



Problem Statement

The labor market makes it challenging for departments to fully staff their teams. We risk losing team members due to burnout and paying more in overtime. If this is prolonged, we risk this being a detriment to the workplace cultural.

Analyze

- Planned for 75 attendees; exceeded with a total of 240.
- Provided resume and MO Careers application support.
- 20+ employers in one space.
- 102 on-site Interviews conducted.

Scope

Encourage community engagement and department excitement to increase applicant volumes and hire great talent statewide at the onsite event.

Team Photo

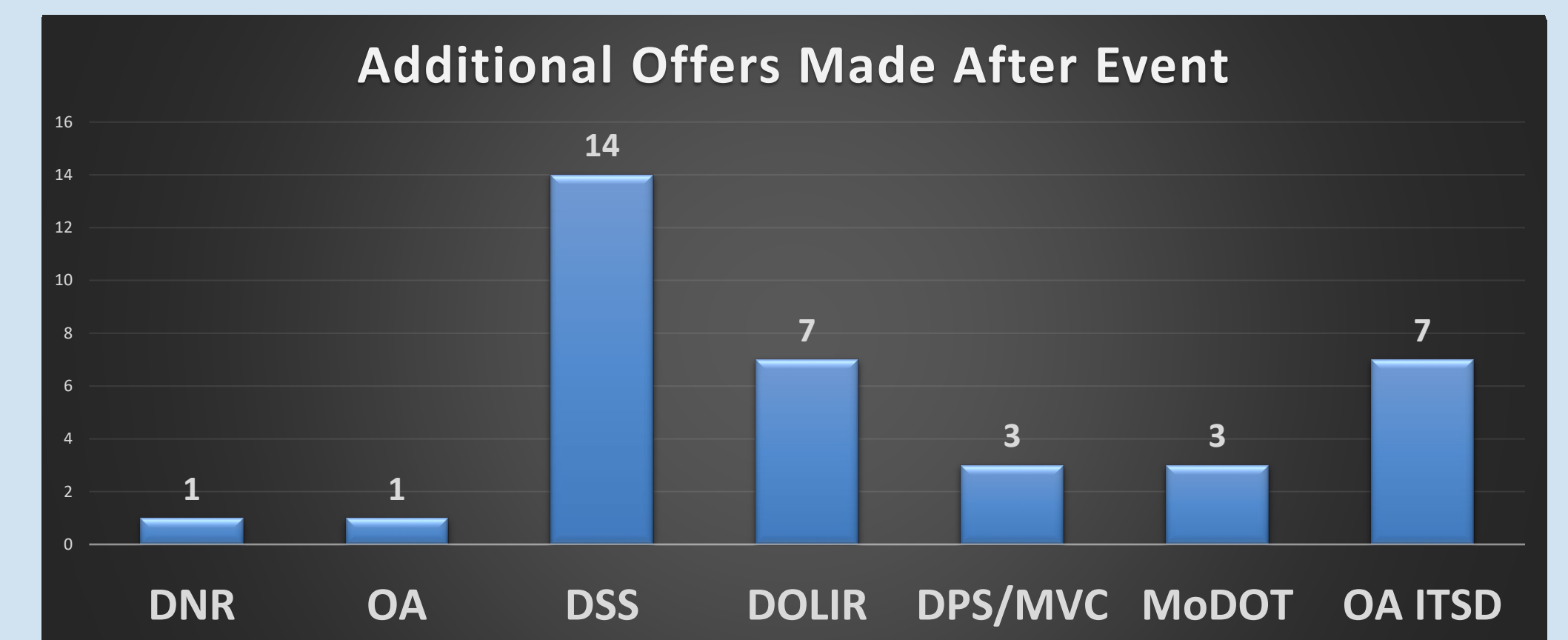
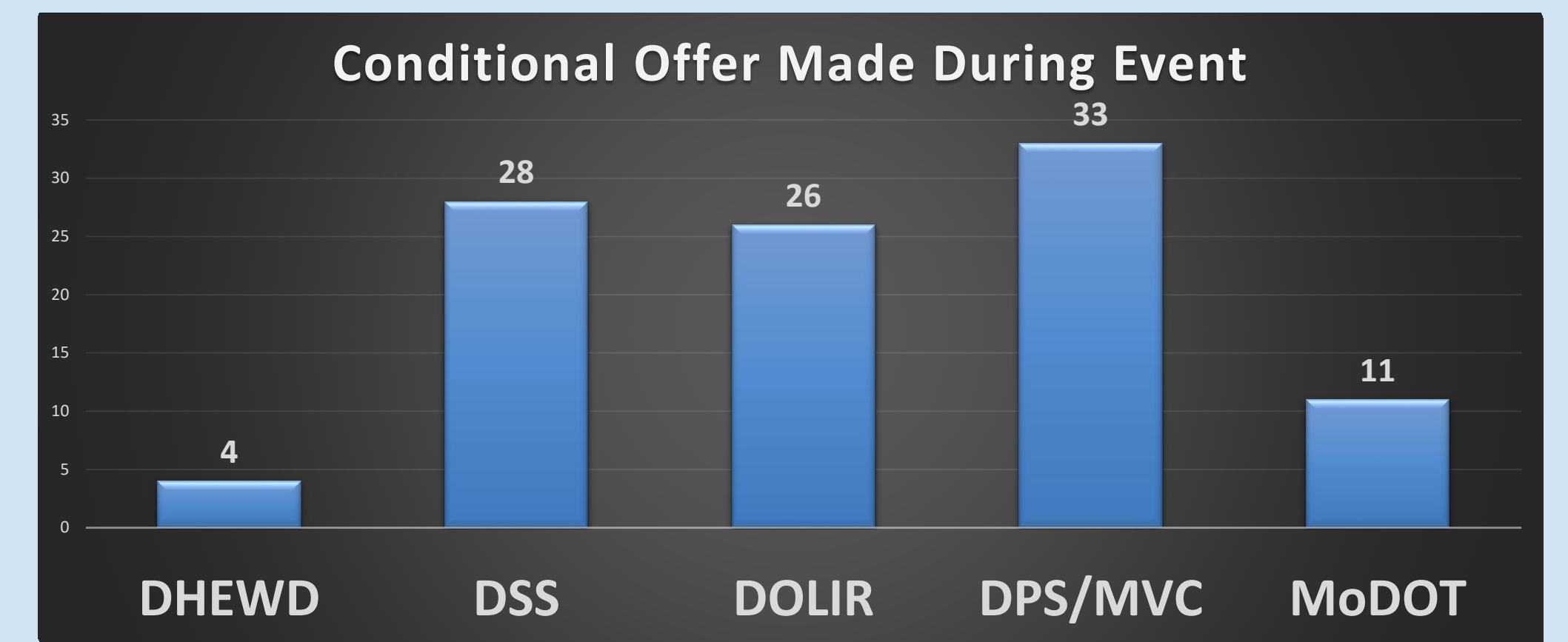


Left to Right: Travis Griffin; Megan Thomas; Tina Mason; Derrick Latimore; Dawn Sweazea; and Jessie Pace

Actions For Next Time

- Invite JC Mayor Tergin
- Ribbon cutting with JC Chamber
- Promo video to advertise the event
- Larger location
- Registration station closer to main event
- Paperless packet for attendees
- Clicker to track attendance better
- More social media live posting

Data



Outcomes

- Reached 88,300 individuals through radio
- Total of 797,723 impressions and 8,484 clicks through the Google ads.
- Total of 217,586 impressions and 1,158 clicks through Facebook/Instagram ads.

