

5 Tips to Strengthen Your Election Workforce

Challenge:

JOB ADS SOMETIMES LACK PUBLIC SERVICE MOTIVATION MESSAGING

Tip: Add details to job ads on the importance of the role of an election worker.

Sample language: *As an election worker, you will play a vital role in ensuring the integrity, nonpartisan conduct, and smooth operation of the electoral process.*

For temp workers, remove specific titles for internal roles and instead recruit holistically for election workers.

Challenge:

APPLICANTS CAN FACE COMPLEX PROCESSES, LEADING TO DECREASED INTEREST & SUBMISSION RATES

Tip: Wherever possible, eliminate steps in the application, onboarding, and training process.

Examples include: Easy three-click applications, clear and simple job ads, on-site background checks, multiple options for training, clear hours and time frames, and automated texts/emails.

Consider using an applicant tracking system (ex: Workable) for your job ads—these systems include a landing page, instant distribution to key recruitment sites, and easy-lift reporting on candidates into the official HR pipeline.

Challenge:

IT'S DIFFICULT TO GAUGE EMPLOYEE SATISFACTION AND AREAS FOR IMPROVEMENT DURING THE HIRING, TRAINING, AND PERFORMANCE OF DAILY DUTIES.

Tip: Ask your workforce to answer one question (**Net Promoter Score**) to track their opinions throughout the hiring, training, and execution of the election. This can easily be deployed through your temp agency, your HR department, or office through a simple online form. The NPS will be a baseline indicator (no score is a bad score) that can be used to leverage additional resources and support for your workforce.

NPS: *How likely are you to recommend this work experience to a friend or colleague? (0—highly unlikely to 10—extremely likely) How to calculate your score can be found online.*

Extra tip: Consider adding an open-ended second question. *Why did you provide this score?*

Challenge:

WITHOUT TRACKING THE SOURCES OF HIRES, IT BECOMES CHALLENGING TO REPLICATE SUCCESSFUL RECRUITMENT STRATEGIES IN FUTURE ELECTIONS

Tip: Be sure to assign someone the role of identifying top hires, tracking their source, and staying in touch with the hires between election cycles.

Challenge:

EXECUTING AN ELECTION IS A DIFFICULT SPRINT, AND SOMETIMES IT CAN BE HARD TO HONOR PEOPLE'S EFFORTS IN REAL TIME

Tip: Signs around your facilities can be an additional way to help new workers feel appreciated.

Thank You for Making Our Elections Possible, or We Appreciate All of Your Efforts!