

FY16 1st QUARTER REPORT - TARGETED POSITIONS FILLED 10/01/15 - 1/31/16

ADVERTISING EFFORTS FOR TARGETED POSITIONS FILLED DURING THE 1st QUARTER							
Targeted Positions Advertised	Total # of Advertised Sites	Total # of Minority Sites	Total # of Free Sites	Advertising Costs	Total # of Applicants Who Met Minimum Qualifications	% of Female Applicants	% of Minority Applicants
Grants/Contracts Administrator	30	9	30	\$0.00	94	53/94 (56%)	43/94 (46%)
Victim Advocate Counselor (3)	32	9	32	\$0.00	131	94/131 (72%)	65/131 (50%)
Tourist Sales/Marketing Coordinator	34	8	34	\$0.00	42	26/42 (62%)	12/42 (29%)
Environmental Specialist	41	11	41	\$0.00	31	12/31 (39%)	11/31 (35%)
Senior Environmental Specialist	41	11	41	\$0.00	29	11/29 (38%)	4/29 (14%)
Rescue Lieutenant 56 (2)	29	9	28	\$75.00	27	9/27 (33%)	5/27 (19%)
Firefighter/EMT 56 or Firefighter/Paramedic 56 (11)	39	9	38	\$75.00	40	0/40 (0%)	17/40 (43%)
GIS Analyst	39	8	39	\$0.00	50	15/50 (30%)	13/50 (26%)
Total:				\$150.00	444		

SAMPLE ADVERTISING SITES

Free Advertising		Paid Advertising
<ul style="list-style-type: none"> • Blacks in Government • Facebook • FL City and County Management Association • Delta Sigma Theta Sorority (UF Chapter) • Myflorida.org • SFC Career Center • LinkedIn • DeVry University • Firefighter ABC's • National Association of Professional Surveyors 	<ul style="list-style-type: none"> • Florida A&M University Career Resource Center • University of Florida Career Resource Center • A. Phillip Randolph Institute • Florida Government Finance Officers Association • Black Career Women's Network • ITT Technical Institute • Florida State University Career Center • Florida State Fire College 	<ul style="list-style-type: none"> • Minority Professional Network

Footnote:

Special recruitment efforts include expanding the network of diverse recruitment resources, professional organizations, utilizing social media/job boards, and participating in career fairs and other outreach events to increase awareness of employment opportunities with Alachua County. Advertising sites include a fairly significant number of free/low-cost advertising resources, including some specifically targeting women and minority professionals. The results have been positive as the applicant pools are becoming increasingly more diverse. Recruitment for traditionally under-represented, difficult to recruit, and managerial positions is supplemented with paid advertising. Efforts are on-going to reach targeted demographic groups to raise awareness of employment opportunities with the County.