Ready Set Hire

Iowa’s Innovation in promoting qualified candidates
Building social media
Generating Followers

1. Dedicated staff
2. Branding
3. Consistency
Example of posts

Disability employment rates have hit an ALL TIME HIGH

SUCCESS STORY
Megan Schultz

Students learned about wellness through exercise and yoga practice. They also participated in a three-day camp on Customer Service Academy, where they learned methods for working with people in service careers.
Example of posts

**Land of the Free because of the Brave**

**HAPPY FOURTH OF JULY**

**July** marks the anniversary of the **Americans with Disabilities Act**, which was signed into law in **1990**.
Stats
First past 28 days:

- Our reach was 6.4K (up 124%)
- Our Engagement was 2.4K (up 81%)
- Our Net followers was 36 (up 13%)
- Our 3 second videos was 78 (Up 767)
How we set it up
Steps

- Counselor identifies qualified candidates
- Counselor completes google form (next slide)
- My staff contact candidate and build the profile
- This is shared multiple ways
Google Form

- Staff email
- Staff name
- Qualified candidate name, city and age
- Qualified candidate contact info
- Qualified candidate interest, personality, hobbies, fun facts
- Qualified candidate skills
- Why should a business hire qualified candidate
- Quot from qualified candidate
- Employment goal of qualified candidate
- Copy of resume
- Photo of candidate
- How the business should connect with candidate - counselor or direct?
What platforms do we use?
Platforms

- Email to businesses on listserv - targeting areas the qualified candidate lives
- Facebook
- Instagram
- Linked in
Listserve
Facebook

JOB CANDIDATE OF THE WEEK

Tabre Delaney

Meet Tabre

About:
Tabre is a motivated and energetic team player. After graduating from Iowa School for the Deaf in 2010, Tabre went on to attend Iowa Western Community College. He has served in various positions, notably as a warehouse worker. In his free time, Tabre loves following the NBA and NFL, Dallas Cowboys football, and traveling.

Type of Job:
Tabre would like to work in a warehouse as a team member or lead in and around Des Moines.

Why Tabre?
Tabre has a diverse employment background. Not only has Tabre managed highly demanding work environments, but he also has high expectations for himself and peers.

BUSINESSES:

Are you actively hiring and interested in getting to know Tabre even more?
Email kensie.channon@iowa.gov
Miriam recently graduated from Cedar Rapids Kennedy High! She loves all things science and would like to work in the medical field someday--preferably in a lab. In her free time, Miriam likes playing with her dog, going to the farmer's market, and learning more about biology.

"Miriam is a fast learner. She is mature, reliable, and organized," --Jenny Nuss

Swipe to learn more about Miriam

4w
Meet Miriam

About:
Miriam graduated from Cedar Rapids Kennedy in 2023. She has significant interest in biology and science in general—she would love to work in the medical field. In her free time, Miriam loves to play with her poodle Legend, attend the farmers market, and read books about science.

Type of Job:
Miriam would like to work in the medical field—preferably in a lab setting.

Why Miriam?
Miriam would be an asset to any employer given her extensive skillset.

BUSINESSES:

Are you actively hiring and interested in getting to know Lis even more? Email jennifer.nuss@iowa.gov
Meet Lis, a fun-loving Burlington resident looking for part-time office assistant roles. "It is a pleasure to work with Lis, she has a great personality, incredible sense of humor, and a tremendous work ethic." - Cindy Whalen

Interested in learning more about Lis? Email Cynthia.whalen@iowa.gov
• INTERNS - we hired 5 summer communication interns to do the work- they are staying on part time beyond summer
Thank You!!

michelle.krefft@iowa.gov