

# HOW SDS HELPED FLORIDA DEPARTMENT OF CORRECTIONS CLOSE CRUCIAL HIRING GAP.

*Scaled Recruiting Efforts in a Tight Labor Market.*

## SNAPSHOT

**Client:**

Florida Department of Corrections (DOC)

**Industry:**

Corrections

**Products + Services Used:**

Consulting, Market Research, Ad Creative and Ad Placement

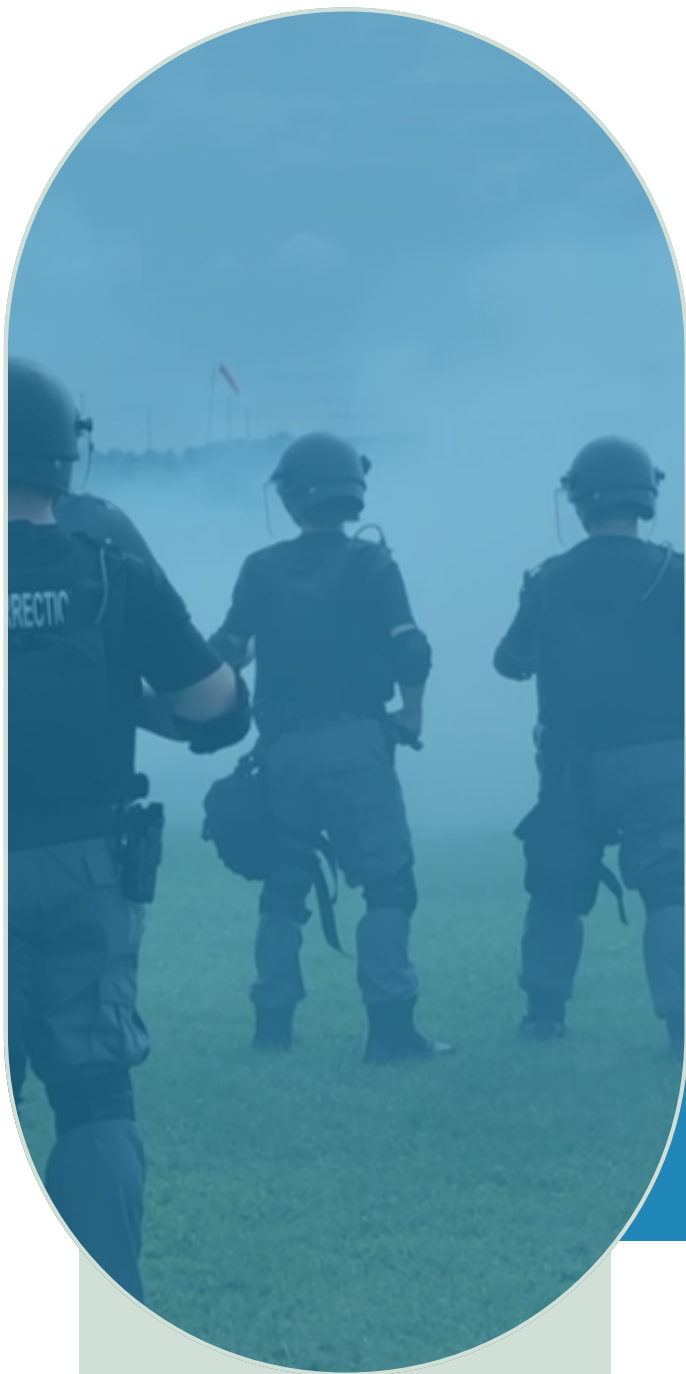
**Results:**

Generated over 47,069 applications and 10,246 correctional officer hires

## CHALLENGES

- The Florida Department of Corrections operates the 3rd largest state prison system in the United States.
- As of May in 2022, the department had 4,000 vacant officer positions and faced the potential facility closures.
- The officer shortage forced the National Guard to staff some facilities and place burdensome schedule requirements on correctional officers.





## SOLUTION

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DOC has been provided with Marketing Consulting, Strategic Consulting, Management Consulting, Graphic Design, Media Planning, Audio Production, Media Placement, Copywriting, Ad Placement, Ad Management, Motion Graphics and Billboard Placement to assist in filling the hiring needs of the department. Additionally, DOC procured us under a full-service contract where all costs including consulting, creative, placement and other expenses for the recruiting campaign were built into the contract.

During the course of the campaign, the Department closed its hiring gap each month and saw a **300%** reduction in cost per application. The Department also saw over **1.09 million** sessions on the recruiting site, **47,069** applications generated at an average cost of **\$21.14** per application. Over **10,246** officers were hired during the campaign.

Each month, we made strides toward meeting our hiring goal.

## CONCLUSION

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- The Department has closed the vacancy gap in correctional facilities across the state and now has a process to ensure an ongoing applicant pipeline.
- Keep your call to action simple, your message clean and your initial application short.

## SCAN FOR MORE PROJECT CONTENT

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## CONTACT

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