

Show Me's Got Talent

Statewide Employee Referral Program



THE PROBLEM

The State of Missouri competes against public and private sector entities for a relatively small labor market (78,000 Missourians). Sourcing top talent and retaining current full time employees (FTE) is challenging, given the various benefits of other hiring entities.

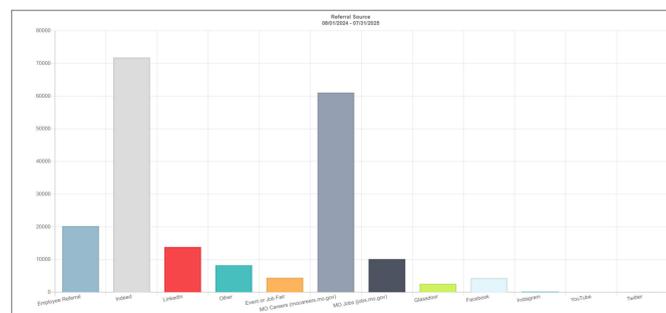
THE GOAL

To launch a statewide employee referral program that results in higher recruitment and retention rates.

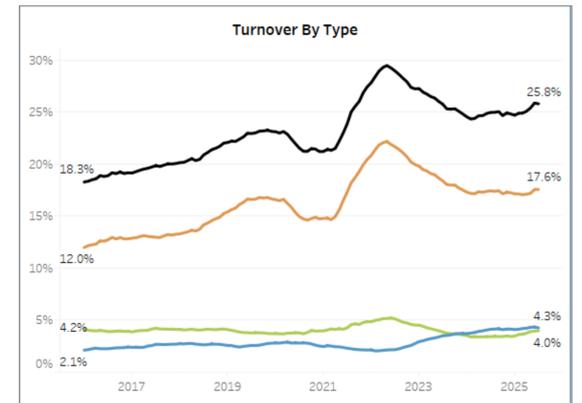
THE APPROACH

- In 2022, the team competed in the Show Me Challenge and won first place.
- Funding was secured during the FY24 budget process and automation was built out to process payments.
- HireMoTalent.mo.gov, was established and a statewide marketing campaign was launched. Training was provided to familiarize the State workforce with the program.
- The program officially launched on January 1, 2024.

THE DATA



Key metrics captured in MO Careers, the Talent Management Dashboard, and SAMII



THE RESULTS

Since its launch, the program has paid **\$212,186** to **499** referring team members.

Team Member Accounts

5,603

Employee Referral Applications

6,926

Unique Candidates

3,088

Employee Referral Program Impact Dashboard



THE PROBLEM

The Office of Administration, Division of Personnel, lacks sufficient metrics within its centralized dashboard to effectively oversee and sustain the statewide Employee Referral Program. Without enhanced, real-time insights into recruitment and retention performance, the program's return on investment (ROI) cannot be fully measured, demonstrated, or optimized for long-term success.

THE GOAL

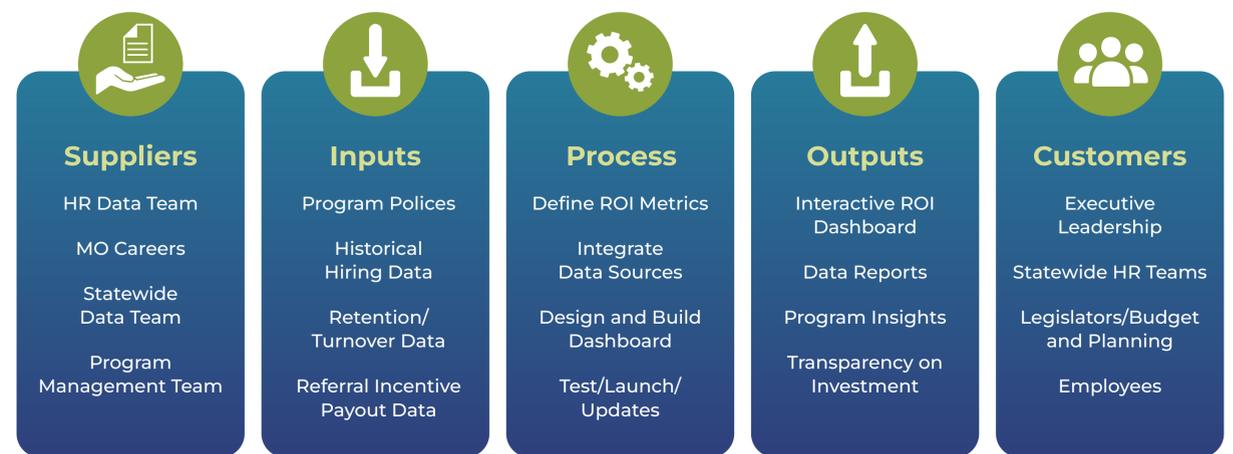
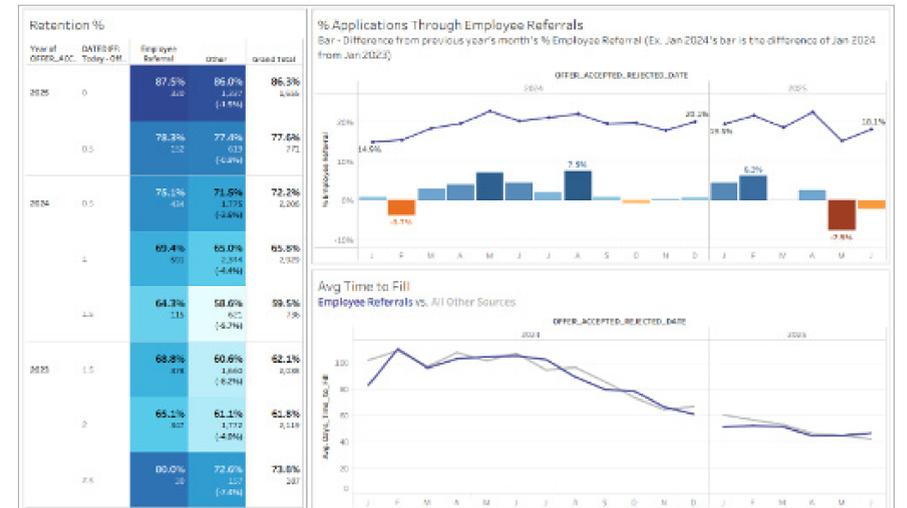
To launch an ROI employee referral dashboard that provides real-time, actionable insights into the statewide Employee Referral Program.

THE APPROACH

- Define the problem, project goals, and identify key stakeholders.
- Measure and collect data to establish performance and baselines then analyze to identify root causes.
- Implement solutions to continuously improve.
- Control the process by monitoring and maintaining implemented improvements.

THE DATA

The statewide Employee Referral Program Impact Dashboard will launch in October 2025. It will utilize automated data pulls to measure and demonstrate the impact of the program.



THE RESULTS

Key metrics (retention percentage, percentage of applicants through the program, average time to fill a position, etc.) are connected to generate valuable insights regarding the overall impact of the program on recruitment and retention.

