



#### EXECUTIVE SUMMARY:

The State of Missouri (SoM) often times cannot compete with salaries of competitive organizations in the private sector when it comes to recruiting top talent. The good news? The SoM has something better than salaries; we have incredible benefits! So Team B went to work and proudly present solutions to improving and elevating the communication, promotion and broadcasting of our **BENEFITS**.

#### PROBLEM:

*How can the State of Missouri elevate communication of the **BENEFITS** package to improve recruitment efforts by the end of FY22?*

Research revealed the following observations:

1. **BENEFITS** are of high consideration and directly influence decision making for individuals seeking employment.
2. Current SoM team members are unaware of the scope of their **BENEFITS**, via the Total Compensation Calculator. When SoM team members better understand the true value of benefits, they too can be impactful recruiters for the state.
3. Inconsistencies are prevalent relative to communication and promotion of **BENEFITS** as a portion of the interview and onboarding process.

#### SOLUTION:

For the SoM to become a sought-after place of employment, we must communicate, promote and broadcast the **BENEFITS** the SoM has to offer. Doing so will elevate and improve recruitment efforts by the end of FY22. Deployment and implementation of the following suggestions are easy add-ons to recruitment efforts currently in place.

**COMMUNICATE.** Incorporate definition of employee **BENEFITS** via the Total Compensation Calculator + list of Team Member Benefits with all SoM job order announcements, interview confirmation emails/letters, MOCareers and department HR websites, conditional offer emails/calls, welcome letter and social media channels. Improved communication will help interviewees better understand their complete benefits and salary package when deciding between public or private sector employment.

**PROMOTE.** Suggested solutions do not reinvent the wheel. Best practices of marketing and messaging already exist, and the materials are not proprietary information, such as DOC's onboarding webpage as it promotes **BENEFITS** through the Total Compensation Package. Collaborative promotion will support the One Missouri approach and is easy for most agencies/departments to adopt and implement.

**BROADCAST.** If we don't tell our story, someone else will and they will likely tell it wrong. The SoM can better utilize social media, testimonial videos, enhance our presence at hiring/recruitment events, and utilize word of mouth to broadcast **BENEFITS** – across all departments.

To elevate recruitment efforts by the end of FY22, it is imperative for departments to have a unified, consistent approach, deployment and integration of communication tactics and efforts when it comes to promotion and broadcast of SoM team member **BENEFITS**. In the end, nothing is really broken. Collaboration is key. And, all suggestions/project deliverables included in our presentation can be implemented immediately, with little to no additional cost.