Modernizing Indiana's recruitment process

SUCCESS STORY

Indiana's State Government is the third largest employer in the state, employing roughly 40,000 people across one hundred different government agencies. The State's Personnel Department, responsible for sourcing candidates, relied on a legacy recruitment system which was highly manual and cumbersome for recruiters, hiring managers and candidates alike. Indiana's Government also lacked an employer brand or any means for alerting candidates to opportunities to work for the Government.

Increased Brand Exposure

Over the past year, the State's LinkedIn Career Page following has more than tripled (from 13,000 to 36,000 followers).

Proactively recruiting

Over 72% of Indiana's hires were passive candidates recruiters proactively reached out to using LinkedIn Recruiter. In fact, 82% of their applicants had never considered a position with the State previously.

Reduced time-to-hire

Indiana was able to reduce their time-to-hire by 35%, from 74 days to 48 days.

LinkedIn Talent Solutions

THE CHALLENGE

Need to increase reach and applicants

In the absence of a strong employer brand and necessary tools to communicate with candidates, Indiana's average time-to-hire was 74 days with minimal applicants.

THE SOLUTION

LinkedIn helps increase awareness and leads

Indiana turned to LinkedIn to change the State's sourcing process. The team of thirteen was equipped with LinkedIn Recruiter to proactively reach out to passive talent. The State also developed a Career Page which is frequently updated with news on the various government agencies. Indiana also utilizes LinkedIn jobs to strategically target desired candidates and maximize exposure of their latest opportunities across LinkedIn's network.

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It was like Christmas morning when my team had access to LinkedIn's products. We were finally able to proactively source people and make informed, data-driven decisions.

Brent Morrell
Director of Talent Acquisition
State Government of Indiana