

Sent 1

NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 15, 2016

Visit ncsha.org/awards to view the Annual Awards Call for Entries.

Instructions: Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact awards@ncsha.org or 202-624-7710.

Fill out the entry name *exactly* as you want it listed in the program.

Entry Name: Attracting Top Talent in the Digital Age

HFA: Idaho Housing and Finance Association

Submission Contact: (Must be HFA Staff Member) Lydia Aguirre **Email:** Lydiaa@ihfa.org

Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

Creative Recruitment in the Digital Age

Use this header on the upper right corner of each page:

HFA: Idaho Housing and Finance Association

Entry Name: Attracting Top Talent in the Digital Age

Select the appropriate subcategory of your entry and indicate if you are providing visual aids.

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="radio"/> Annual Report <input type="radio"/> Creative Media <input type="radio"/> Promotional Materials and Newsletters	<input type="radio"/> Empowering New Buyers <input type="radio"/> Encouraging New Production <input type="radio"/> Home Improvement and Rehabilitation	<input type="radio"/> Federal Advocacy <input type="radio"/> State Advocacy	<input type="radio"/> Financial <input checked="" type="radio"/> Human Resources <input type="radio"/> Operations <input type="radio"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="radio"/> Encouraging New Production <input type="radio"/> Multifamily Management <input type="radio"/> Preservation and Rehabilitation	<input type="radio"/> Combating Homelessness <input type="radio"/> Housing for Persons with Special Needs	<input type="radio"/> Special Achievement	<input type="radio"/> Yes <input type="radio"/> No

WANTED:

Looking to hire highly-intelligent, professional individuals who are eager to make a difference in a diverse, innovative, and dynamic organization.

THE CHALLENGE:

Attracting the best and brightest talent and enticing them to work for your organization can be challenging for Human Resource Departments. Today's highly-competitive labor market makes it even more challenging since HR departments are essentially competing for the same thing, and that is to find and attract high-quality talent. After all, aren't we all looking to attract individuals who are intelligent, resourceful, emotionally mature, adaptable, eager to learn, and with a strong work ethic to help drive our organizations to success? We are also looking for candidates that fit well into our individual corporate cultures as well. That is a tall order, not to mention the multi-generational shift and their expectations of work and use of technology to get things done. Long gone are the days of putting out a "Help Wanted" sign and having a line of enthusiastic applicants ready to be considered for employment. Also long gone is the era of placing newspaper ads, as hardly anyone searches for a job in that way anymore. Job hunting has now entered the digital era with online searches, social media, and online networking using smart phones and tablets. This shift is causing HR Departments and their organizations to rethink and retool their strategies for attracting the best talent in the industry.

OUR INNOVATIVE SOLUTION:

Where do you start? Making a great first impression is the key when engaging with potential job candidates. You want people yearning to come work for your organization! Since a candidate's first view of our organization is typically through our "Careers" page on our external website – which is also linked to other online recruitment sources, it was important to re-evaluate this page of our website. The verdict: the page was boring. It showed a company that was "old school". Because of this, we determined our "Careers" page needed to better represent our company's exciting and innovative culture, inspiring potential applicants to get excited about the possibility of joining our dynamic team.

Our Human Resources Department started researching other company's career pages to find examples of what draws job seekers and what does not. This was helpful because it gave us a better sense of the competition in the labor market. Some items that stood out to us were incorporating actual employee testimonials, outstanding benefits information, special and unique perks, and videos on the careers page to help capture our company's spirit. Inspired by our findings, we took on the endeavor to create a new and dynamic careers section of our website designed to attract candidates to apply for employment with us. We also simplified the application process making it easier to navigate and apply online for a position. Prominently showcasing the company's numerous awards including; "Best Places to Work in Idaho" for several years in a row and national awards for being the "Employer of Choice" was another

feature highlighted to help attract talent. Engaging with applicants through the use of short video clips was also beneficial to us. The short clips highlight the company's impact in local communities around the state and provide information on what it's like to be an employee here; including quotes from employees on why they love to work for us; a brief overview of our unique culture; our total rewards strategy, and unique perks that we offer. Since many job applicants are now searching for jobs using their smart phones and tablets it was imperative to streamline the navigation process so that job seekers could easily find information on open positions and submit an application online using any portable device. Since they are also looking for jobs through social media sites such as LinkedIn and Facebook, we needed to make it simple for them to apply through those sites as well. In addition, we included a way for them to "Join our Talent Network", which is a cache of resumes that dumps into an easily "searchable" database for later use. (When an applicant joins the Talent Network they stay connected and receive automated alerts for new job opportunities with us.) When searching for qualified candidates, we simply type in keywords such as "Customer Service" and that query calls up all the resumes that have that specific job skill listed on them, which has been stored in the Talent Network hosted through Career Builder. This simple query results in a pool of candidates that all have that specific experience we are looking for. There are some top-notch candidates who may not have been the perfect fit for a particular open position at a certain time, but we want to hold on to them for later consideration. Not only does it make it easier for candidates, but it gives Human Resources a ready database of potential candidates to look at before even posting for an open position. This dramatically cuts down recruitment time and advertising expense. The quicker we can fill our jobs, the more productive we are.

Finally, we want to let candidates know who we are and give them access to contact a real person if they have questions. To that end, we added short biographies and pictures of our human resources team to make the application process more personable and informal.

IMPROVEMENT IN OPERATIONS:

In order to select the best candidates, we need to entice them to apply. Our new "Careers" page has increased the number of high-caliber talent applying to our organization. An updated, professional look that describes who we are and what we have to offer has proved most effective for improving the quality of applicants we are seeking. Also sharing the "Careers" page link in every place we recruit, we are not only promoting our brand but maximizing our advertising dollars spent on recruitment.

COST:

Your time. Just as potential job applicants polish their resumes and highlight their achievements, our organization must invest in the effort of presenting our unique and desirable qualities as a potential employer. Because, in a way, we are also interviewing for the position of "most desirable place to work".

USE OF RESOURCES:

We took the website we already had and dramatically improved its functionality, making us more competitive as an employer in our current labor market. HFAs can build and improve on what they currently have in order to target their desired job candidates. Tap into the resources that are already at your fingertips; you have everything you need to get started on attracting great job candidates.

YOU CAN DO IT TOO!

The way to recruit high-quality candidates is changing and HFAs need to make the move in the right direction through the use of technology. Upcoming generations of talent are looking for tech-savvy organizations where they can dedicate their time. It is important to show them why your organization is the one for which to aspire. Take a moment to step back and see what the first impression a potential job candidate has when looking at your “Careers” page. Then ask yourself, “Would you want to take the leap to work for that organization?” Link your “Careers” page to all other spots online where you advertise, so one click gives more depth as to why your company is the best place to work.

Because our labor market is getting tighter, having a “Join our Talent Network” resume database, allows job seekers to simply “click” the button, and submit their resume if there is not a current job opening they are qualified for or nothing currently available they are interested in, but want to be considered for an opening in the future. It’s a good tool for them and invaluable to us as we now have a cache of available resumes we can easily sort through by typing in a simple query. “Join our Talent Network” is a button we have displayed on all our social media sites, such as LinkedIn and Facebook. We’re now getting resumes from all those social media sites, our “Careers” page, and other on-line recruitment sites where we’ve posted a vacancy. (See “Visual Aids” attached and click in to these sites, to see what this looks and feels like.)

Just as we did, research career pages from other top-notch organizations across different industries and look at our “Careers” page. Tap into how very large and successful organizations attract their talent. Determine what makes your organization unique and tell your story. What does your organization do to make a difference in your communities? How does your mission strengthen the economy and improve the lives of the people in your state? What can you provide that job candidates will not get anywhere else? What do your current employees think about working for you and their working environment? All of these items are important to job seekers so strategize and determine what sets you apart as an employer of choice in your labor market.

Finally, make the best use of technology and create a “Talent Network” where you can access a ready cache of searchable resumes for any opening that comes up.

Visual Aids

To view each page, hold down “Ctrl” and click on the link with your mouse

[Idaho Housing and Finance Association’s Career Page](#)

[Idaho Housing and Finance Association’s Facebook Page](#)

[Idaho Housing and Finance Association’s LinkedIn Page](#)

[Idaho Housing and Finance Associations “Join our Talent Network”](#)