

The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

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Welcome to our Public Safety Recruiting webinar

We will get started
in a few minutes






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Transform Public Safety Recruiting with Salesforce and Summit Technologies

Modernizing to a Digital Platform

June 27, 2024

Carahsoft | Salesforce | Summit Technologies



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About Carahsoft Technology Corporation

Carahsoft Technology Corp. is a trusted government IT solutions provider. The company combines technological expertise with a thorough understanding of the government procurement process to help Federal, State, and Local Government agencies select and implement the best solution at the best possible value.

Specialized Government teams focused on:

- Cloud Computing Solutions
- Grants Management Solutions
- License, Permitting, and Inspections
- Analytics Solutions
- AI/ Machine Learning Solutions
- HR/Workforce Automation Solutions

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Agenda

- Introductions
- Why Salesforce for Public Safety Recruiting
- Utah Department of Corrections Success Story
- Demo of the Utah Department of Corrections Portal
- Q&A

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Meet Today's Team



Sabih Khan

Industry Strategy & GTM Leader, Public Safety
& Justice at Salesforce Global Public Sector



Elizabeth Almanza

Client Advisor, Summit Technologies



Taylor Doyle

Salesforce Government Solution Engineer &
Consultant, Summit Technologies



Recruitment & Hiring Has Changed

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New Challenges for Leaders

78%

of police agencies reported having difficulty in recruiting qualified candidates

65%

of agencies reported having too few candidates applying to be officers

63%

of agencies said they're receiving fewer applicants than five years ago

Sources: IACP, THE STATE OF RECRUITMENT: A CRISIS FOR LAW ENFORCEMENT



A Digital, Connected Platform Benefits all Stakeholders



Candidates

- Find the information and resources quickly and easily
- Have insight into their results, status, and timeline
- Mobile friendly and seamless online application systems



Recruiters

- Effectively assign tasks and collaborate on recruiting goals
- Engage with ongoing and clear communication with candidates
- Build and manage campaigns for targeted demographic recruitment



HR Specialist

- Access, view, and track receipt of required documents and tasks
- Automate tasks and customize application review criteria
- See every candidate's details, documents, and history with fewer clicks



Command Staff

- Insights and visibility into staffing pipeline
- Accurate, real-time pipeline data to make strategic decisions
- Brand management and community engagement



A Platform for Recruitment & Hiring



Moving Towards a Digital Platform



This is a critical strategy to implement as traditional ways of recruiting are now a thing of the past. Relying solely on job boards and career fairs doesn't provide the best ROI. In today's digital age, you must promote your department, digitally.

Traditional

- Job fairs, print advertising, job boards
- Wide net of audience, with high inefficiency of target specific marketing
- In-person recruiting is limited to staff resources
- Lack of personalization
- High costs that are difficult to assess and measure
- Limited ability in measuring effectiveness of campaign strategy and funding

Digital

- More tailored and connected experiences
- Utilize social media and targeted advertising (Youtube, Facebook, Email, SMS)
- Personalization for targeted prioritized requirements
- User-friendly and optimized recruiting websites
- Personalized content and support 24/7
- Engage in conversations across channels and devices

78%

of police agencies reported having difficulty in recruiting qualified candidates

VS

Reach Audiences and Build Engagement

Personalized marketing and communication increases applicant pool



Fill Your Pipeline

Use end-to-end marketing tools to generate a stronger pipeline of quality prospective applicants and guide them to the next stage

Increase Personalization

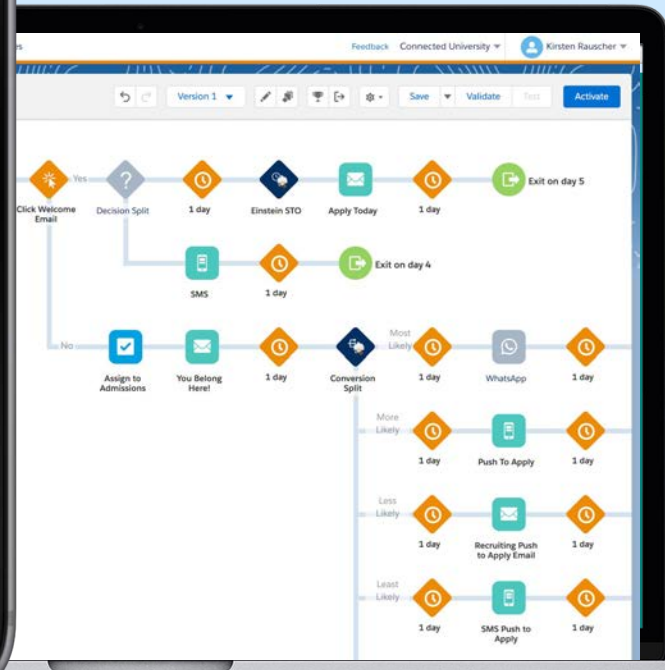
Harness segmentation and journeys to deliver content based on qualifications and interests

Design With Clicks

Deploy branded forms and pages and drive your Google, Facebook and display advertising at scale

Gain Insight

Leverage robust analytics to optimize every interaction, know what is driving influence, and measure marketing ROI



Drive Engagement in an Applicant Experience Portal



Leverage a scalable application management platform to meet hiring goals

Online Application

A robust and dynamic application that captures all required information and automates qualification requirements

Dynamic Updates at Each Stage

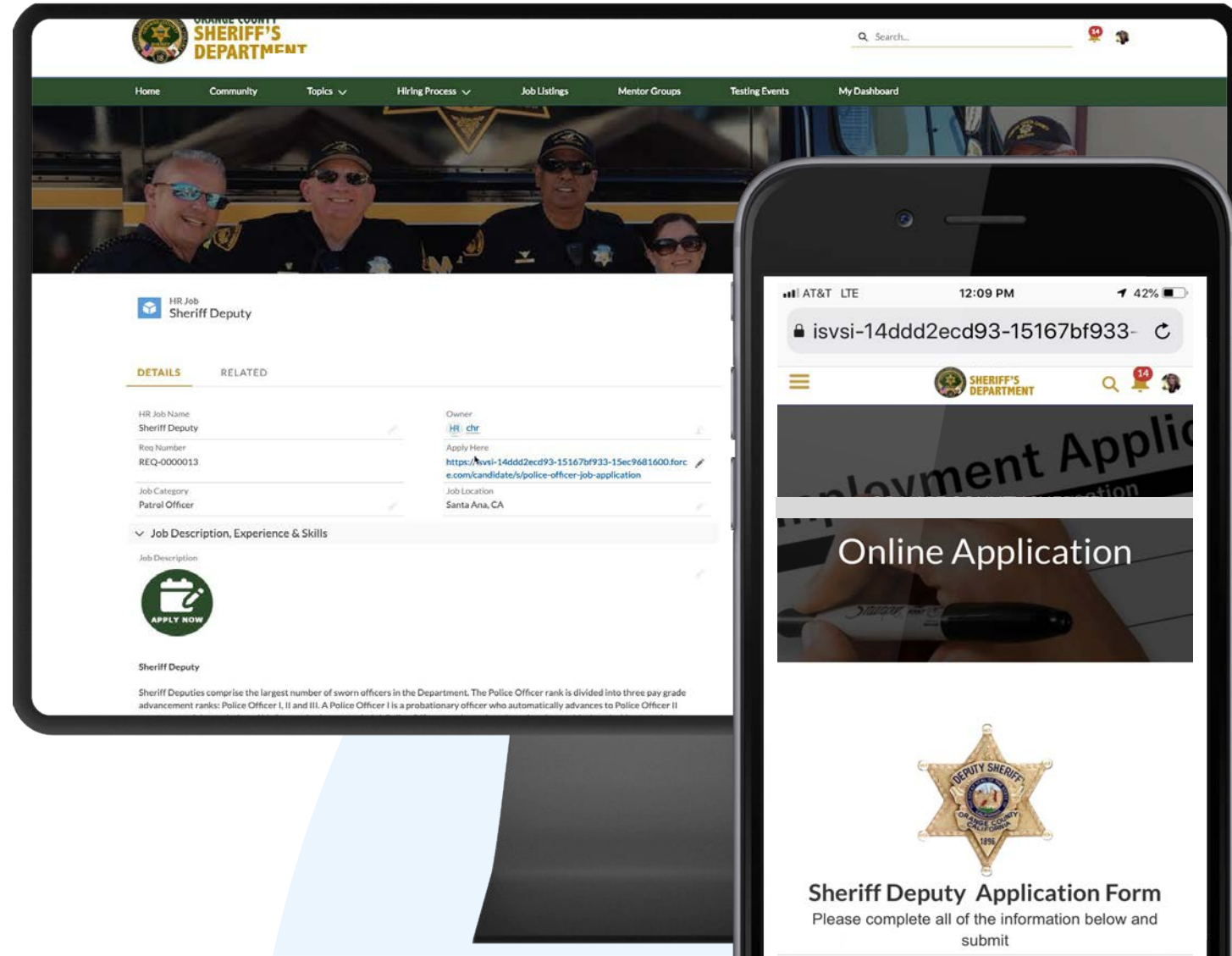
Increase application completion with a dynamic, chatbot-supported checklist of tasks

Move Applications Through the Process

Update an applicant's file, communicate with testing vendors, collect required information, or request additional information from applicant

Simplify Document Uploads

Give applicants easy access to upload, view, and track receipt of their required documents



Customized Journey Based on Applicant Stage

Keep applicants on track with personalized support and next steps



Personalize Every Applicant View

Strengthen applicant engagement by providing their unique application information in a simple, mobile-friendly view

Empower Real-time Status Tracking

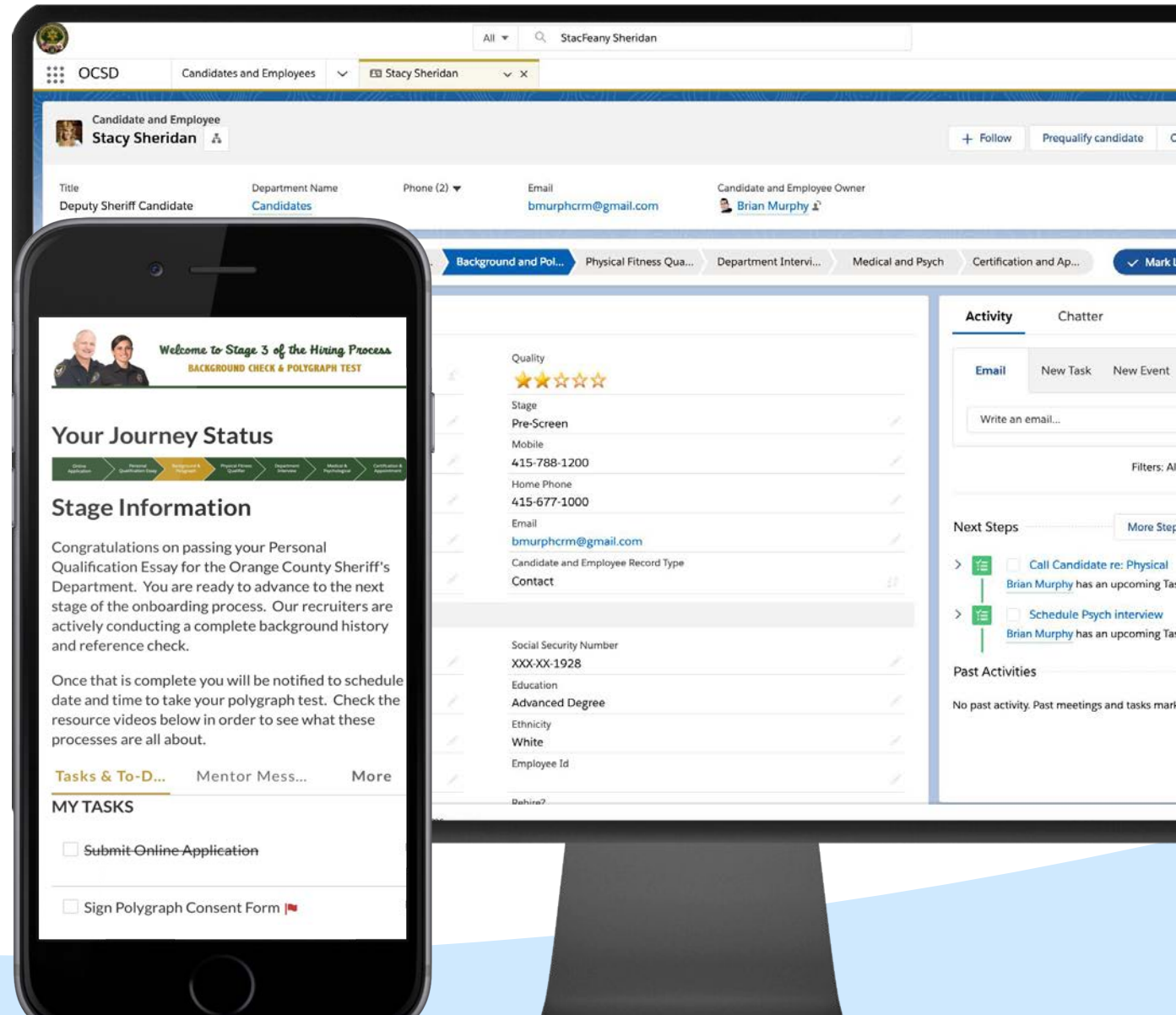
Provide visibility to both candidates, recruiters, and HR personnel into application status and outstanding tasks

Coordinate and Manage Tasks

Update a file, communicate with the testing vendors, or request and collect additional information from applicants

Shorten Time to Entry on Duty

Coordinate activities and required steps to decrease the time from application to the academy



Summit Technologies: a Salesforce Exclusive Implementation Partner



- Columbus-based Exclusive Salesforce Implementation Partner
- Salesforce Platform and Products Experts
- Completed **800+** Salesforce projects since 2016 with **240+** clients
- Successfully implemented Sales, Service, Experience, Pardot, Nonprofit Success Pack, Education Architecture, Public Sector Foundation, Data, and Marketing Clouds
- **5 star rating** on AppExchange
- Developed proprietary systems and processes to ensure project success
- Developed **accelerators**, getting to value faster with lower risk
- Average of **5 Salesforce certifications per consultant**
- Committed to Salesforce best practices - **low code or no code** solutions

we know **economic development** and how to **optimize your experience**



Utah Department of Corrections

At Utah Department of Corrections' nearly 2,300 employees supervise more than 15,000 individuals in the community and approximately 5,900 incarcerated individuals. Positions within the Department range from correctional officers to Adult Probation and Parole agents, to maintenance specialists, to social workers, to chaplains, to registered nurses, to accountants and so much more.



Challenges Faced



Utah Dept of Corrections had an existing recruiting workflow that was entirely manual causing inefficiencies and required extensive staff involvement.

The client wanted to ensure a seamless handoff from NEOGOV to a public-facing web portal for managing due diligence and process requirements.

There was a need to manage and maintain candidate engagement. Utah required a segmented marketing solution to keep potential candidates engaged throughout the recruitment process.



Goals



Create an easy-to-use, simple-to-manage public-facing portal for applicants.

Move the common recruiting workflow to the cloud to reduce manual effort and improve efficiency.

Align the NEOGOV platform with the new public-facing portal for smoother management of applicant processes.

Utilize segmented marketing messages to nurture and maintain interest among potential candidates throughout the recruitment process.



Solution

Salesforce CRM, Service Cloud & Experience Cloud

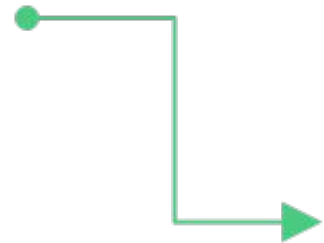


- Summit Technologies utilized commercial off-the-shelf components within the Salesforce ecosystem to build an online portal.
- Implemented a direct, secure integration with NEOGOV to automatically provision approved candidates.
- Ensured the protection of candidate information within NEOGOV while allowing scalable management of approved candidates.
- Developed a workflow to send targeted messages to individuals or groups of applicants to keep them engaged throughout the recruitment process.

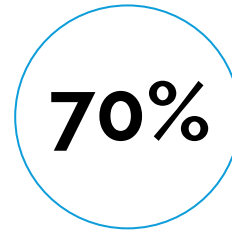
Results



Transitioned from a year-over-year loss in recruiting to surpassing all annual goals, including catching up on the previous year's goals.



Decreased the recruiting timeline from over 90 days to 45 days.



Achieved a 70% increase in efficiency.

Simplified and improved the reporting process, moving from basic internal reporting to executive and state-level outputs, and reduced manual reporting efforts by 30 hours each month.

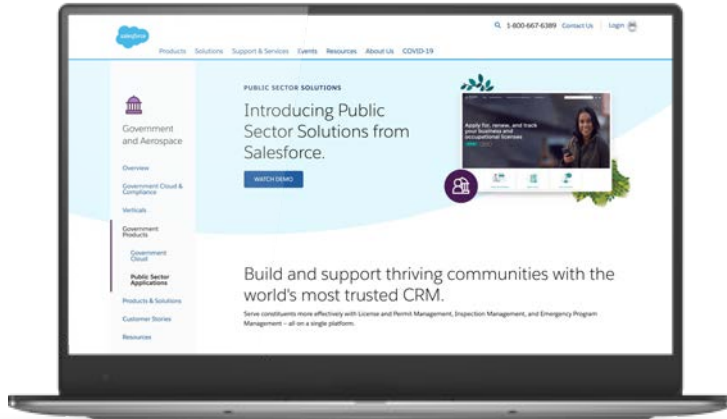




Q&A

Please use the Q&A feature at the bottom of your Zoom window to submit any questions

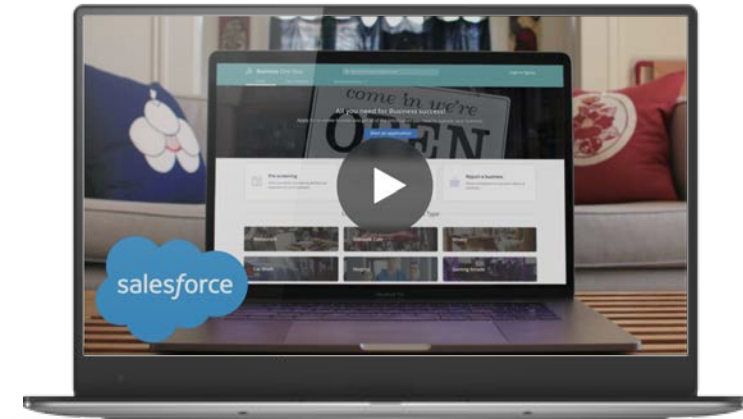
Learn More About Salesforce Public Sector Solutions and Summit Technologies



[Salesforce.com](https://www.salesforce.com)



[Data Sheet](#)



[Demo](#)

More questions? **Contact us!**

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Thank You

