

# Template for Data-Driven Recruitment

Use data, diverse outreach methods, and optimize efforts to attract and hire a broad range of candidates. All great recruitment efforts are diverse and should include: in-person recruitment, digital recruitment, referrals, and retention strategies.

## How to calculate the workforce needs of your jurisdiction

1. Calculate the estimated number of election workers across your jurisdiction and include a 20-30% increase due to expected turnover. Increase or decrease the % based on your jurisdiction's past estimates. Does this total include people on-call? Is this grand total supported by your current budget?
2. Multiply the total needed by 4X to determine the total source. Sourced means the total number of people who apply.
3. Use the total sourced number to design your recruitment effort.

## Weekly data points to track your recruitment progress

**Total Source Goal:** XXXX  
**Work days till first training:** X  
**Work days till first day of work:** X  
**Weekly status:** % to total source goal

## Template for tracking recruitment sources

Source	Time Frame	# of Applicants	# Who Attend Training	# Who Are Hired	# Who Completed the Role
Digital Ad #1					
Digital Ad #2					
Website					
In-person events					
Returners					
Referrals					
Recruitment Partners					

## **Questions post-election for recruitment debrief**

- Which led to the most applicants that were hired and completed their role?
- Which had the highest volume of applicants?
- How much staff time for each sourcing strategy?
- How much was spent on each sourcing strategy?
- How many are willing to return for the next election cycle?
- What are lessons-learned that should be deployed in future elections?