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Tech-Driven Talent: Transforming Public Sector Recruitment



Introduction

Government agencies face significant obstacles in recruiting the skilled talent needed to meet the nation's ongoing challenges. The federal hiring process can be cumbersome and fragmented, the workforce is aging, and the fight for talent is fierce with competition within the government and private sectors.

These obstacles, along with recruiting challenges, are limiting government agencies' ability to source and engage top talent – making it difficult to fill open roles in a way that's efficient and scalable.

Looking to overcome these challenges, federal agencies are turning to technology to help them take a proactive approach to recruiting and streamline their recruitment efforts. Technology is helping them reach a wider pool of talent, make data-driven decisions, and accelerate hiring timelines to better compete with private sector employers.

In this guide, we'll cover how your agency can leverage technology to improve recruiting outcomes and execute a more efficient hiring process that results in better, faster, and more sustainable hiring.



Leveraging Technology to Recruit Proactively

Federal agencies attract candidates by participating in recruiting and hiring events such as in-person and virtual career fairs. They allocate substantial financial resources and staff hours to plan and attend these events, without a digital platform to manage resumes, evaluate candidates, and communicate with candidates post-event — that’s where technology comes into play.

Technology allows agencies to move beyond traditional recruiting methods in order to be more proactive, innovative, and to identify and attract the most qualified candidates. “Our federal customers are seeing results by leveraging technology to engage candidates through early and frequent touchpoints,” said Jon Newman, Director of Federal Programs at Yello.

Candidate touchpoints can be formal or informal and include things like partnering with academia to hold recruitment events on college campuses or hosting digital sessions and workshops to inform candidates of what an agency has to offer.

“The more proactively you go out to source and find talent, the more effective your entire pipeline and funnel becomes” says Newman. “Our data tells us that it takes an average of 7 to 10 touch points between an employer and a candidate before they consider you as an employer of choice.”

In addition to proactive outreach, Newman further adds “Branding is also very important, if you can get your agency name out there, promote your job vacancies, and engage with candidates, that is going to attract a more diverse pool of applicants to your open roles while positioning yourself as an employer of choice. If you are only posting vacant jobs in one place, you are most likely seeing the same candidates on your cert lists.”

A strong employer brand keeps your agency top-of-mind for candidates when they're ready to apply. It also helps build an engaged and informed talent pipeline, which is a huge asset when you have open roles. With the help of technology, you can proactively engage candidates through automated touchpoints and campaigns, building trust and relationships along the way.

By using a centralized solution to collect and store candidate information and automate outreach, you can move applicants through the hiring process more quickly and increase application volume. Plus, these efforts contribute to a positive candidate experience, which is especially important when candidates are weighing multiple job offers.



“So at the top of the funnel, you've sourced new talent...To engage with that talent, we're converting that candidate to ultimately apply to these hard to fill positions and identifying and tracking every single step in that process.

*I think that's where a lot of organizations are having success with tools like Yello, because it's **one central place to manage every step in your process**, from recruiting to engagement, to ultimately applying and hiring and beyond.”*

- JON NEWMAN | DIRECTOR OF FEDERAL PROGRAMS

After early engagement with candidates, agencies are leaning on hiring tools to track the quantity and quality of candidates throughout the hiring process, while also collecting data and measuring ROI to guide future engagements. This results in a more efficient hiring process with a better return on your investment.

“If you're leveraging technology and you're centralizing all of those efforts strategically, you can begin to analyze the data points and understand what's working, how many resumes are collected at this type of an event versus this type of an event.” says Newman.

Yello allows customers to centralize talent pipeline efforts and build a database of searchable candidate resumes in addition to automating candidate touchpoints and campaigns. Without utilizing an event management tool, it is extremely challenging to monitor progress, compare results of different recruitment initiatives, and engage with candidates at scale. You also run the risk of wasting time and resources on events that are not providing a positive ROI.

Sourcing Gen Z - Positioning Your Agency to Attract Early Career Candidates

Federal agencies have a significant opportunity to attract Gen Z candidates, but many struggle with where to start and how to position themselves effectively. Gen Z talent has unique values, preferences, and priorities when choosing an employer. To successfully source these candidates, you need to understand what matters most to them, what they seek in a job, and how to engage and build relationships with them.

Positioning your agency effectively can make all the difference. Agencies should highlight their unique experiences and benefits. Federal agencies often have a recruiting edge due to the unique projects and learning opportunities they offer. These exclusive experiences, unavailable elsewhere in the country, are a strong selling point for early career candidates eager to acquire specialized skills.

Job stability is another huge benefit that agencies should lean into when marketing to Gen Z candidates. With widespread layoffs throughout the public sector, Gen Z are looking for opportunities where they don't have to worry about their role being eliminated due to a reduction in force.

Once you've nailed down your agency's positioning, you need to get your message in front of potential candidates. One way to increase your recruiting reach is by creating relevant content that resonates with Gen Z and distributing it on channels where they're already spending their time, like social media.

Engaging with candidates on social media helps build awareness of your agency and openings, drive application volume, and build trust with potential candidates. Additionally, social media gives you a free platform to share news about your company and open roles. However, there is a right way and a wrong way to engage with students on social media, and creating relevant content that resonates with them is crucial.

If you aren't sure how to get started, [checkout this guide](#) for content ideas and practical action steps to get your social media efforts up and running.



Reducing Time-to-Hire

Once candidates have entered the hiring funnel, agencies contend with a lengthy hiring process that is fragmented for both applicants and agencies. Agencies need a way to accelerate their time-to-hire to avoid losing candidates to organizations that can hire more expeditiously.

“By leveraging technology and creating an efficient hiring workflow, our federal customers are seeing significant improvements in their time-to-hire. For example, one of our DoD customers brought their average time-to-hire down from 180 days to 80 days. By leveraging direct hire authorities, the agency is hiring candidates within 45-60 days. In addition, just after 1 year of using Yello, the agency fostered a candidate pipeline of more than 10,000 candidates” says Newman.

Direct-Hire Authority (DHA) is a hiring authority extended by the Office of Personnel Management (OPM) to federal agencies for filling vacancies when a critical hiring need or severe shortage of candidates exists. The benefits of leveraging direct hire authorities should not be overlooked.

“Hiring authorities exist to speed up the hiring process and create a competitive advantage for the federal workforce, particularly against the private sector workforce.” says Newman.

Yello helps reduce time-to-hire for federal agencies by centralizing candidate data in a single solution, allowing recruiters to quickly move candidates through the hiring process. Let's say you just attended an in-person recruiting event and interacted with hundreds of candidates. Without technology, you probably collected hundreds of resumes, and now have to spend hours sifting through each one, creating spreadsheets, looking for qualified candidates, then manually following up to schedule interviews.

With Yello, you can engage, evaluate, and move top candidates forward in real-time, without the hassle of paper resumes or manual data entry. This allows you to quickly facilitate interviews with top candidates and significantly reduce the amount of manual work for your recruiting team.

Addressing DEIA Challenges and Expanding Your Talent Pool

In addition to accelerating time-to-hire, technology supports the government by helping agencies pivot their early career recruiting strategies to address existing DEIA challenges. As the government strives to be a model for diversity, equity, inclusion, and accessibility (DEIA), they must remove barriers to equal opportunity to achieve this.

Many of our federal customers are also licensing access to our DEIA sourcing platform with millions of candidates from 7,000+ campuses across the country. This allows them to access an entirely new subset of candidates that they otherwise wouldn't have access to and helps supplement the other approaches they are taking towards a broader and proactive early career recruiting and hiring strategy.

With Yello, agencies have the ability to reach, engage and communicate with prospective candidates. Agencies are having success with Yello because the technology provides one central place to manage every step in the recruitment process, from recruiting to engagement, to ultimately applying, hiring and beyond.

Closing Thoughts

Embracing innovative tools like Yello helps federal agencies address common recruitment challenges, reduce time-to-hire, and build a sustainable pipeline of qualified candidates. By centralizing candidate data, automating outreach, and tracking recruitment efforts, agencies can compete more effectively for top talent and ensure a more inclusive and efficient hiring process.

Modernize Your Hiring Process With Yello's Government Recruiting Solutions

About Yello:

Yello is a talent acquisition software designed to simplify and modernize the recruiting and hiring process. Yello's technology improves your organization's ability to find, prioritize, manage, engage with, and hire talent in a highly automated and efficient manner, improving the experience for both candidates and employers.

How we work with you:

We provide technology that allows our federal government customers to:

- Efficiently conduct and manage in-person and virtual recruitment events
- Customize, organize, and automate robust and diverse talent acquisition pipelines
- Capture key metrics and visualize data analytics on applicants in real-time so agencies can speed up the hiring process and determine return on investment

Our differentiators:

- FedRAMP Authorized Vendor
- Cloud-based Software as a Service (SaaS)
- Deployed on Amazon Web Services (AWS) Gov Cloud
- Currently work with 50+ federal government agencies
- 15+ years of established success in private sector, currently working with more than 30% of Fortune 500

Quick and easy contracting access:



RECSOLU (DBA as Yello)

DUNS NUMBER: 015414968

Cage Code: 7NSB1

NAICS Code: 541511 (Custom Computer Programming Services)

Our Core Capabilities

Candidate Sourcing

- WayUp D&I candidate database
- Millions of candidates (71% underrepresented minorities from 7,000+ schools)
- Analytics & insights dashboards
- Concierge sourcing automation service

Candidate Relationship Management (CRM)

- Automated & personalized email/text campaigns
- Create & organize talent pipelines – tags/folders
- Candidate pipeline dashboards
- Robust candidate/search capabilities

Recruitment Event Management

(In-Person and Virtual)

- Streamline and track all event planning in a single, central location
- Candidate pre-registration
- Real-time candidate engagement & evaluations
- Automated communication follow-up
- Event ROI reporting

Application Management

- Quick apply forms for DHA roles
- Built-in application workflows and dashboard
- Job board capability to publicly display open requisitions
- USAjobs integration