

How to Implement Colorado's Realistic Job Preview Video

The Colorado Department of Human Services is pleased to offer counties a new recruiting tool for hiring candidates who are the best fit for a job in child welfare. The Colorado Realistic Job Preview video, *The Child Welfare Choice—Are you Ready* is now available for downloading from the Colorado Department of Human Services website.

A realistic job preview (RJP) is a recruitment strategy that provides job applicants with balanced information about the job in an attempt to encourage a better fit between the needs of applicants and the demands of the workplace. RJP's have primarily been used in fields outside of child welfare, such as business (telephone, insurance, and service industry), nursing and the military and it makes sense for child welfare to also use this recruiting tool as the perception of a job in child welfare may not match the reality. The goal of an RJP can be to reduce unnecessary turnover of misinformed new hires who quit when reality hits, encouraging applicants to self-select out of the hiring process before they and the agency have invested substantial resources into their (ill-fated) hiring and training.

The RJP video was developed in conjunction with the Butler Institute for Families, University of Denver under the auspices of the Western Regional Recruitment & Retention Project. A rigorous, inclusive process was used to develop the RJP video so that it truly represents the voice of Colorado child welfare. Information about the content of the RJP video was gathered through focus groups and a survey offered to all Colorado caseworkers. Ultimately, 12 counties participated in the development process and we received responses regarding the content from 175 staff throughout Colorado.

This 22 minute video is free and can be used at any time in the hiring process. We suggest the following strategies for making the most of the video:

1. If your county has a website, upload to your website and ask (or require) candidates to view the RJP video prior to the interview.
2. Ask candidates to view the RJP video from the Colorado Department of Human Services website. Provide a link to potential candidates when they are invited to interview (for example, in the invite email).
3. On the job application, provide a check box to candidates asking them whether they have viewed the RJP video.
4. Offer candidates the opportunity to view the RJP video prior to their job interview on a computer or DVD at your local office. This can be done either using a DVD or linking to the state website.
5. During the interview process, ask candidates about their impressions of the RJP video. The attached file offers sample questions that can be asked during the interview about what they saw in the RJP video and the impact it had on them.
6. Ask candidates who have viewed the RJP video to complete a brief survey to assess the impact of the video. Sample questions for the survey are in an attached file. The survey could be completed either via hard copy or by providing candidates with a link to a third party website (e.g., SurveyMonkey).

The RJP video, *Child Welfare Choice* will be available indefinitely on the Colorado Department of Human Services website. The link is:

<http://209.200.114.219/childwelfare/finalprogram768.html>

The RJP video can be downloaded from this site and placed either on your county website or stored in a computer.

Hard copies of the DVD can be ordered from: Charmaine Brittain, The Butler Institute for Families, University of Denver, 2148 S. High Street, Denver, CO 80208; (303) 871-6336 or Charmaine.Brittain@du.edu.

If you have any questions about the RJP video or its use, please contact Charmaine Brittain at the Butler Institute using the contact information from above.