Workforce Connections Committee Overview

Unified Personnel Board Meeting
May 2, 2019
Workforce Connections Committee

- Established in September 2017
- Original goals to increase short-term and long-term talent acquisition
- Comprised of representatives from all Appointing Authorities
Strategic Focus Areas

- **Recruitment**
  - Branding
  - Digital and Social Media Presence
  - Community Outreach
  - Applicant Experience

- **Retention**
  - Onboarding
  - Total Rewards
  - Engagement

- **Partnerships**
  - Schools
  - Community Groups

- **Internships**
  - High Schools (Career Shadowing)
  - Technical Schools
  - Colleges
  - Summer Career Program
Recruitment: Branding

Strategy: Create a recognizable brand and establish a presence that is consistent and attractive to job seekers of a diverse background.

Recruitment: Postcards

- Develop job recruitment postcards
  - English, Spanish and Vietnamese
Recruitment: Advertisements

- Increase advertisements
  - High schools
  - Colleges
  - Spanish newspapers
  - Weekly Challenger
  - tbt newspaper
  - Movie theatres
Recruitment: Social Media

- Create meaningful themes
  - Engaging photos of our workforce
  - Engaging leads that depict the culture

![Image of recruitment ad: Electrician 1 position at Pinellas County, Florida.](image)
Social Media By Numbers
(October 1, 2018 to March 31, 2019)

- **Linkedin:**
  - Views/Impressions: 122,268
  - Clicks: 11,208
  - Shares: 367
  - Likes: 2,911

- **Twitter:**
  - Impressions: 58,900
  - Clicks: 130
  - Retweets: 95
  - Likes: 197
Recruitment: Digital Presence

- Enhance digital presence to attract both passive and active candidates
- Next up: Develop external blog
Recruitment: Community Outreach

- Create awareness and goodwill within the community
- Unified presentation at job and career fairs
  - 23 job/career fairs in 2018
Applicant Experience

Strategy: To attract a diverse group of people we need to create a positive first impression which includes the way a job looks, the information contained within the posting, the ease with which a person can apply, the follow up, and the length of time it takes to move through the process.

- 78% say that overall candidate experience is an indicator of how company values its employees.
- 80 to 90% say that a negative or positive experience can change their mind about the company.
- 60% of job seekers report they have quit applications due to the length or complexity.
## Where We Were: Career Website

### Current Pinellas County Career Opportunities

Pinellas County Government offers an excellent benefits package.

Find out What We Offer:

<table>
<thead>
<tr>
<th>Position</th>
<th>Department</th>
<th>Pay Rate (hr)</th>
<th>Status</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2094 Finance Operations Clerk</td>
<td>Clerk of the Circuit Court</td>
<td>CL10 $15.58/hr - 24.13/hr</td>
<td>Open</td>
<td>2/18/18</td>
</tr>
<tr>
<td>2108 Finance Operations Technician</td>
<td>Clerk of the Circuit Court</td>
<td>CL12 $17.18/hr - $26.75/hr</td>
<td>Open</td>
<td>2/18/18</td>
</tr>
<tr>
<td>2112 Finance Operations Technician</td>
<td>Clerk of the Circuit Court</td>
<td>CL12 $17.18/hr - $26.75/hr</td>
<td>Open</td>
<td>2/25/18</td>
</tr>
<tr>
<td>2123 Fiscal Records Specialist</td>
<td>Clerk of the Circuit Court</td>
<td>CL9 $14.83/hr - $22.75/hr</td>
<td>Promotional - Departmental</td>
<td>3/4/18</td>
</tr>
</tbody>
</table>

Pinellas County Government offers an excellent benefits package.

Find out What We Offer:
Where We Are Now: Career Center

Pinellas County Government Career Center

Pinellas County Government offers competitive pay and a comprehensive benefits package. Find out what we offer. View all current openings by clicking the Search button below. To filter your search, use the drop down menus for location, department/division, or Who May Apply, or type a keyword.

Positions Open

36
## Career Center

<table>
<thead>
<tr>
<th>Sort by: Class Specification</th>
<th>Order: Ascending</th>
</tr>
</thead>
</table>

### Accounting Specialist
- BCC: Real Estate Management
- Salary Range: $43,347.00 - $69,366.00
- 5/3/19

### Administrative Support Specialist
- BCC: Development Review Services
- Salary Range: $36,308.40 - $56,177.80
- 4/26/19

### Administrative Support Specialist I
- BCC: Planning
- Salary Range: $36,308.00 - $56,177.00
- 6/3/19

### Animal Control Officer 1
- BCC: Animal Services
- Salary Range: $36,308.00 - $56,177.00
- 5/3/19

### Assistant Director, Finance Division
- CCC: Clerk of the Circuit Court/Finance Division
- Hiring Range: $112,000 - $122,000
- 5/24/19

### Assistant to the County Administrator
- BCC: County Administration
- Salary Range: $83,761.00 - $126,900.00
- 5/10/19
Career Center

Mobile-Friendly!
Retention: Onboarding

Strategy: To provide an onboarding experience for new employees that takes them from the applicant phase and guides them through their first year of employment.
Retention: Total Rewards

Strategy: Offering a fair and competitive salary plus benefits package ensures that our employees are compensated equitably
Retention: Engagement

- To provide opportunities to “grow” our employees and ensure that our organization has the skillsets needed to promote from within and to keep employees engaged throughout the lifecycle of their employment.
Partnerships with Community Groups and Schools

- Reaching more diverse organizations in order to create awareness of Pinellas County jobs
- Establishing relationships
Internships

- Strategy: Creating a pipeline of talent to inspire careers in public service and to partner with local colleges and high schools
  - Build the pipeline
  - Educate the departments
  - Targeted outreach
Member Testimonials

“The greatest benefit of being part of the Workforce Connections Committee is having the opportunity to meet and network with individuals that work in other Appointing Authorities. It has been a wonderful experience being able to build connections, share ideas, and think of strategic ways to make Pinellas County Government a premier employer.”

–Brittany Sainnatus, Tax Collector’s Office
Member Testimonials

“The Committee, hosted and run by HR, has made a great difference in rethinking our approach to marketing how great a place Pinellas County Government is to work for, recruitment strategies to accommodate an all inclusive workforce that best represents our community and the needs of the County, and ways we can measure our effectiveness in these areas. Representation and attendance at job fairs and local colleges have made a direct impact in our recruiting efforts by helping us better know our community and potential next gen workforce.

- Greg Carro, Business Technology Services (BTS)
Member Testimonials

“My collaborative efforts with Pinellas County’s Workforce Connections Committee have been both educational and empowering. Through this partnership, I’ve learned about the workforce challenges across the appointing authorities – from recruitment to retention and retirement. Together our varying perspectives are effecting positive change that seeks to inspire a new generation of workforce talent as well as promote career development and advancement for all Pinellas County staff.

- Carla Mitchell, Pinellas County Public Works
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