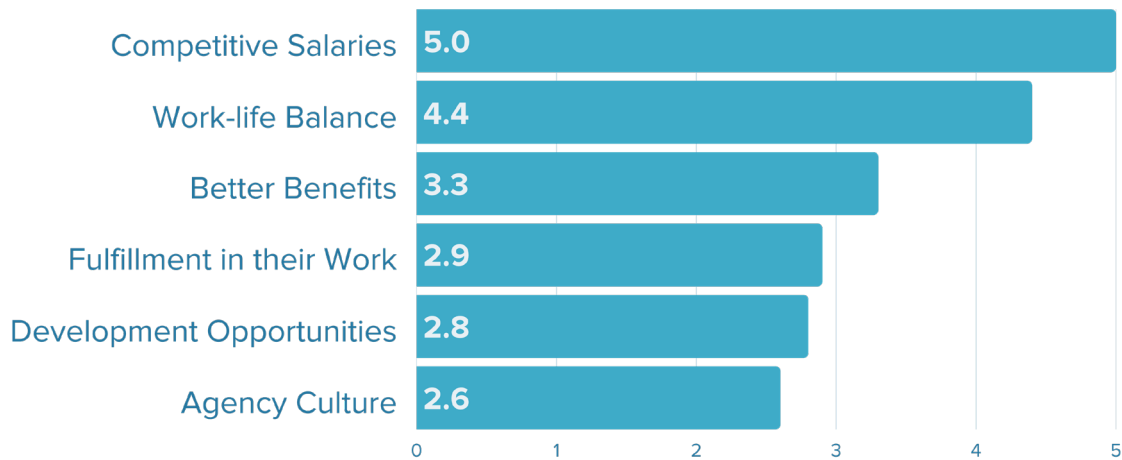


Figure 3 is the average of all respondent rankings on a scale of 1–6.



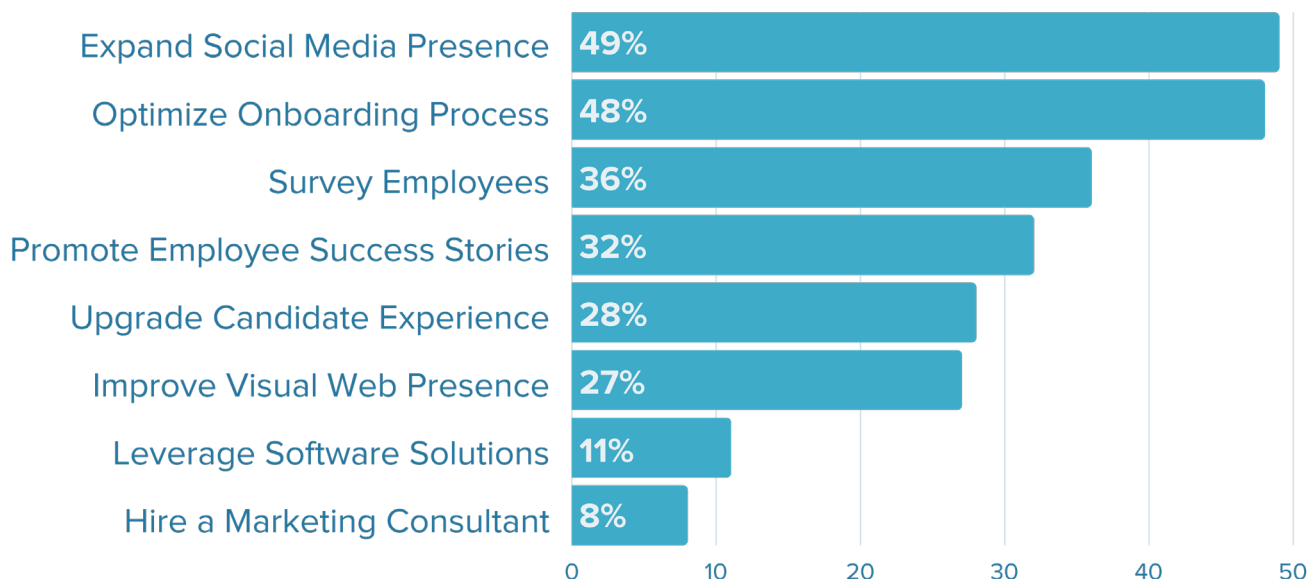


Improve Employer Branding

Employer branding is an important part of recruiting, especially for attracting Millennials and Gen Zers who have come to expect consistent branding from the businesses they frequent and organizations they work for. **71% of respondents said they have a clearly defined employer brand or are in the process of improving it.** Here are their top priorities, some of which may inspire your plans for this year (Figure 4):

Figure 4

Plans to Improve Employer Brand in 2023



NEXT STEPS

Thanks for reading the
Recruiting Report by NEOGOV.

We hope these peer insights, data analyses, and resources have been helpful.

NEOGOVS serves public sector HR with a comprehensive suite of solutions for recruitment, onboarding, performance management, staff development, managing employee information, and more. To learn how NEOGOV's HR software can help your agency, [sign up for a free consultation today.](#)



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