



**HR Highlights
March 2021**

Employee Engagement Starts Before the First Day of Work

DHRM continues our focus to support the needs of the Commonwealth to attract and retain top talent and its commitment to fair employment hiring and pay. Agencies should continue their ongoing efforts to enhance the Commonwealth employment brand and improve recruiting success. Please insure that RMS is updated to promptly close recruitments and communicate with applicants. Applicants are HR customers.

Customer Service is crucial in recruiting and it is imperative that we provide a great experience. As we look to strengthen the Commonwealth's employer brand, we need to understand that it is our job to make all applicants feel significant. This can be accomplished with the following in mind:

- **Communicate** - Be sure to include contact information in the posting to advise the applicant how to reach out to you or your HR team with any questions and reply in a timely manner. This is even more imperative for applicants who may have accommodation needs as they navigate through the process.
- **Feedback** - Seek to understand their experience and how you as the recruiter can improve that experience.
- **Engagement** - The applicant experience can set the tone for employee engagement with a new hire. Remember that bad applicant experiences are twice as likely to be shared than a good applicant experience.

We encourage you to leverage these Talent Acquisition tools and resources:

[Talent Acquisition](#)

[Employee Equity Initiative webinar](#)

[Hiring Best Practices webinar](#)