**“Building an Employee Pipeline Through Digital Strategy”**

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**Description:**

Organizations are struggling with employment problems. Finding the right talent, keeping the right talent, building a talent pipeline in a changing world of work, all of these things need to be done by design, not by chance. A strategic mindset that focuses on selling your organization to prospective employees is more important than ever to deliver on our public sector missions.

Jason Litchney will discuss and provide tips on how your organization can approach recruitment and retention through a data-based lens.  This approach will not only produce measurable results but also create a comprehensive talent brand to convey your organization's employee value proposition, mission, vision and values as well as build connection with both prospective candidates and current employees.

**Learning Objectives:**

* Understand how the public sector can leverage a digital strategy to build a talent pool.
* Learn the process to understand and communicate your employer value proposition.
* Discover key tracking methods and dashboard reporting to quantify return on recruiting investment.