

Dominion Energy needed to double their system operators.

Here's how GoPursue found them in their backyard.

OVERVIEW

Dominion Energy needed dependable entry-level talent for important roles, but the old approach was producing too few qualified candidates and was time intensive for their team.

Most applicants came from one nearby school, while the best technical training programs in nearby schools never saw the opportunity.

GoPursue helped Dominion reach more schools, attract better candidates, and hire people who needed less training from day 1.

GoPursue helped Dominion Energy find and develop future system operators, without:

- Poaching from competitors (expensive).
- Getting inundated with unqualified applicants (time consuming).

RESULTS

8

School districts, covering 150,00 students.

5:1

Qualified students per opening.

+2x

Increase in qualified candidate pool in half the time.

20%

Of applicants disqualified in under 1 minute.

 CHALLENGES Dominion needed dependable people for a hard-to-fill role but:	 SOLUTIONS GoPursue built a hiring system that brought in better candidates and saved team time by:
Most applicants couldn't pass the aptitude test for the role	Reached students already training in electrical and technical pathways
Too much team time was spent sorting through the wrong candidates	Delivered a manageable group of real candidates instead of a pile of resumes
The most qualified local students never heard of the opportunity	Held awareness events that were attended by every school district in a 25 mile radius
Every step required coordination across schools, calendars, parents, and internal teams	Ran the moving parts: outreach, applications, scheduling, follow-up, and troubleshooting

OUTCOME

Dominion previously spent the first five weeks of new hire training on ohms, power, circuits, and the basics.

After working with GoPursue, DE hired candidates who had 2-3 years of coursework and hands-on experience with electricity, and were ready to take their skills to the next level on day 1.

"The filter worked!
A 'Goldilocks scenario'
- not too many candidates
but not too few."

Jerry,
Manager - Electric Transmission
System Operations & Control.
Dominion Energy

NEED DEPENDABLE ENTRY-LEVEL HIRES FOR HARD-TO-FILL ROLES?

GoPursue helps you build a reliable flow of qualified candidates you can hire from year after year.

Let us show you how it works | gopursue.com