

## How Pennington County revamped recruitment to **source 35% more applications** from higher-quality candidates



### CHALLENGE ONE

#### Too few applicants caused hiring delays

Pennington County often received **only two or three applications** during their standard two-week job opening period. Without a sufficient pool of applicants, they frequently had to **reopen positions to extend the recruitment period**, which slowed down the hiring process.

*“Our IT Director was hiring for two very specialized roles and didn’t expect to get applicants. Attract gave us **20 viable applicants per position**, and close to 100 total.”*

Cody Wiseman, HR Marketing Manager  
Pennington County, SD

### OUTCOME

#### Wider reach brings 35% more applicants

Using Attract, the County saw a **35% year-over-year increase in job applications** – without the need to reopen jobs. Sourcing tools within Attract bring in **400+ new candidates each week** to grow their 8,000+ contact list, giving them a broader pool to recruit from upfront.

#### Applicants Per Position

##### BEFORE ATTRACT

3  
Applicants

0  
Qualified

##### WITH ATTRACT

100  
Applicants

20  
Qualified

### CHALLENGE TWO

#### Applicants lacked specialized skillset

Before Attract, Pennington County **struggled to get quality applicants**, especially for professional-level roles with specialized requirements. Most of the candidates they received from traditional recruitment methods were **too general and not suited for the roles**.

### OUTCOME

#### Targeted tools deliver better matches

In Attract, the County can **target keywords, location distance, and more** for specialized roles to find highly-relevant candidates. This strategic approach and access to a vast public sector network **delivers more qualified applicants fast** – without adding to the team’s workload.