



QIC-WD QUALITY IMPROVEMENT CENTER FOR WORKFORCE DEVELOPMENT

Attracting and Hiring Workers: Evidence-Informed Strategies webinar (June2023)– Additional Resources

QIC-Tip [QIC-WD recruitment.usd.edu](https://www.qic-wd.org/recruitment)

Job Posting

A job posting must be informative, clear, transparent, and appealing to potential child welfare job candidates. It should also be candidate-centric and answer questions candidates often ask, such as the key information that has proved not to be a dealbreaker for people late in the process. This QIC-Tip is designed to highlight evidence-informed strategies to create a good job posting, which may help the human resources professional to be able to attract top talent, state, or federal level and/or in human resources guidance.

These other job posting tips are available for your agency and highlight the common questions your agency's staff and potential candidates may have. Apply the strategies to your agency's needs and use them to attract top talent.

Recruiters should include the following information in their job postings:

- Job title and location
- Salary, benefits, and other compensation information
- Work environment and schedule
- Job duties and responsibilities
- Education and experience requirements
- Equal opportunity statement
- Agency information
- Contact information

Format:

- There is no "right" order, but organizations should present quality first key information. Create clear sections with headings.
- Write a concise, direct title and avoid using complex words, acronyms, abbreviations, or jargon unless you can explain them. Research keywords that job seekers use to find jobs and use them to write your title.
- Use established EEO, or diversity titles, to make it clear to all candidates that you are an equal opportunity employer.
- Consider a mix of methods (not just all text) to make it more appealing and less bureaucratic.

Content:

Job postings should convey only the most important information and you should avoid overloading the job posting with highly specific details or skills requirements. Candidates should be able to find the position, either through a search engine or other language that may or may not apply to the job in question. The following tips can guide development of specific content of the job posting including to job description, candidate qualifications, pay, hours and location.

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[QIC-Tip: Job Posting](#) - A job posting must be candidate-centric, informative, clear, transparent, and appealing to potential child welfare job candidates. This QIC-Tip is designed to highlight actionable strategies to create a good job posting.

Umbrella Summary [QIC-WD recruitment.usd.edu](https://www.qic-wd.org/recruitment)

Recruitment

An Umbrella of Available Research Evidence Resource for the Child Welfare Field

What is recruitment?

Recruitment refers to efforts by organizations to make potential job candidates aware of job openings and influence whether they apply, maintain interest in the job until an offer is made, and accept an offer (through 2020). While some research suggests that recruitment strategies used to recruit their qualifications and potential to a role, these activities are not considered part of recruitment and will not be covered in this summary. Further details will be provided in the umbrella summary on employee selection.

Why is recruitment important?

The most common reason that recruitment is important is because it is a key step in the hiring process. Recruitment is the process of identifying, attracting, and hiring the best talent for an organization. It is a key step in the hiring process because it is the first step in the hiring process. If an organization is unable to attract and hire the best talent, it will not be able to meet its goals and objectives.

How can recruitment efforts be improved?

Recruitment efforts can be improved by focusing on several key areas: applicant attraction (i.e., attraction to the job or organization and willingness to apply for or accept a job), job choice (willingness to accept a job offer), and job acceptance (willingness to accept a job offer, leave and remain, and performance). The bulk of this research has focused on applicant attraction and job choice, with less research on job acceptance and performance. In addition, the primary focus has been on applicants' perceptions, rather than on organizations' or applicants' behaviors.

Factors that are positively associated with applicant attraction include applicants' perceptions of:

[Umbrella Summary: Recruitment](#) - What does research say about getting people to apply for and accept a job? This Umbrella Summary describes the available evidence about employee recruitment.

Workforce Metrics [QIC-WD recruitment.usd.edu](https://www.qic-wd.org/recruitment)

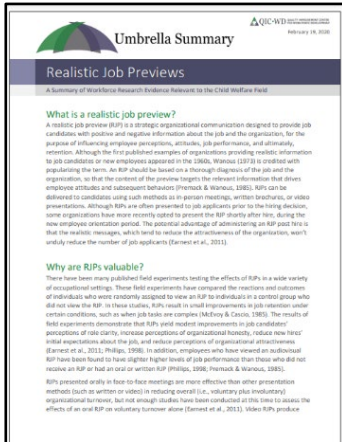
Calculating and tracking workforce metrics is a valuable way to assess workforce needs and optimize workforce management, recruitment, and retention. This resource includes over 90 metrics related to recruitment and retention, education, work hours, work arrangement, career mobility, leadership, career development, performance, turnover and attrition, and more. Note that these metrics are not mutually exclusive and many other metrics exist elsewhere. These have been selected or developed based on their applicability to the child welfare workforce.

Recruitment and Selection

Quantity Metric	Formula
Recruitment rate	Total number of applicants across openings divided by the number of openings
Recruitment success rate	Total number of applicants who accepted an offer divided by the total number of applicants
Recruitment success rate (per stage of hiring process)	Total number of applicants who accepted an offer divided by the total number of candidates that pass the stage (multiplied by 100)
Selection rate	Total number of candidates hired divided by the total number of candidates
Source of application	Total number of applicants recruited through a certain source divided by the total number of applicants
Source of hire	Total number of hires recruited through a certain source divided by the total number of hires (multiplied by 100)
Internal hire rate	Total number of hires recruited through a certain source divided by the average headcount for the period (multiplied by 100)
External hire rate	Total number of hires recruited through a certain source divided by the average headcount for the period (multiplied by 100)
Attrition rate	Total number of attritions in a period divided by the average headcount for the period (multiplied by 100)

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[QIC-WD Child Welfare Analytics Institute Workforce Metrics resource](#) - This resource includes over 90 metrics with some that are focused on recruitment and selection.



[Umbrella Summary: Realistic Job Preview \(RJP\)](#) - A RJP is a strategic organizational communication designed to provide job candidates with positive and negative information about the job and the organization, for the purpose of influencing employee perceptions, attitudes, job performance, and ultimately, retention. This Umbrella Summary highlights the available research on their effectiveness.



[Umbrella Summary: Employment Interviews](#) - This Umbrella Summary describes the available evidence about what makes a hiring interview most effective.



[Spotlight on Innovative Recruitment Strategies: Northwest Ohio Fellowship Program](#) – This blog post highlights the fellowship program the QIC-WD is testing in partnership with Wood County, Ohio. The pilot program is designed to create a pipeline of college students, majoring in fields other than social work, into child welfare positions.