

CSTP Article – Recruitment Efforts

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In our September CSTP Networking Call the group discussed recruiting applicants for trainer positions. I shared a technique that we've been using in Michigan for a little over a year now: an informational conference call about the position. This idea began as an effort to be more equitable in our hiring process.

Description

When I post an open child support trainer position, I include the call-in information (date/time/phone line) for an anonymous conference call. Here is an example of what it looks like in the job posting:

An informational conference call to discuss the duties of this position is scheduled for:

Wednesday, October 13, 2021, at 4pm Eastern Time.

To join the conference call:

866-390-1828 (Toll Free)

Conference code: 553357

Please note that your participation in this call will be anonymous. Attendance is not required nor will it affect consideration for this position.

In the call I use a script to describe the duties of the position, our culture at the Michigan Office of Child Support, travel expectations, and a little about the hiring process. After my scripted portion, I take questions. The call lasts about 15 minutes.

Here are some key things that have made this more successful:

1. I stay in touch with the HR team to make sure the call information is added to the posting. This is the hardest part, but the HR team is used to me now! They tell me when they are ready to post, and I quickly schedule a 30-minute call.
2. I schedule the informational call 2 days after the position is posted. This gives time for the word to get out, but still lots of time before the posting closes.
3. I include some team members to add their thoughts during the call.
4. I review and update the script prior to each call to incorporate prior questions and to make sure my messaging is consistent with the posting.

Results

I've found that these information calls are helpful in increasing the number of applications we receive. Before we started hosting these calls, we would typically get less than 10 applicants. With my last posting (using the informational call), we had 52 applicants!

This is subjective, but I would also argue that the quality of our applications has also improved. I believe this is because our applicant pool is better informed about the knowledge, skills, and abilities we are looking for. Applicants are better able to highlight their qualifications in their application materials to match what we are looking for.