



**Senate Bill 158**

**AN ACT CONCERNING A STUDY OF THE EFFECT OF BACKGROUND CHECKS  
ON DEFENSE INDUSTRY EMPLOYMENT AND A STUDY OF STATE  
EMPLOYMENT OUTREACH EFFORTS.**

**Testimony of the Department of Administrative Services (DAS)**

**Commerce Committee**

**February 27, 2024**

Good morning Senator Hartley, Representative Meskers, Senator Martin, Representative Harrison, and distinguished members of the Commerce Committee. Thank you for the opportunity to submit written testimony on behalf of the Department of Administrative Services regarding **S.B. 158, *An Act Concerning a Study of the Effect of Background Checks on Defense Industry Employment and a Study of State Employment Outreach Efforts.***

Section 2 of S.B. 158 mandates DAS to conduct a study of outreach and marketing efforts related to state employment opportunities and report these findings to the Commerce Committee by July 1, 2025. While we appreciate the intent of this legislation, we have significant concerns about the additional burden a study would place on our team. The DAS Human Resources team proactively utilizes national best practices and a data-driven approach to reach out to prospective applicants and market the availability of state careers, while rigorously tracking the success of these efforts.

DAS Statewide Human Resources Management establishes, maintains, and communicates an equitable system of human resources administration that attracts, protects, and retains well qualified employees to provide effective and efficient programs and services so that state agencies can accomplish their missions. The following is a brief, high-level summary of the best practices DAS utilizes to attract prospective applicants:

**Marketing Campaigns**

Our Human Resources, Equal Opportunity/Affirmative Action, and Communications teams work collaboratively with agency partners to market jobs through various publications including digital and print media, videos, trade journals and social media posts. Most recently, DAS ran a successful paid marketing campaign that focused on the recruitment of health care professionals to human services agencies of state government. The success of this campaign is highlighted by the 58,522 visits to our job bulletin and 14,289 completed applications.

## **Digital Outreach and Recruitment**

DAS administers an online applicant tracking system where all job openings are cross-posted on major job hubs such as Indeed, Google for Jobs, LinkedIn, Simply Hired, Glassdoor, and others. The look, feel, and content of our job openings are the by-product of feedback from many stakeholders including State hiring managers, Human Resources professionals, applicants, and employee organizations. DAS uses Google and other digital analytics to monitor the performance of job openings and make adjustments as necessary. DAS also receives consultation from recruitment experts at LinkedIn and Indeed on how to continuously improve our job openings so that they are as attractive and inviting to the most qualified applicants possible.

In addition, DAS leverages multiple social media channels specifically designed to market the value of State employment opportunities to prospective applicants. DAS uses several platforms such as LinkedIn, Facebook, Instagram, YouTube, Handshake, and X (formerly Twitter) to further market job openings on our applicant tracking system. We have amassed nearly 35,000 total followers across all platforms, growing 11,000 followers and making 2 million impressions in the past year alone.

## **Other Outreach Efforts**

DAS attends career fairs, provides informational fliers, and speaks to jobseekers across our state to promote the State as an employer of choice and advertise current and future job opportunities. Since September 2022, our staff has attended nearly 70 career fairs and interacted with more than 16,000 attendees at community colleges, universities, various associations, State departments, regional sponsored events, and virtual forums.

DAS partners with Minority Based Organizations, professional organizations, HBCU Connect, the National Labor Exchange, Technical High Schools, Chambers of Commerce, and Higher Education Career Centers to ensure the State is well represented and known to the broadest, most diverse applicant pool possible.

In addition, DAS utilizes public information from licensing bodies in Connecticut and surrounding states to directly contact all licensed professionals in the in-demand health care and engineering fields to encourage them to consider the State as an employer and its many important opportunities in their areas of licensure.

These collective efforts, which we continually refine and expand upon, have grown our annual applications received from approximately 20,000 applications in 2017 to over 250,000 in 2023. In light of this significant growth, and while we appreciate the intent of this legislation, we are concerned that a study would detract from the important and impactful ongoing work in this area.