

## How Fresno Pacific University recruits and retains the right candidates with mission-driven messaging



### CHALLENGE ONE

#### Misaligned messaging made it difficult to connect with job seekers

As a faith-based entity, Fresno Pacific University needed a unified brand message and careers page that communicated their mission and essential details for applicants – like spiritual hiring requirements. Their website was tailored to students, not potential employees, and HR had to wait for IT to make any changes.

*“Putting our mission front and center helped us **find people with the right heart.** The positive feedback from employees is so validating. It’s **improving retention and morale in a valuable way.**”*

Bethany Nichols, HR Generalist  
Fresno Pacific University

### CHALLENGE TWO

#### Posting on traditional job boards was expensive and ineffective

FPU needed to fill open roles but lacked the budget for a recruiter. Located in a hiring desert with a small pool of qualified talent, traditional recruitment tools struggled to find mission-aligned candidates nearby. The university often spent \$500–\$3,000 per faculty role to post on niche job boards with little return on investment.

### OUTCOME

#### Mission-led messaging attracts the right candidates

FPU crafted a modern brand presence with mission-forward messaging for staff and faculty roles using custom landing pages in Attract – which HR can easily update without relying on IT. This helped them connect with candidates who align with their mission and strengthen their service-driven workplace culture.



### OUTCOME

#### Wider, strategic outreach saves budget and lowers time-to-hire

FPU decreased its reliance on costly job boards by leveraging sourcing tools and email campaigns in Attract to target candidates with specific experience nationwide. This shift reduced recruitment spend by at least \$5,000 per year and shortened their average time-to-hire by two weeks.