

Public Health Agencies: Strategies to Hire Data Modernization Talent



To safeguard community health, public health agencies need timely access to accurate and reliable data. Yet many must function with outdated technologies and disjointed information systems. Improving these systems requires updated technologies, new policies and additional skilled technical professionals at all levels of public health. The CDC Foundation's Workforce Acceleration Initiative (WAI) has demonstrated how to attract private-sector tech and data talent to work in public health to help address this need.

You can adopt (or adapt) these strategies — rooted in WAI's success helping public health agencies across the nation secure top-tier data modernization talent — for your agency:

Encourage Tech Job Seekers to Explore Public Health Opportunities

Hire candidates from outside public health:



Ensure job descriptions “speak tech” by incorporating key phrases that are commonly used to describe tech and data job responsibilities. [Get started using WAI's core tech job descriptions.](#)



Streamline hiring to avoid losing candidates to faster tech hiring processes.



Partner with recruiters who understand tech roles and can offer valuable insights to make informed hiring decisions.

Tell tech talent why public health work matters:



Emphasize public health's mission-driven nature. Highlight your organization's mission and the benefits you provide your community to appeal to candidates seeking meaningful work.



Use storytelling to bring the mission to life. Use real-life examples and personal experiences to help candidates see themselves making a difference in the community through their work with your organization.

Explore ways to boost your ability to attract talent with **pay and benefits**:



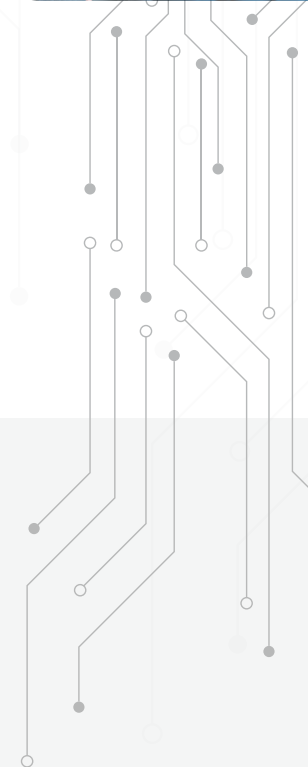
Offer flexible arrangements. Flexibility — including remote work or flexible schedules — makes your organization more attractive to top tech talent, expands your talent pool and helps you tap into expertise that may be hard to find in your area.



Consider pooling funding across departments. Braiding together funds from multiple departments to pay a tech or data expert can help you keep high-caliber, cross-cutting talent longer. Plus, with shared funding, they can work across departments and programs to build a stronger infrastructure throughout your organization.



Leverage WAI evidence to advocate for funds and resources. Share WAI's successes with decision makers to help you advocate for creating and recruiting for advanced technology roles within your organization.



Ready to bring data and tech talent into your organization?

WAI can help. Learn more about WAI and explore our toolkit of recruitment resources at cdcfoundation.org/programs/workforceacceleration.