

2020 DOD WORLDWIDE HUMAN RESOURCES TRAINING EVENT

FREQUENTLY ASKED QUESTIONS: “FUTURE OF DOD HUMAN RESOURCES”

On 15-16 September 2020, the Office of the Deputy Assistant Secretary of Defense for Civilian Personnel Policy and Defense Civilian Personnel Advisory Service (DCPAS) hosted a 2-day virtual Worldwide Human Resources Training Event (WWHRTE). Attendees were provided an invaluable opportunity to hear from key leaders on efforts directly impacting DoD’s HR community. Attendees were encouraged to forward questions and comments related to the material presented.

Below are submitted questions and prepared responses for the Future of DoD Human Resources presentation.

Q: Can we talk about how we market the DoD (i.e. Navy/Air Force, Army, Fourth Estate) to colleges and High Schools and how we hire so many civilians?

A: In marketing DoD civilian employment we need a clear message, a target audience and the ability to reach that audience. Having DoD and Component civilian employer brands differentiate us from military services and even from one another. These brands provide a central message of who we are, what we do and what we stand for in order to attract those who are actively looking to work for us. Marketing outreach allows us to reach casual or passive candidates, but it requires a thoughtful approach. We must identify what competencies/skills/attributes we are seeking, locate potential candidates who can fulfill our needs, assess what they are seeking in an employer and match that to its counterpart in our Employer Value Proposition (EVP). We use this information to craft our recruitment message and deliver it where, when and how our targeted audience will receive it. This might be as simple as a job posting on a college recruitment board, or involve a coordinated strategy that includes social media, job fairs, high school and college outreach and internships, college job connection tools such as Handshake, crafting accelerated career leadership development tracks and other methods. There is no one-size-fits all solution, as some vacancies might be filled the next day while others may only do so with significant preparation and active candidate pool development. Look for opportunities to leverage centralized recruitment resources where available, focus efforts where they will make the greatest impact, and seek to develop a recruiting culture in your organization where employees at all levels serve as champions for DoD civilian employment.

Q: What are your thoughts on advertising on TV to market our civilian jobs?

A: As stated in response to the question above, we need to assess how to craft our recruitment message and deliver it where, when and how our target audience will receive it. If television is appropriate to reach that audience, we can pursue this method. If we invest in recruitment videos we might choose to deliver them via multiple communication vehicles, to include websites, social media and as ads on streaming media. I encourage you to track metrics to capture who has seen your message, where they saw it and whether it inspired them to apply for your vacancies.

Q: What initiatives are we going to look at to compete with the private sector to attract college students and other groups? I am referring to salary initiatives other than the 3R's AIH.

A: There are several things DoD organizations can do to attract college students and other groups. Remember to tailor your strategies to the specific audience you are targeting. And while civilian employment with DoD offers a multitude of attractions and benefits, I understand that financial considerations will continue to come up as a recruitment challenge. We encourage organizations to secure funding for recruitment activities, incentives, agency student loan repayment benefits and advance in-hire rates within the budget for the fiscal year. This affords the greatest flexibility



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to secure an exceptional candidate once you have identified him or her, instead of stalling negotiations to obtain authorization after the fact. Collect and track compensation and recruitment history data to support requests for special pay schedules or inclusion in alternative pay plans. Take the time to examine how you structure the work in your unit to determine if there are opportunities to redesign organizational structures or reclassify positions in a manner that better supports higher pay levels or increases the allure of the position for targeted candidates. Workforce planning is really the key to developing good recruiting strategies.

Q: What is the platform for the analytics and dashboards (e.g. Power BI, Tableau, Qlik, etc.)? Will we be able to download the raw data underlying the dashboards (specifically to audit/validate it)?

A: There is currently no 'standard' for analytics and dashboards across the Enterprise. That said, Advana, as the most recently adopted personnel data "umbrella" at the OSD level, will provide a very robust set of 'dashboards' or standard data depictions, and also has an embedded reporting tool that will allow users to develop their own reports / depictions. If you are interested in seeing what Advana has to offer, you can visit advana.data.mil and click on the header "SUPPORT". From there you can request a new account.

Q: As we move to more digital information, what advice do you have for our field activities (e.g. shipyards) that still have thousands of employees who do not have computer access?

A: We understand this is a shortcoming for some within the Department, and we continue to look at technology that will mitigate this. Currently DCHRMS and most civilian applications are mobile friendly. That said, we are working with our vendor to offer access using username and password to support this capability. There will be more information offered when a solution is determined.

All WWHRTE presentation slides can be found on the WWHRTE milSuite site at <https://www.milsuite.mil/book/groups/wwhrte>. You will also find the video recording of this presentation as well.

Clarification or further questions related to this presentation can be directed to the following individuals:

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