

# Careers.wa.gov

## PPA Meeting

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**Department of Personnel**





# Goal

- n New careers.wa.gov design that attracts diverse applicants to state jobs and represents the state as one employer, and serves as the “front door” to state employment.

# Interagency workgroup

Name	Agency	Expertise
Teresa Eckstein	ESD	HR/Recruitment
Brandon Rosage	LNI	Web design
Michaela Holmberg	DOT	HR/Recruitment
Michelle George	HCA	Communications
Camy Naasz	DIS	Web usability
Jo Keys	COM	HR/Recruitment
Ross Hamann	DOC	HR/Recruitment
Donna Bogumill	DOP	Communications/Web
Melia Olsen	DOP	HR/Recruitment



# Design Objectives

- n Visibility of job search
- n Clear, uncluttered
- n Sense of place
- n Stories and photos of real state employees
- n Communicate benefits of working for Washington State
- n Accessibility
- n Sustainably fresh
- n Communicate the changes



# Additional Criteria

- n Prioritize key messages and tasks:
  - Job search and login
  - “Work that matters”
  - Benefits of working for Washington State
  
- n Leverage existing marketing materials
  - Keep careers.wa.gov logo and URL
  - Continue to use “work that matters” messaging
  
- n Maintain unique identity
  - Serves as destination for all state jobs
  - Not visually associated with any one agency



# Five Main Categories of Information

- n Search for jobs
- n Why work for Washington
- n Help, service
- n Account management
- n News and features



# Next Steps

- n Continue to test design with users
- n Develop content
  - Photos for home page
  - Photos/videos and testimonials for featured employees
- n Build web pages
- n Conduct usability testing with application
- n Launch with new application in July