



FTA Awards Nomination/Entry Form

Person who led this effort or project

Name Janet Shimabukuro
Agency Name Washington State Dept of Revenue
Phone Number (360) 705-6602
Email janets@dor.wa.gov

About your program, idea, or project

Name your program, idea, or project: Recruitment Video

What is the problem that you wanted to solve?

Our problem was recruitment and retention. We had many job openings and attracting talent for open positions was becoming increasingly difficult. State government is not traditionally seen as a fun or exciting career choice.

The goal of this project was to create a short recruitment video to entice potential job applicants to consider the Washington State Department of Revenue as an employer and increase the number of job applicants. According to CareerBuilder, job postings with videos have a 34% greater application rate.

The intent was to showcase the many reasons to work for the department such as work/life balance, evenings/weekends off, positive culture, diversity, a commitment to continuous improvement, ability to promote, flexibility, generous paid time off and a defined retirement benefit. The team also wanted the video to highlight Washington state's natural beauty, and the many opportunities for outdoor activities by filming employees enjoying their hobbies outside of work.

A secondary goal of the video was to increase employee engagement. Anyone who works at Revenue knows that the best thing about our organization is our people. This video celebrated employees and showed their genuine appreciation for their jobs and the fun things they do outside of work taking advantage of all the state of Washington offers. We had over 40 diverse, current and retired employees volunteer to participate in the filming. They shared that it was a morale booster for them and a fun reminder of why they continue to choose Revenue.

Lance Proctor, a member of the Human Resources recruitment team who appeared in the video shared that his

involvement in the video's production meant a lot to him. "Regularly, I get to brag about this agency and the important work we do," Lance said. "What is more important than the work we do and more valuable than the benefits we provide is the people who work here. This agency has a lot to offer, but its greatest asset is, and always has been, its people. This video really made you feel that."

Staff were encouraged to share with others on social media because employees are a powerful recruitment tool!

Who was involved in addressing the problem?

The production of the video was led by Revenue's Customer Experience and Communications (CEC) division. They worked closely with the recruiting team in Human Resources (HR) to brainstorm concepts for the video that would catch potential employees' attention and encourage them to apply. We collaborated with an outside vendor on all pieces of this project, including script writing, filming, editing, and production.

How did they go about finding a solution?

Management saw a recruitment video from another state agency and was inspired to create something similar. A small group of employees from CEC and HR met to flesh out a Creative Brief that was provided to the video production company.

Describe the outcome. What is the new idea, approach, program, or activity?

This fun recruitment video showcases what it's like to work for the Washington State Department of Revenue. Even more importantly, it manages to evoke the feeling of what it's like to work here. It is evident that the employees who participated love what they do and were excited to share about it. The decision to make the video was a new idea that the DOR wanted to embark on hoping to realize more successful recruitment of potential applicants.

The DOR team worked alongside the vendor to finalize scripts, select employees to be part of the video, and agree on the filming schedule. Revenue reviewed all edits and gave it a "thumbs up" to produce.

The video was posted to the Careers page of the DOR website, linked to every recruitment announcement, and posted to Revenue's social media pages. It has received great reaction and high engagement rates on Facebook, Twitter, and LinkedIn.

What has changed since this was implemented? How have your operations improved? Include any data, analytics or metrics that would show the value of your program. Don't forget management advantages such as improved morale.

The video launched in November 2021 and has been viewed over 2,700 times on our social media channels and over 700 times on our website. From July-October 2021, before we launched the recruitment video, our average page views per week to the Careers page on our website was 281. After we included the video on our Careers page, it jumped to 440 views per week.

In just a few short minutes, this video communicates to viewers what it feels like to work for Revenue. Several new

employees have shared about the positive first impression the video gave of the department. A recently recruited Administrative Assistant, Sandra Givin, said that the video made Revenue really stand out. She previously had a stressful job and enjoyed the lighthearted feel of the video. She specifically remembered that a fellow administrative assistant was featured and said that Revenue looked like a lot of fun, so she decided to apply.

New HR employee Sarah Cockrell said, "When I first saw the job announcement at Revenue, I read through the requirements and qualifications, and then clicked on the link to the "Why work for Revenue?" video. I ended up re-watching the video four times in a row! I had never seen any other state agency do this before on any of their recruitment posts.

She continued, "The easy-going nature and feel of the video, the authenticity of the featured staff and the modern way it was filmed, immediately drew me in. Hearing about the benefits of working for the state from actual DOR employees and the many diverse roles each staff member plays in the success of Revenue made me think, "I want to work there!"

The recruitment team has even received comments on the video from unsuccessful candidates who said that the video "really made them want to be part of that fun, passionate team!"

Recognizing the importance of personalization and connection, the recruitment team decided to include a photo of the recruiter for each specific job, along with a brief biography. This simple addition has increased the number of candidates who have reached out to our recruiters with questions – giving the recruiters another opportunity for promotion to potential job seekers.

Is there any component of your program that makes it workable only in your state or city?

Everybody ought to be doing this.

Is this an in-house project, or did you partner with an outside vendor or service-provider?

Our idea, but we used a publicly available software or service for at least part of the implementation

Additional information or comments about your usage of outside vendors or service providers.

We partnered with an outside vendor, Sky Bear Media, to produce the video.


What comes next – will you be adding to your program, rolling it out more widely, trying additional approaches?


We continue to look for ways to promote the video. We are even considering a paid promotional campaign to place this video in specific social media locations where we feel that it will get the most traffic.

Additional Optional Materials

Website/Documentation URL (Must be publicly accessible) <https://iframe.dacast.com/vod/b280e90764fc353782d89dd6cba9d80b/52243845-d53c-28f7-d903-9c90abb649c6>

Documentation Upload

 Job announcement example.pdf

 Recruitment Video Creative Brief 2021 Final.d...