

# NEOGOV WEBINAR

## 10 KEY TAKEAWAYS

*from the Latest Public Sector  
Hiring Trends Report*

1PM EST • WEDS, NOV 13

IN PARTNERSHIP WITH **ICMA**



## Housekeeping Notes

- The webinar is being recorded and will be available on NEOGOV's website
- The presentation will be about 50 minutes, then 10 minutes for questions
- Participate! We will be launching polls so please join in



Phill Dewing  
*Director of Sales*



Alex Oberheide  
*Account Executive*

# Agenda

1. About NEOGOV
2. Introduce NEOGOV Research
3. 10 Key Takeaways from the *2019 Hiring Trends Report*
4. Questions



NEOGOV is the leading provider of an integrated HR, payroll, and talent management solution for the public sector.

Serving over 6,000 organizations, NEOGOV's suite services the **entire employee lifecycle**.



## NEOGOV Research



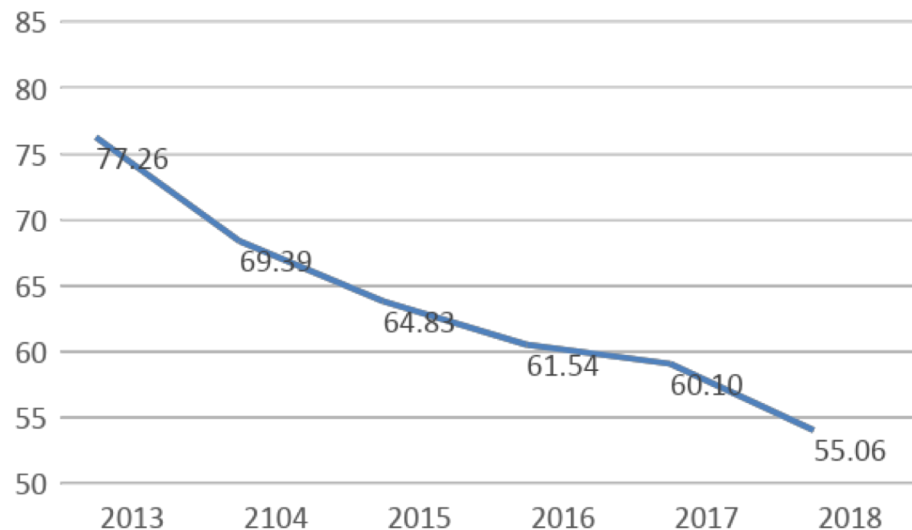
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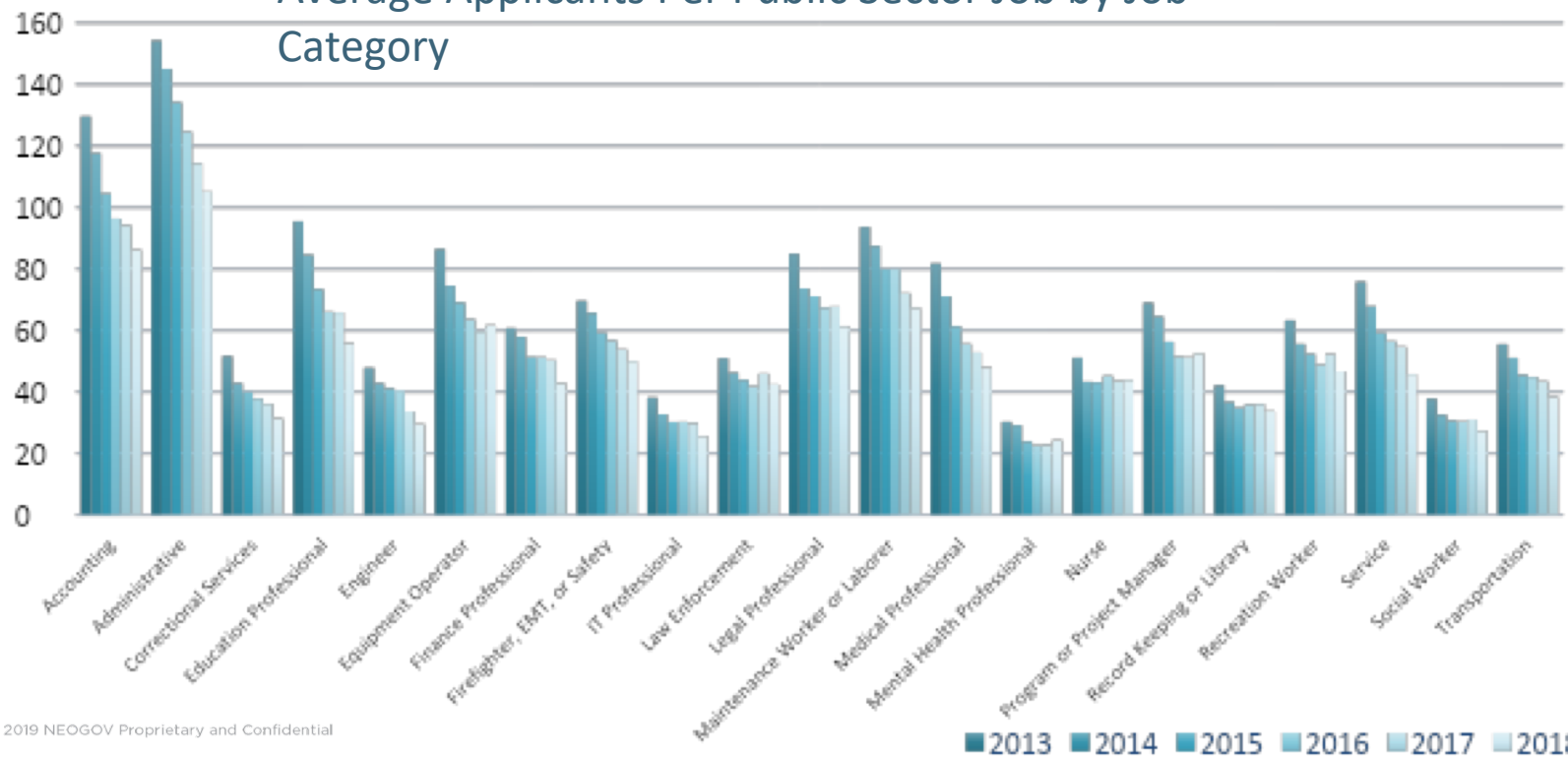
## **10 Key Takeaways from the *2019 Hiring Trends Report***

# #1 Applicants per Job are Declining

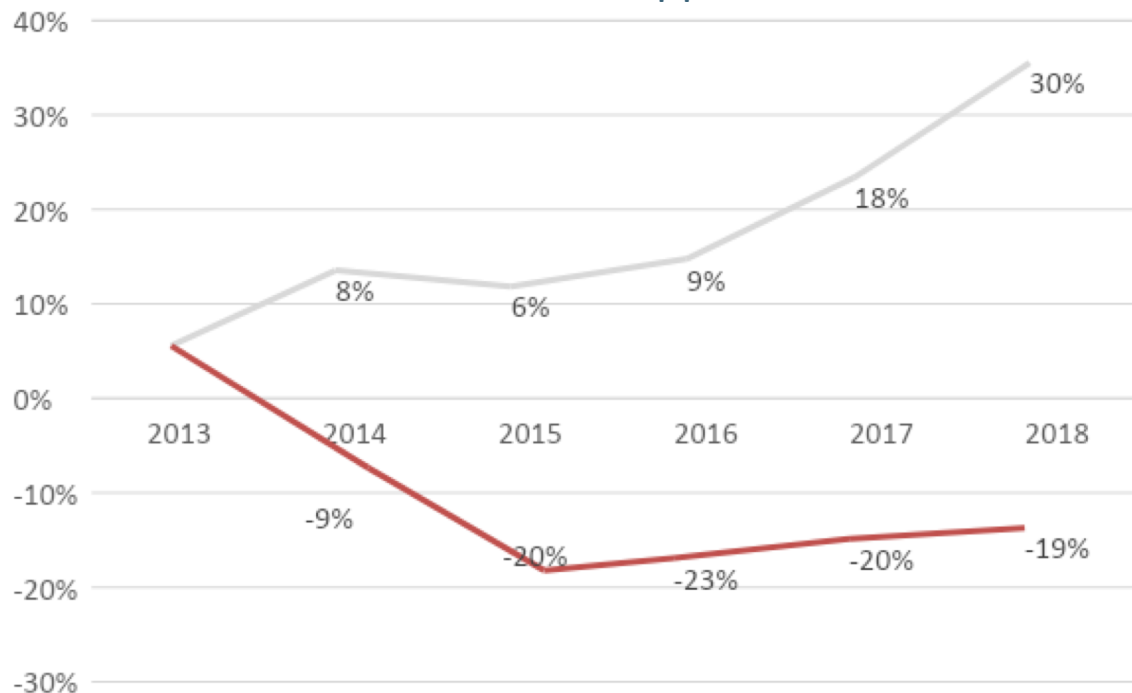
Across all job openings, the average number of applications declined by 28.5% between 2013 and 2018.



## Average Applicants Per Public Sector Job by Job Category



## Decrease in Public Sector Applicants, 2013-2018



Overall, the number of public sector job applicants has decreased by 19% over the last five years.

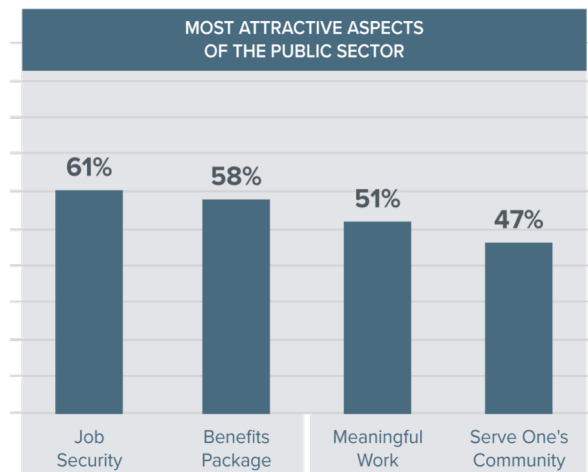
## #2 Most Attractive Aspects of the Public Sector

A survey of 2,000 job seekers revealed what they are looking for in the public sector roles.

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A survey of 2,000 job seekers revealed what they are looking for in the public sector roles.

The most attractive aspects are:  
Job security, benefits, meaningful work,  
and serving the community.





To attract applicants, it's important to write job descriptions that showcase the appealing aspects of the public sector.

*Appeal of Working in Public Sector by Job Title*

	Law Enforcement	Correctional Services	Equipment Operator	Firefighter or EMT	Nurse	Maintenance	Transportation	Social Work	Mental Health
Job Security	73%	69%	68%	63%	48%	58%	61%	60%	63%
Benefits Package	54%	53%	63%	47%	51%	67%	61%	54%	58%
Meaningful Work	57%	60%	41%	57%	54%	28%	43%	52%	55%
Serving One's Community	63%	51%	49%	60%	50%	38%	41%	42%	54%

Respondents selected all that apply. Sample size varies by job category. n=2,871

Source: NEOGOV 2019 Job Seeker Report



## Agency-Focused Job Description

### Nurse Practitioner I Department of Mental Health, State Agency

#### JOB RESPONSIBILITIES

The department of Mental Health is a **drug-free workplace**. All candidates will be **required to pass a mandatory pre-employment drug test**.

#### JOB PURPOSE

**Under clinical supervision** of Medical Director, provides direct patient care and evaluations (PMA's, etc.) within the scope of Nurse Practitioner authority, coordinate care, supervise treatment team and provide direct supervision where applicable.



## Job Seeker-Focused Job Description

### Nurse Practitioner I Department of Mental Health, State Agency

#### JOB DESCRIPTION

Want to do **meaningful work** that has a **real impact on the community**? Please come join the **very tenured** Nurses at the Department of Mental Health. Our mission is to **service those who aren't being served** which not only **benefits the community** greatly but also delivers a **great benefit** package to you! It's a win-win for everyone. Our Nurses average **tenure is over 10 years** which allows for consistent service to those in need. Under the supervision of talented professionals, you will provide direct patient care and evaluations, ~~coordinate critical care and provide supervision of treatment and team members~~. We would be **honored** to have you join our team.

## **6 Tips for Improving Job Descriptions:**

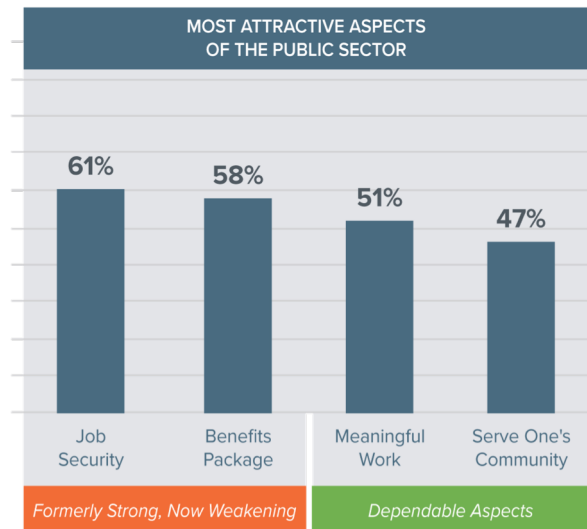
- 1** Write ads, not postings – use promotional language
- 2** Include the top motivators for public sector applicants
- 3** Lead with the most appealing aspects of the job
- 4** Share the unique benefits of working for your organization (location, culture, mentor programs, work/life balance, Fridays off, etc.)

## 6 Tips for Improving Job Descriptions:

- 5 Treat the candidate like a professional.  
Soften tone of requirements, reducing words with all caps and sentences, avoid talking down to the applicant in a condescending manner.
- 6 Emphasize opportunities for skills growth, career advancement, and eventual leadership opportunities

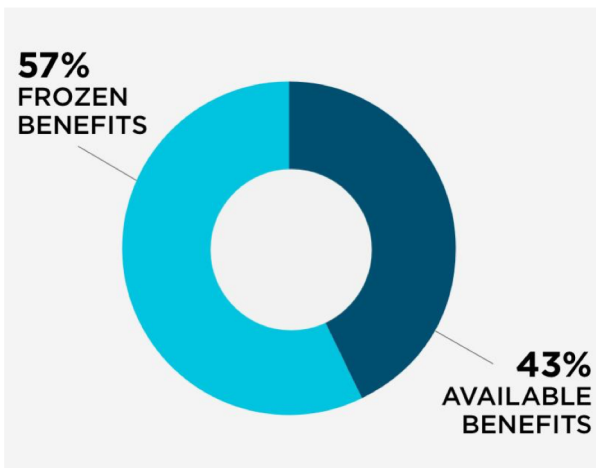
## #3 The Public Sector is Losing Appeal

While the most attractive aspects of the public sector have historically been job security and benefits packages, these aspects are no longer as strong value propositions as they once were.



## Eroding Retirement Benefits

While 75% of current state and local government workers participate in defined benefit plans, **57% of these plans are frozen, making them inaccessible to new government workers.**



### YESTERDAY'S PROMISE

- Generous health benefits
- Robust pension
- Secure lifetime employment

## Perception of Job Security

In the decade following the **Great Recession of 2008**, the state and local governments reduced their workforce by 5.7%, damaging the perception of job security in the public sector.

**Aug 2008 - Oct 2018**



**-5.7%**

**-162,00 Employees**

“Dire fiscal states of government institutions as the result of the Great Recession...mandated that public agencies continue their operations with fewer public employees.

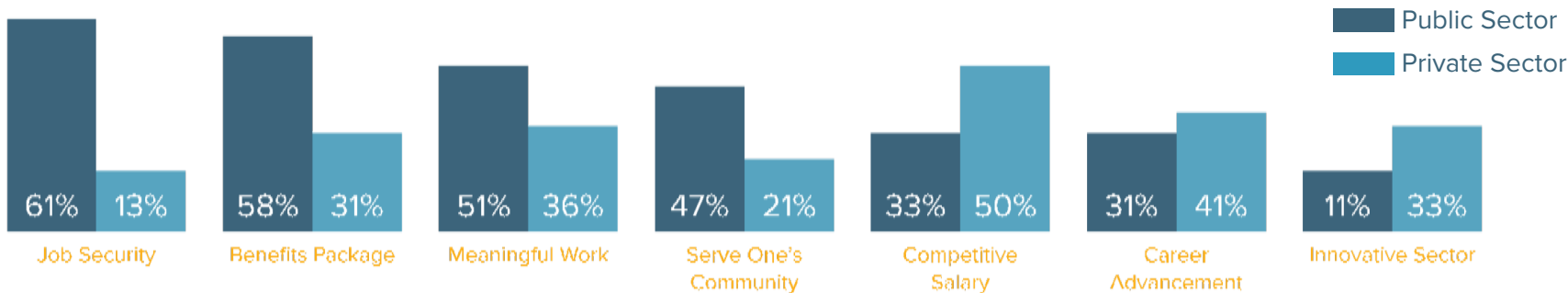
As a result, workers in the public sector may face risk of job loss more frequently, worsening their perception of job insecurity.”

*- Job Insecurity and Job Satisfaction in the United States  
Benjamin Artz and Ilker Kaya*



## #4 There's a Huge Opportunity to Promote Career Mobility

Although Career Advancement is not one of the perceived appeals of the public sector, this is true of the private sector too. As a result, there is an opportunity to shift perception of career mobility in the public sector.



As you write job descriptions, make sure to include the job seeker's opportunity to grow their career with your organization.

## CAREER ADVANCEMENT

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## Job Seeker Focused Job Description

### **Nurse Practitioner I Department of Mental Health, State Agency**

#### **JOB DESCRIPTION**

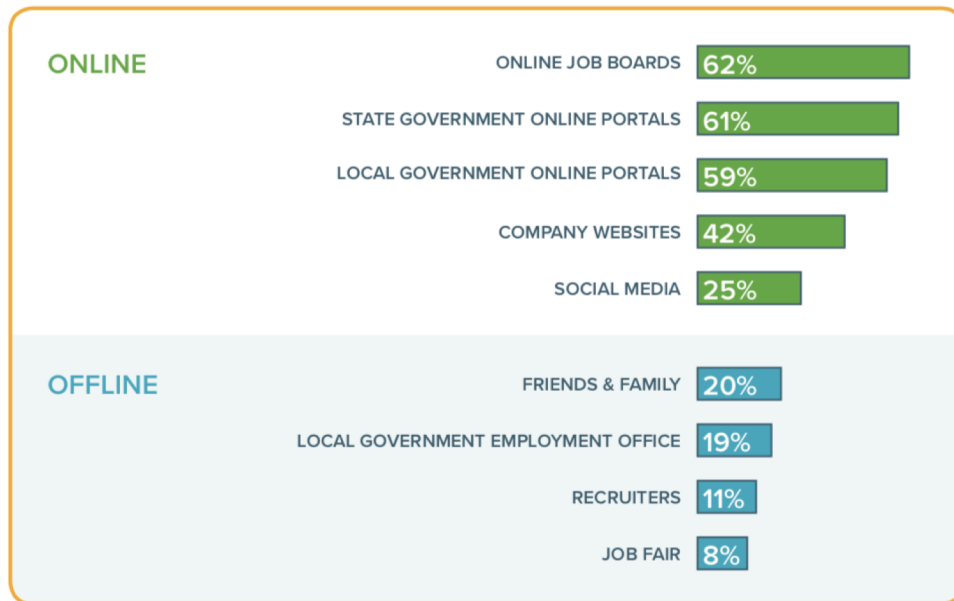
Want to do **meaningful work** that has a **real impact on the community**? Please come join the **very tenured** Nurses at the Department of Mental Health. Our mission is to **service those who aren't being served** which not only **benefits the community** greatly but also delivers a **great benefit** package you! It's a win-win for everyone. Our Nurses average **tenure is over 10 years** which allows for consistent service to those in need. Under the supervision of talented professionals, you will provide direct patient care and evaluations, coordinate critical care and provide supervision of treatment and team members. We would be honored to have you join our team.



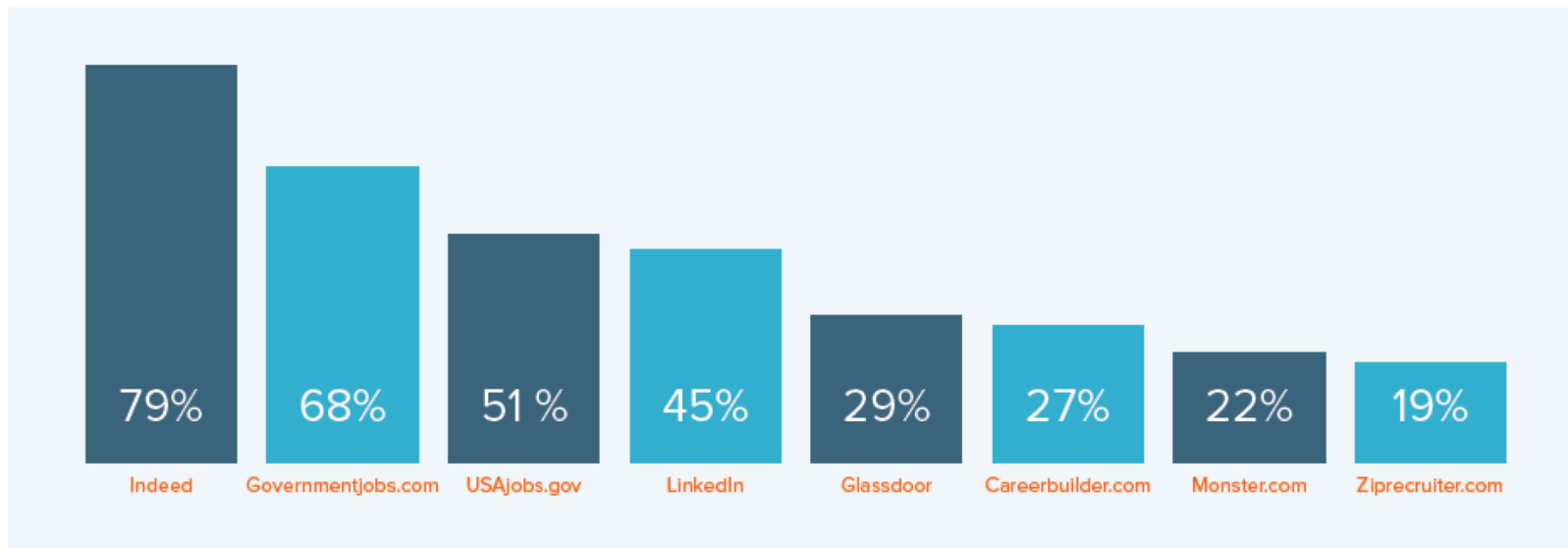
Whether you are joining our team for three years or twenty, you will have the **opportunity to grow your career with us**. We offer training courses and work diligently with our team members to enhance their skill sets to progress their careers.

# #5 Online Job Boards are the Top Search Medium

To effectively attract candidates to open positions, it is important to know where job seekers are conducting their search.



## Search for Job Seekers Where They Are Already Looking



“Part of the problem is that government for the most part doesn't recruit. Because they typically don't recruit, you won't find them placing jobs on LinkedIn, or tweeting about vacancies or using Facebook to find passive candidates.”

- Jeffrey Neal, former Chief Human Capital Officer, Department of Homeland Security

## #6 Candidates Only Apply to a Small % of Job Openings They See

**69%**

of candidates will abandon a job application if it takes more than 20 minutes.

**57%**

of more experienced job seekers will drop out of an application process if it takes longer than **15 minutes** to complete.

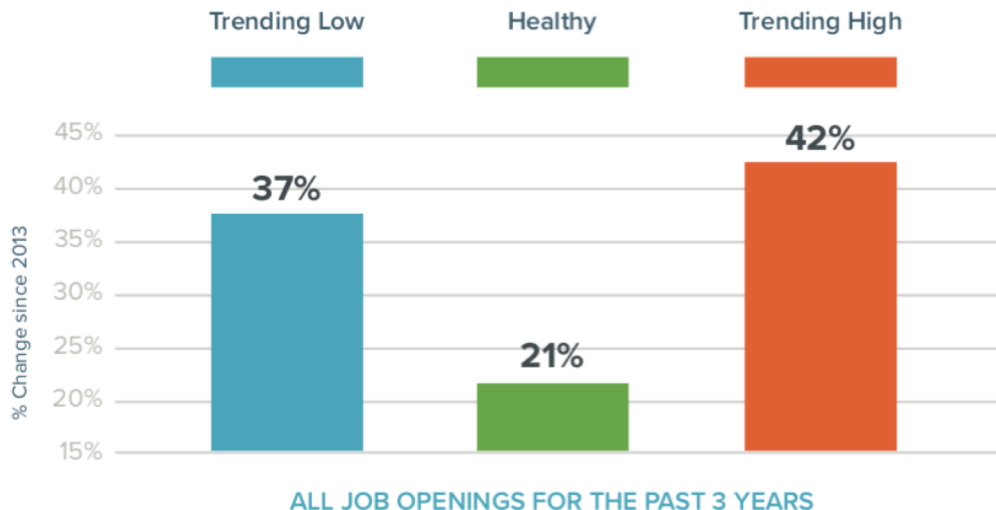
**88%**

of job seekers will abandon an application if companies have 45+ screening questions

“Keep your application process simple. Otherwise, you’re not going to be able to choose from top talent. You’re just going to be choosing from people who are desperate enough to go through your application process.”

*- Paul D’Arcy, SVP at Indeed*

## #7 Over 1/3 of Agencies Have Low Applicant Volume



To correct this and ensure you have someone hireable in your candidate pool, create a target number of candidates needed to fill a role and use real time trending to monitor.



## **Base Advertising Spend on Application Metrics**

Use a more targeted recruitment strategy. By using a tool that allows you to see where you're trending real time, you can then allocate advertising budget only to the jobs that are not performing well.

## **#8 Communicating Effectively With Candidates is Essential**

With fewer applicants, it's important to keep the candidates you do have engaged. Communicating throughout the selection process will help to keep the candidates interested in your role.

**“Post interview communication between candidates and hiring managers has a tremendous impact on the candidate's perspective of the organization and for most, perception is reality.”**

*- SelectOne*

## **3 Ways to Effectively Communicate with Candidates:**

- 1** Sending application status updates (via email or text message)
- 2** Allowing candidates to self-schedule interviews
- 3** Engage with and answer candidate questions on social media

## #9 Reduce Turnover to Avoid the Talent Gap

Use continuous performance management to keep employees engaged and reduce turnover. Increases transparency between employees and managers, and enables issues to be quickly addressed and corrected.

According to the Clear Company, employees are 3x more engaged when managers regularly check in and 43% of highly-engaged employees receive feedback at least once a week.

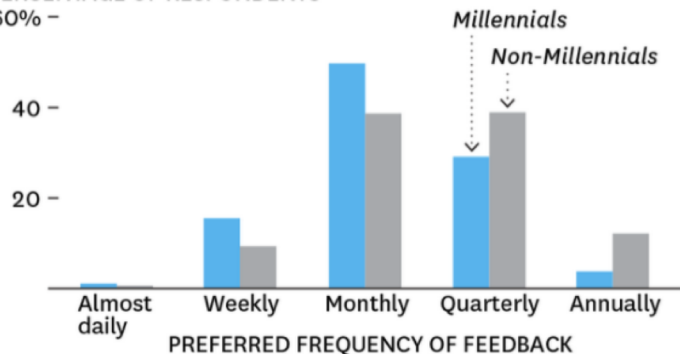
## **3 Tips for Continuous Performance Management**

- 1** More frequent, positive conversations centered on goals, objectives, accomplishments, and development opportunities
- 2** Scheduled check-ins and timely feedback
- 3** Making feedback event-driven, not general

### HOW OFTEN EMPLOYEES WANT FEEDBACK FROM MANAGERS

Most millennials prefer monthly.

PERCENTAGE OF RESPONDENTS  
60% –



HOW OFTEN DO  
YOU RECEIVE  
FEEDBACK FROM  
YOUR MANAGER?

MY MANAGER  
PROVIDES  
MEANINGFUL  
FEEDBACK  
TO ME.\*

MY  
PERFORMANCE  
IS MANAGED  
IN A WAY THAT  
MOTIVATES  
OUTSTANDING  
WORK.\*

PERCENTAGE  
WHO ARE  
ENGAGED

Daily	36%	29%	47%
A few times a week	31%	25%	39%
A few times a month	22%	19%	37%
A few times a year	13%	12%	27%
Once a year or less	6%	8%	15%

\*Percentage who strongly agree

Sources: SAP & 2017 Gallup Report: Re-Engineering Performance Management

“In the last seven days, I have received recognition or praise for doing good work” is responsible for a 10% to 20% difference in productivity.

*- 2017 Gallup Report: Re-Engineering Performance Management*

## #10 Use Development Plans to Groom High-Performing Employees

10,000 people turn 65 every day in the U.S, and millennials now outnumber baby boomers in the workplace. By 2026, millennials will make up 75% of the workforce (Pew Research Center).

It's vital that organizations implement succession plans to pass off institutional knowledge before these baby boomers retire.



## 3 Tips for Successfully Executing Succession Planning

- 1 Identify the employees who are likely to retire in the next 2 – 5 years
- 2 Implement standard processes across the organization to identify employees that can be groomed to grow into positions that will be vacated
- 3 Utilize an effective learning management system to capture and communicate the knowledge of retiring workers

“Beyond simply replacing positions that become vacant, effective succession planning is an ongoing process of identifying, assessing and developing talent to ensure leadership, management and supervisory continuity throughout an organization and, moreover, to sustain its performance.”

- *“Why Governments Need to Ramp Up Succession Planning,” Governing*

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# QUESTIONS?

Download the *2019 Hiring Trends Report* at [neogov.com](https://neogov.com)



# CONNECT WITH US!

NEOGOV



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