

How the State of Iowa used **proactive candidate outreach** to improve recruitment



CHALLENGE ONE

Not getting enough applicants for hard-to-fill positions

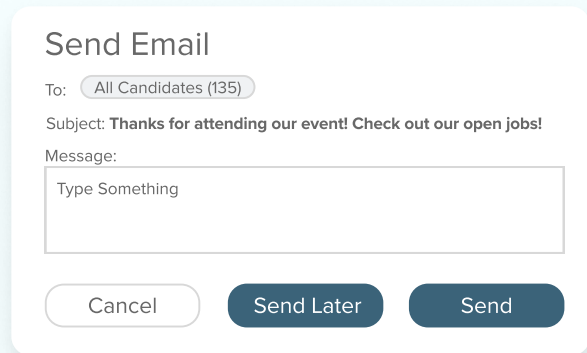
The State of Iowa struggled to find qualified candidates for hard-to-fill roles. Recruiters were **frustrated with manual efforts that didn't work** and crucial jobs were left unfilled.

74%
of applicants sourced by Attract email campaigns were qualified for the job

OUTCOME

Proactively promoted job openings and boosted applications by 17%

Attract saved recruiters time with **personalized outreach to candidates in bulk**. The State used automated email campaigns to inform job seekers about open roles – resulting in a **63% email open rate** and a **17% application submission rate**.



CHALLENGE TWO

Cumbersome candidate follow-up after events

It was hard for the State to efficiently connect with job seekers they met at career fairs and events. They **used spreadsheets and paper to collect candidate information**, making it tedious and burdensome to follow up.

OUTCOME

Streamlined post-event outreach to interested candidates

With Attract, candidates can **scan a QR code with their mobile device to submit an online form of interest**. The system automatically adds them to an event candidate pool for quick and easy follow up about opportunities.

“With the scarcity of talent, proactive recruitment is key for us to be successful – and Attract has allowed us to do that.”

Abbie Olson, Executive Branch Recruiting Coordinator, State of Iowa, Department of Administrative Services