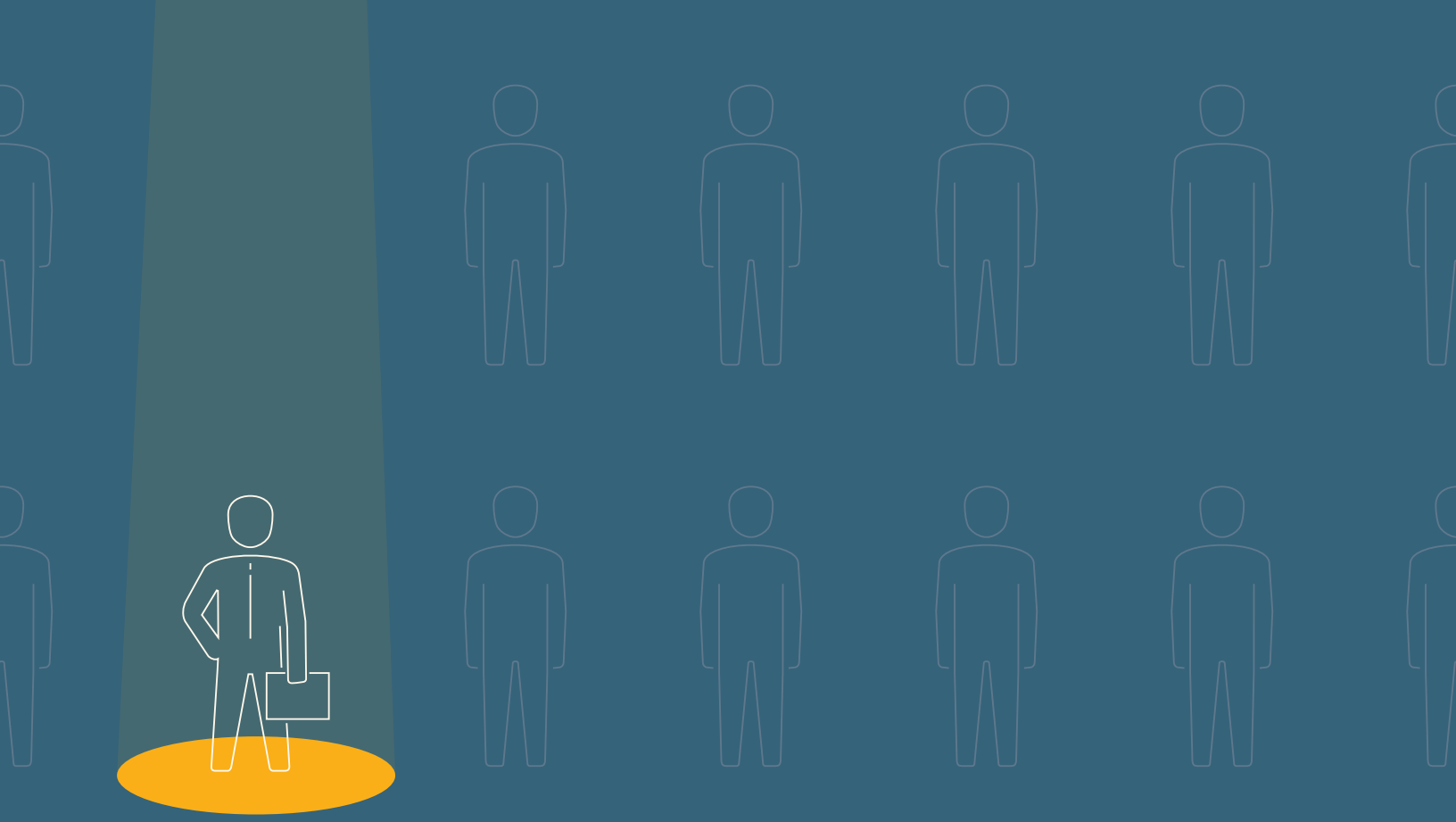


NEOGOV

PUBLIC SECTOR HIRING FUNNEL

MINI REPORT

2020

2020 PUBLIC SECTOR HIRING FUNNEL MINI REPORT

FOR DECADES, the public sector has been known for lifetime employment, where an employee remains with the same organization until retirement. As a result, there's an efflux of retiring baby boomers, leaving organizations in the lurch with a massive need for talent and experience.

"In the era of lifetime employment, from the end of World War II through the 1970s, corporations filled roughly ***90% of their vacancies through promotions and lateral assignments.*** *Today the figure is a third or less."*

- Harvard Business Review



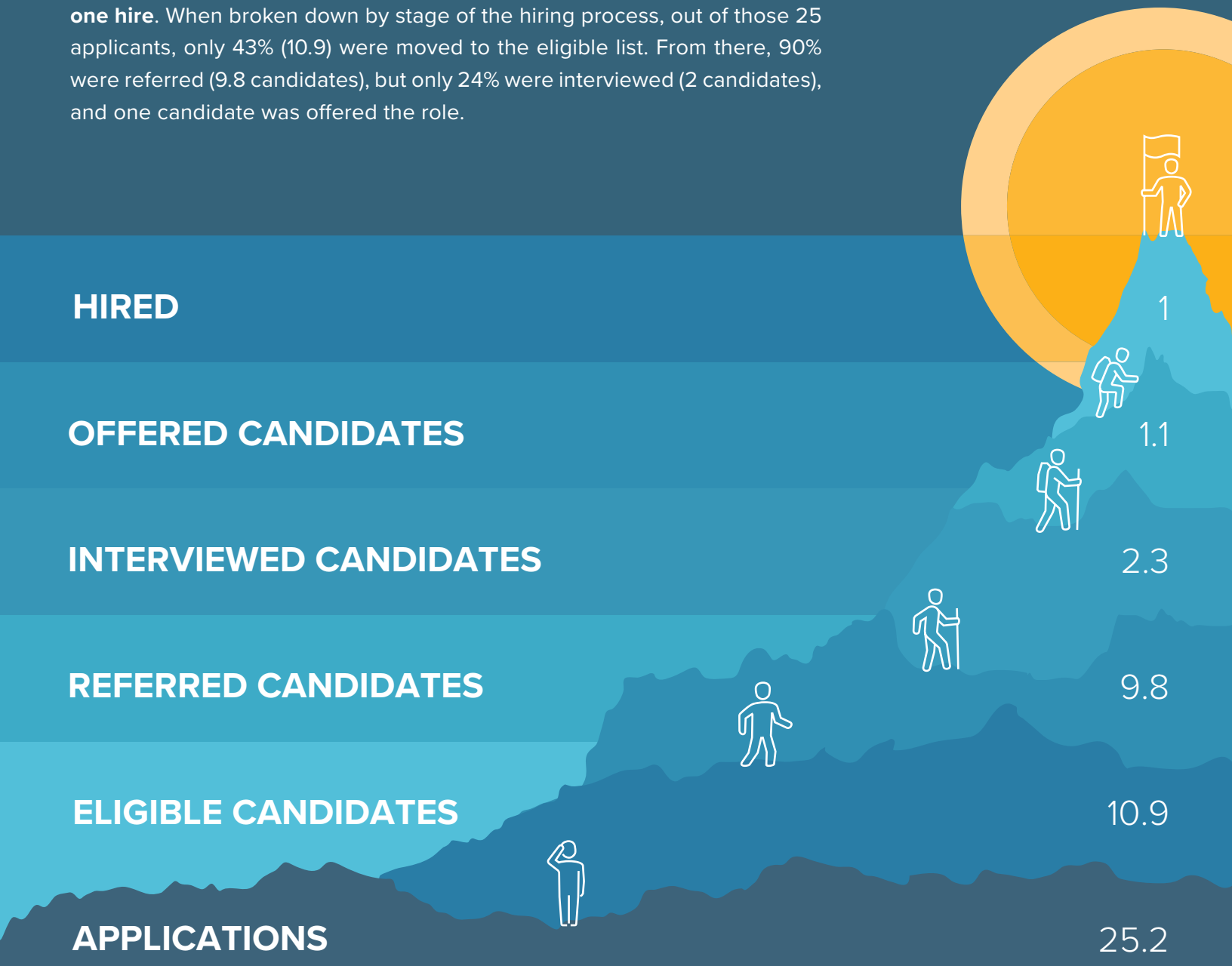
Compounding the issue is an historically low unemployment rate and declining appeal of public sector employment. The combination of these factors requires the public sector to rethink their approach to recruitment.

Using our data as a benchmark, government agencies and public sector institutions can determine whether they have enough applicants to ensure a qualified candidate is in the applicant pool.

NUMBER OF APPLICANTS NEEDED TO

GET A QUALIFIED HIRE

According to NEOGOV's data, on average it takes **25 applications to land one hire**. When broken down by stage of the hiring process, out of those 25 applicants, only 43% (10.9) were moved to the eligible list. From there, 90% were referred (9.8 candidates), but only 24% were interviewed (2 candidates), and one candidate was offered the role.



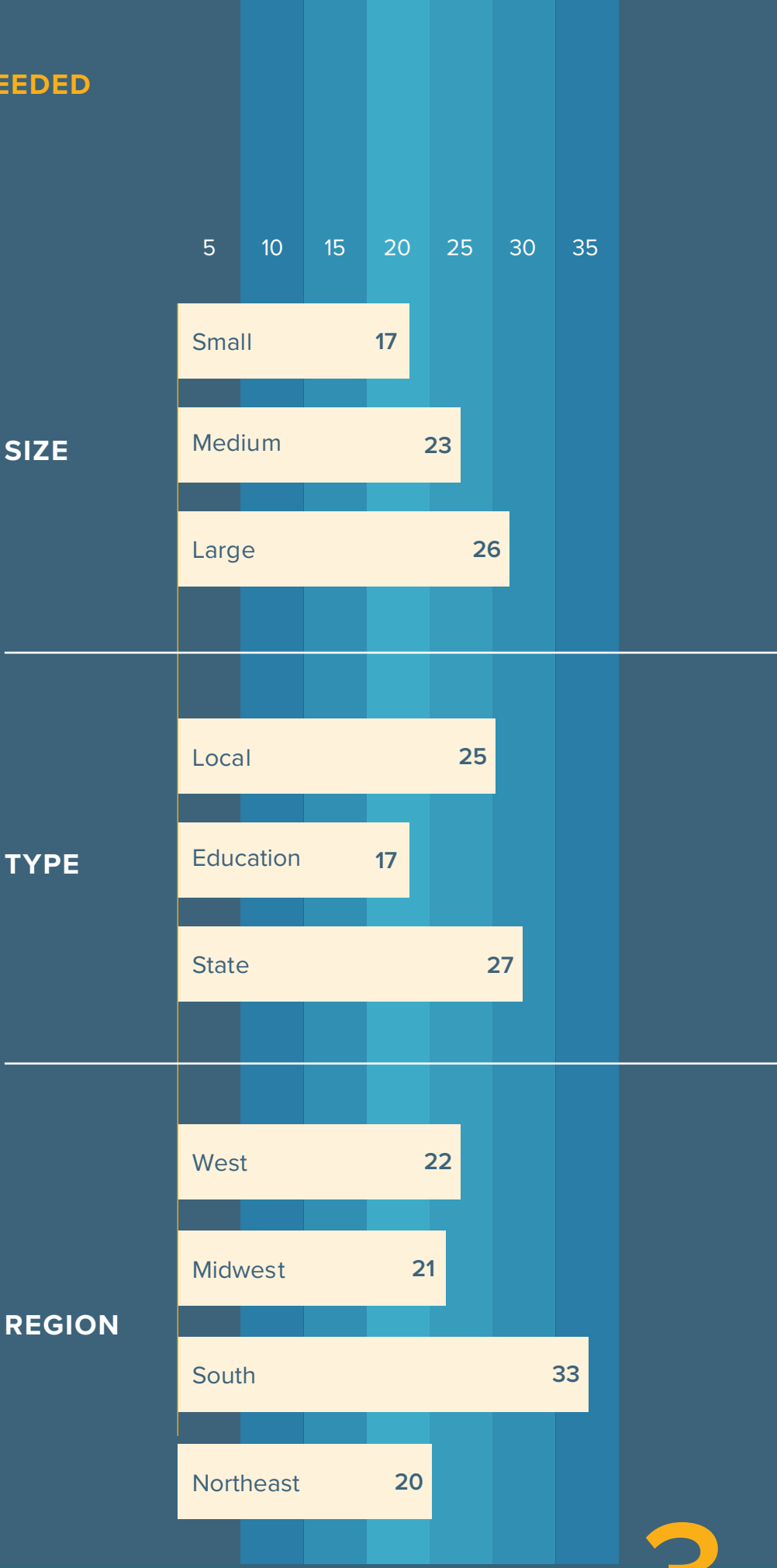
Only 43%
of public sector applicants meet eligibility requirements.

NUMBER OF APPLICANTS NEEDED

BY CATEGORY

Although the average ratio of applicants needed to fill positions across all public sector roles is 25:1, this number varies by organization size, organization type, and region.

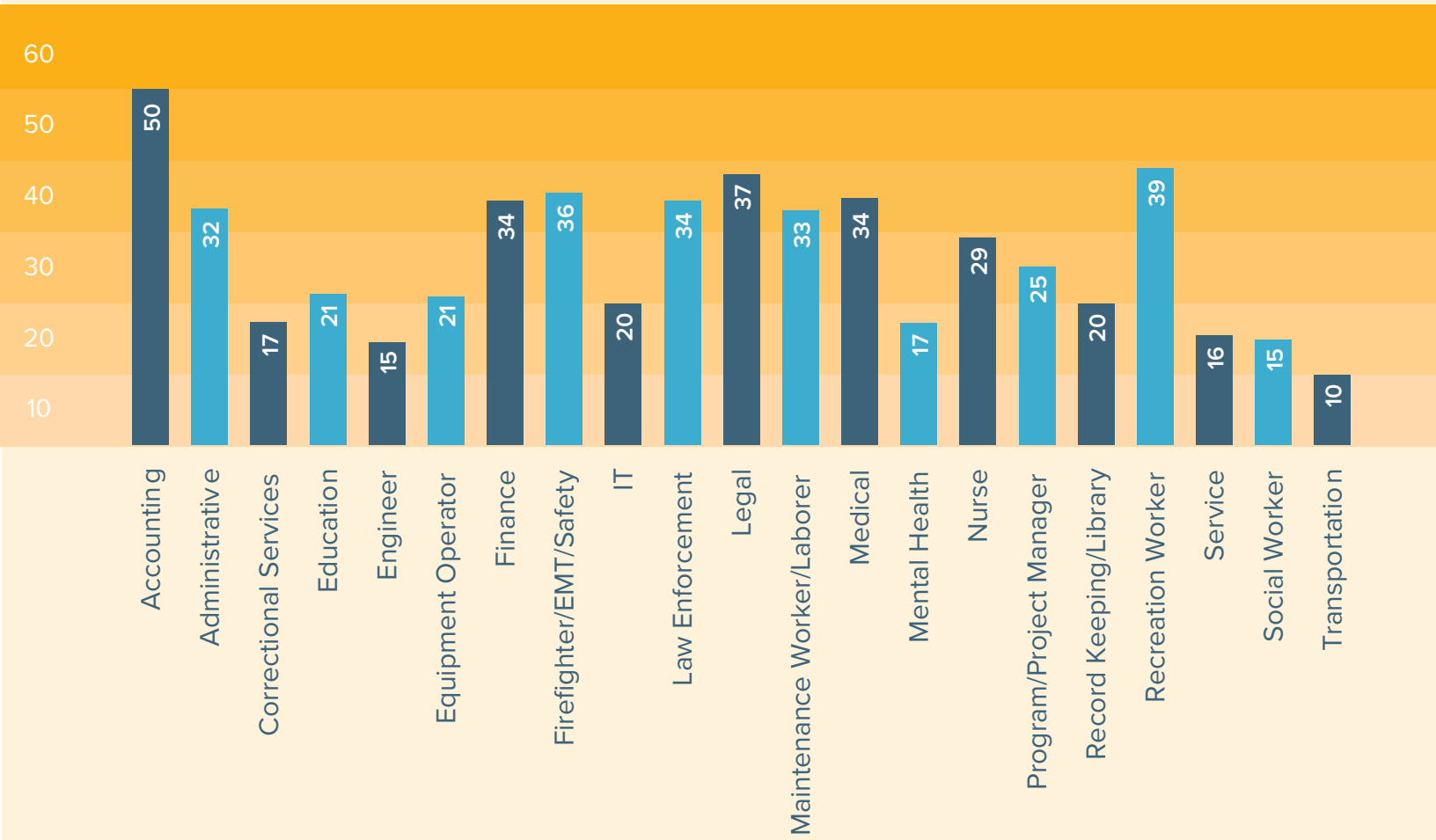
For example, organizations in the South need the most applicants, with a ratio of 33 applicants per hire.



NUMBER OF APPLICANTS NEEDED

BY POSITION TYPE

The number of applicants required also **varies by position type.** For example, Transportation roles typically only require 9.7 applicants for one hire, while Accounting roles need an average of 49.6 candidates per open position.



Accounting roles
need an average of almost
50 candidates

TIPS FOR

ATTRACTING ENOUGH CANDIDATES

In today's difficult job market, it may be challenging for organizations to attract 25 candidates for each open position. Here are 8 tips for increasing applicants to your open positions to ensure enough qualified candidates are in the applicant pool.

1

Post roles on

ONLINE JOB BOARDS

Identify online job boards that are relevant to your ideal candidate. According to NEOGOV, NASCA, and Accenture's Job One Report, 62% of applicants are searching for jobs through online job boards. Of those applicants, 79% are searching on Indeed, 68% on GovernmentJobs.com, and 51% on USAJobs.

2

Monitor

REAL-TIME TRENDING

While the average across all public sector organizations is 25 applicants per hire, the number can vary by position. Some applicant tracking systems (like NEOGOV) predict exactly how many applicants are needed for that particular role, allowing you to allocate your advertising budget accordingly, and pull back when you have reached a healthy number of applicants.

3

View your application from

THE JOB SEEKER'S PERSPECTIVE

Take a look at your application process to determine its appeal to job seekers. Consider whether the application takes too long, if there are unnecessary screening questions, or the process is otherwise cumbersome (for example, requiring a cover letter, a copy of transcripts, or that they print, sign, and scan the application offline). Edit the application or process based on the insights gained.

4

Include Job Seeker Motivators

IN JOB DESCRIPTIONS

Reframe the job posting to include the motivations public sector job seekers are looking for in a role. According to NEOGOV's survey of 2,000 job seekers, 61% of public sector applicants are looking for job security, 58% are seeking a comprehensive benefits package, 51% want to know they are completing meaningful work, and 47% are hoping to serve the community.

5

TIPS FOR

ATTRACTING ENOUGH CANDIDATES

5

Build a database of

PAST CANDIDATES

Use an applicant tracking system that will allow you to conduct keyword searches through your database of past applicants. Applicants who may not have had the right skill set for the position they applied for or were a second or third choice could have the right skills for this role.

6

Use analytics to see where

YOUR APPLICANTS COME FROM

Understanding where your most qualified candidates come from will allow you to target your spend into the channels that have proven most successful in the past. Use an applicant tracking system that provides applicant source analytics to determine the best place to advertise your roles. According to HR Morning, "if excellent candidates are coming from social media like Twitter or Facebook, you can reinvent your hiring strategies to devote more attention to those platforms."

7

Maximize

SOCIAL MEDIA

When posting a position on your organization's social media pages, use hashtags and keywords that the job seekers you want to reach might search for. For example, using hashtags such as #governmentjobs, #accountingjobs, or #hiring could broaden the reach of the post. Using hashtags that have nothing to do with hiring but resonate with the target audience (like #engineering or #analyst) may pique the interest of passive job seekers.

8

Encourage

EMPLOYEE ADVOCACY

Employee Advocacy is defined as employees using social media to promote and share their support for their company, and this can include recruitment. A study conducted by Nielsen determined that 92% of people are more inclined to trust recommendations from people they know, not organizations. Involve current employees in the hiring process by asking them to share job postings with their social networks.

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APPROACH

NEOGOV's data in this report is the result of an analysis of 8.2 million applicants, over 326,000 hires, and 999 agencies, including special districts, courts, local government, education (K-12 and higher ed), state government, and healthcare in 2018.

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Serving over 6,000 organizations, NEOGOV is the leading provider of a comprehensive human capital management solution for the public sector. Designed exclusively for government agencies and higher ed institutions, NEOGOV's suite of three integrated modules – Recruit, Develop, and Manage – support the unique needs of public sector HR teams and automate the entire employee lifecycle, while maintaining the highest standards of compliance. More information at **www.neogov.com**.

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20
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