Research
The COVID-19 pandemic set off nearly unprecedented churn in the U.S. labor market. Widespread job losses in the early months of the pandemic gave way to tight labor markets in 2021, driven in part by what’s come to be known as the “Great Resignation.” Due to this, many organizations are facing staffing shortages across the country. Unfortunately, the Chester County Intermediate Unit (CCIU) has not been immune to this. Together with organizational leadership and the human resources department, the communications and marketing team came up with a plan on how to address this issue.

Planning
In December 2021, the CCIU was facing over 200 open positions that needed to be filled. While our human resources division put in maximum effort to recruit qualified candidates to be the newest members of Team CCIU, we also knew that we have nearly 1,800 amazing and qualified recruiters among each of our staff member. Our team identified the top 12 positions within our organization that needed to be filled, and asked supervisors to identify current staff members to be interviewed and photographed for our recruitment campaign. These employees were used to highlight different experiences, opportunities, and reasons why people should consider joining Team CCIU.

Implementation
To assist our employees in their recruitment efforts, we launched a brand new, redesigned employee benefits landing page that outlines the many benefits of working at the CCIU. We asked employees to share this landing page, www.cciu.org/why-cciu, with anyone they felt would be a good addition to Team CCIU. Employees were also gifted a #TeamCCIU car magnet which has a link to our website.

The photos and interviews conducted with current staff members were transformed into a social media campaign, website highlight, billboards, direct mailers, and print advertisements. Below you will find examples of the campaign graphics we used. For the paid ads, we used the web address www.cciu.org/jobs to track where our traffic was coming from.

Evaluation
Since our campaign officially launched on January 20, 2022, there has been an eight percent increase in overall applications and 100 percent increase in new hires. Additionally, the below referral data was pulled from new applications during our current recruitment effort period:

<table>
<thead>
<tr>
<th>Applicants from 1/20/22 - 3/27/22</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CCIU Website</td>
<td>250</td>
</tr>
<tr>
<td>Facebook</td>
<td>3</td>
</tr>
<tr>
<td>Indeed</td>
<td>152</td>
</tr>
<tr>
<td>Linked In</td>
<td>29</td>
</tr>
<tr>
<td>Employee Referrals</td>
<td>203</td>
</tr>
</tbody>
</table>

The CCIU Board of Directors approved a sign on bonus for new hires and a referral bonus for our current staff members. After running our campaign for approximately two months’ time, the CCIU has had 22 new employees eligible for the sign on bonus and ten current employees eligible for the referral bonus.

Lastly, below are the analytics of the new landing page since it went live on January 20, 2022:

- 1,495 page views
- 1,264 unique page views
- People are spending an average of 1.23 minutes on the page, which is almost double the time spent compared to other CCIU pages and tells us that people are finding valuable information on the page.
If you are looking for an exciting and challenging opportunity to grow your career, don’t wait – apply today to make Team CCIU even stronger tomorrow!

- Positive, inclusive culture and values
- Tuition reimbursement
- Health, wellness and medical benefits
- Paid time off
- Retirement benefits

Receive a sign-on bonus of up to $500!

Scan to apply!

Or text “jobs” to 888-271-1966 to learn more.
If you are looking for an exciting and challenging opportunity to grow your career, don’t wait - apply today to make Team CCIU even stronger tomorrow!

Now hiring a diverse range of positions including teachers, food service, information technology, human resources, finance and accounting, and more!

- Positive, inclusive culture and values
- Tuition reimbursement
- Health, wellness and medical benefits
- Paid time off
- Retirement benefits

www.cciu.org/jobs
Billboards

CCIU helps me make a difference!

Join our team
www.cciu.org/jobs

CCIU helps me give back!

Join our team
www.cciu.org/jobs
Social Media & Web Graphics

"The part of my job that I enjoy the most is the team collaboration between the teachers, instructional assistants and therapists. We’re all working together as a team for the students.

-Emily, Instructional Assistant

#TeamCCIU

"CCIU has shown me an organization of people who prioritize students. A place that shares a common goal to support students and applaud their accomplishments, because we all win when they win. No other place shines brighter than here.

-Andy, Brandywine Virtual Academy Teacher

#TeamCCIU

"I chose to work in the education field because I felt it was time to give back to my community and I love working with the students.

-Virginia, Lead Cook

#TeamCCIU