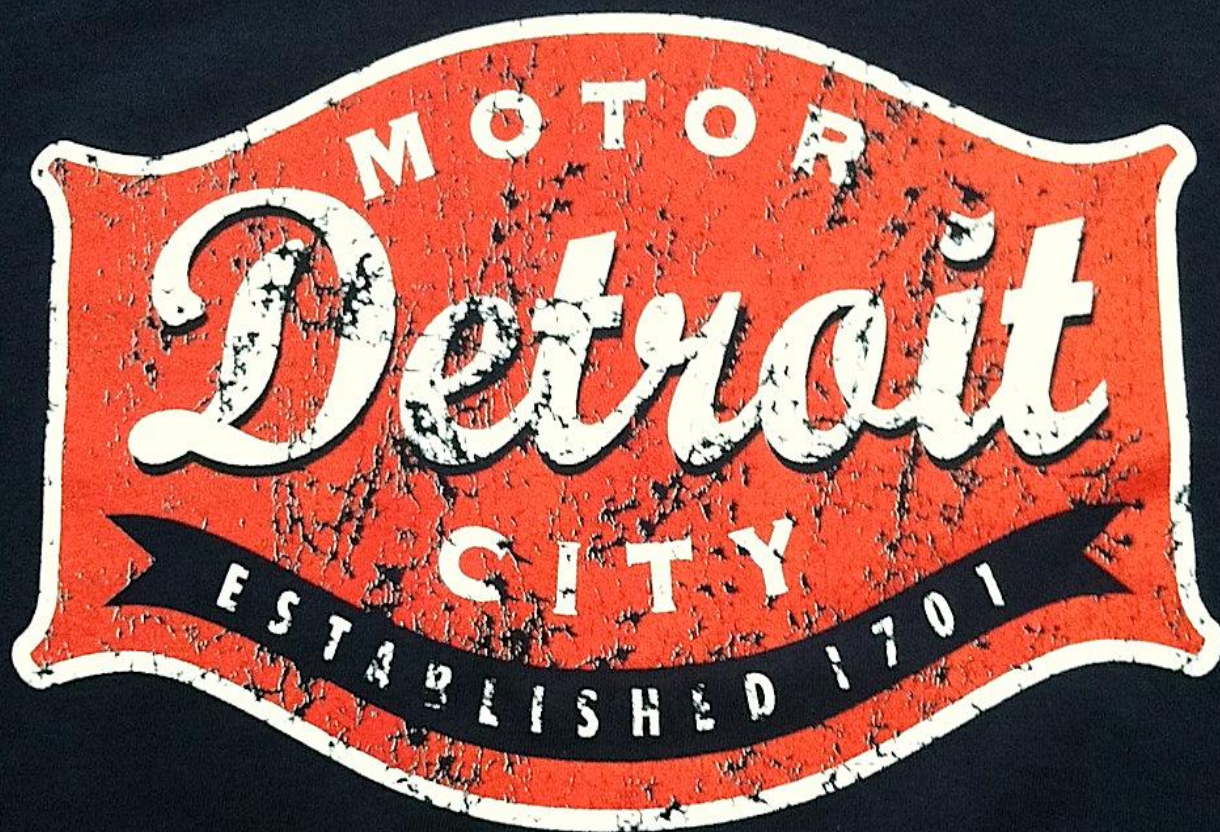


THE MOTOR CITY COMEBACK



CITY OF DETROIT
CASE STUDY

RECRUITMENT DIVISION

DARYL CONRAD
CHIEF RECRUITMENT OFFICER

HISTORY

City of Detroit files for Chapter 9 bankruptcy
July 18, 2013

Largest city by population in US History.

After a two month trial, Judge Steven W. Rhodes confirms
the city plan of adjustment on

November 7, 2014

paving the way to exit bankruptcy.

Imagine the flight of workers and impact on an organization...

EXITING BANKRUPTCY

January 2, 2016

Status Quo was not working

Drastic Changes had to be made

A Few Staff Members & Myself

Supported all City Departments Except for Police/Water

7000 Employees

SWEEPING CHANGES

Over the next five years...

Built a team of Talent Acquisition Specialists

Professional Recruiters & Support

Implemented Metrics – Time to Fill

Track number of Computer Based Tests & Interviews Guides

Civil Service Rule changes for flexibility

Behavior based interviews vs. written exams

Automation of testing

TRANSITION

Mind Set

Recruitment to Talent Acquisition
Post & Pray to seeking the Best in Industry
Nation Wide Searches
Grass Roots Objectives to help Detroiters

Best in Class

Bench Marked other Municipalities
Pew Charitable Trust
Updated “Civil Service Rules” for Flexibility

TRANSITION

Introduced Technology

Computer Based Testing

Robust Social Media Program (Digital Presence)

Secured Job Posting Sites

Data Driven Decisions

Time to Fill Reasons

Applicants Coming From – Create Sourcing

Remote Testing

TRANSITION

Strategy

Once Stop Shops –Detroit Department of Transportation

Recruitment Fairs – Ours / Theirs

One Page Advertisements (Marketing Tool)

Recruitment Plans

Culture Change from Me to Us

Documentation / Documentation / Documentation

TRANSITION

Created Community Partnerships

Hundreds of Churches, Not-for-Profit Organizations,
Fraternity/Sorority, Colleges & Universities and State
& Local Agencies

Investment in the Future

Apprenticeship Programs / Internships
Hiring Detroiters / Veterans / Returning Citizens
Equity Councils & Ambassadors

**COMPLETE
TRANSFORMATION**

Team & Teamwork

Strategy Driven – Not Task Orientated

Flexibility & Innovation

SUCCESSSES

Five Years Later...

Over 7,000 Vacancies Filled

Ability to fill 2000 Vacancies per Year – Staff of 14

1,500 Seasonal Workers

1000 Bus Drivers

500 Fire Fighters

400 Emergency Medical Technicians

100% Remote Civil Service Testing

Paper & Pencil – Computer Based – Web based - Remote
Ability to test unlimited number of candidates from home

Modern Computer Lab as needed

THANK YOU



QUESTIONS

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