

6 WAYS

for Public Safety to Increase Qualified Candidates

Public safety is an integral part of a community, but hiring enough qualified candidates continues to be a challenge, especially across law enforcement agencies. According to the International Association of Chiefs of Police, or IACP, "failure rates during the law enforcement screening process have been reported as high as an astonishing 98.5%." Instead of simply increasing the number of applicants to try to find the few qualified candidates, attracting more qualified applicants should also factor into your recruiting strategy.

Here are six tips for increasing applicant submissions from qualified candidates:

1 DIFFERENTIATE

Make a List of the Top Reasons Someone Would Join Your Organization



Increasing applicant submissions starts with identifying the rewards and benefits of working at your organization. **Identify the appealing aspects of the role** – perhaps it's lifetime medical benefits, career advancement opportunities, the promotion of diversity, full education reimbursement, or a four day workweek – these should be the focal point of your recruitment messaging.

ATTRACT 2

Rewrite Job Descriptions to Lead with Enticing Aspects of the Role

First impressions count, especially when it comes to job descriptions. The beginning of a job posting can determine whether someone reads further or decides to move on. Dry job postings will not grab job seeker attention. For that reason, **make sure the first few sentences spotlight the reasons someone would join your organization.** Never start with the requirements of the position or the lengthy evaluation process. Remember, your objective is to fill the top of the funnel with applicants, not deter people from applying.

Advertise Positions on the Most Relevant Job Boards

Using **public sector-specific job boards** like GovernmentJobs.com allows you to focus your lens on a pool of applicants who are specifically seeking public sector roles and are therefore more likely to be serious candidates. While websites like Indeed and LinkedIn may generate a higher volume of applicants, be prepared for an onslaught of submissions from the private sector who are just curious or lack commitment.

PROMOTE 3



IDENTIFY 4

Automate the Qualification Process



Moving candidates quickly through the process is key to making sure you don't lose good ones along the way. Using an applicant tracking system that **automatically determines the viability of a candidate based on your custom minimum qualifications** accelerates the speed in which eligible candidates can be moved to the next stage in the hiring process.

EVALUATE 5

Beyond meeting qualifications, how fast can you determine a candidate's eligibility for a role? Manually assessing a combination of written exam scores, physical testing, oral boards, and other criteria is time-consuming and prone to error. Using an applicant tracking system that not only facilitates each of these processes online, but also generates **a rating matrix allows for rapid, fact-based decision-making.**

Identify the Best Candidates Using Rating Matrixes

REPORT 6

Ensure Candidates Know You Are Seeking a Diverse Workforce

Not only is diversity a crucial part of building a quality workforce, but it is also important for candidates to know they are applying to work in an organization that values and seeks a range of diverse employees. By using an applicant tracking system that provides applicant flow reporting, you can **ensure fair and unbiased recruiting in compliance with EEO laws.** By drilling into individual demographic attributes including ethnicity, gender, veteran status, age group, and disability, leaders gain full visibility into applicants and hires.



In 2019, public safety agencies that used NEOGOV software completed 62,000 hires.

*To learn more about NEOGOV and how we support public safety recruitment needs, visit **NEOGOV.com/recruit***

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Sources: [1] NEOGOV 2019 Job Seeker Report

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