

How the State of West Virginia Division of Personnel **hired 33 employees in 60 days**



AT

CHALLENGE ONE

More openings, fewer applicants

From 2020 to 2022, the number of open state jobs increased by nearly 50%. But the number of applicants during that same time decreased by 40%. The resulting staff shortage put extra pressure on existing employees, leaving them at risk of burnout.

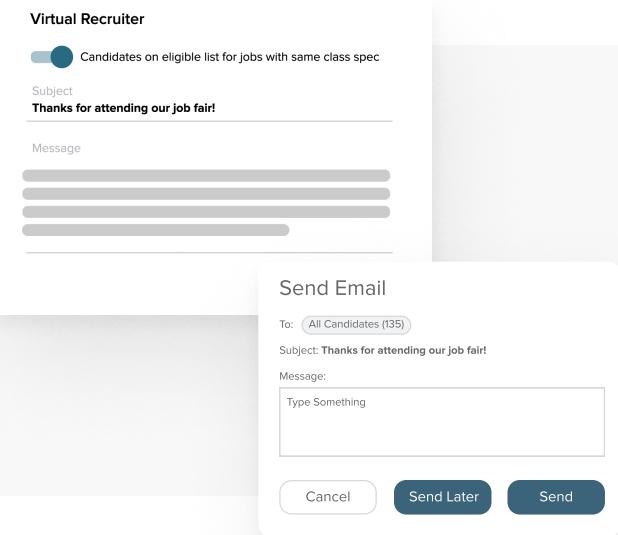
“Attract brought us qualified applicants so we were able to quickly fill critical roles.”

Amy Crook, Human Resources Specialist 2
State of West Virginia, Division of Personnel

OUTCOME

Exponentially increased their pool of qualified applicants

Reached over 150,000 potential candidates with targeted email campaigns and **Virtual Recruiter**. Over 3,800 job seekers responded or expressed interest in their open roles.



CHALLENGE TWO

Shortage of Correctional Officers and Nurses

Over 500 jobs unfilled. The number of applicants had been steadily declining since 2020, and they could not find enough qualified applicants to fill the open positions.

OUTCOME

Hired 33 employees including 8 Correctional Officers and 16 Nurses in two months

With a much **larger pool of potential applicants**, and user-friendly tools that share the benefits of working for the state, West Virginia was able to accelerate hiring and fill critical roles within 30-60 days.