

Nomination: 7868

Amelia Morton

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Pinnacol Assurance
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title Amelia Morton
Category C01 - C16 Individual > C14 - Recruiting or Talent Acquisition Professional of the Year
Individual Submission Format Written Answers
a. Briefly describe the nominated individual: history and past performance (up to 200 words). Required Senior talent acquisition consultant Amelia Morton joined Pinnacol Assurance in 2021. Her new role was created to streamline recruiting and onboarding, previously managed by a human resources business partner. Pinnacol wanted to be known as the best place to work and as an inclusive environment that deeply values everyone's differences. To do that, they needed to hire the best, and most diverse workforce. Enter Amelia. Upon joining Pinnacol, the organization saw a dramatic increase in hiring, primarily due to growth. Amelia helped hiring managers define what they needed in a candidate and sought out the best possible hires. In 2022, Amelia onboarded 102 external hires, a 63% increase from 2021. She did this by building rapport with hiring managers and developing relationships with community groups and colleges. "Amelia has vast institutional knowledge, which gives her a trust factor. Managers trust that Amelia gave them the best candidates and they are able to make a decision without needing to see more candidates. Where other organizations are losing out on the best candidates because their process takes too long, Pinnacol is providing a best-in-class candidate experience that sets new employees up to thrive," said Trevor Freel, Pinnacol's senior talent acquisition manager.

b. Outline the nominee's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

With her strategic focus, collaborative approach, and ability to build rapport with hiring managers and candidates, Amelia has transformed Pinnacol's talent acquisition approach since 2022. She is the face of Pinnacol to almost every candidate and inspires candidates to choose Pinnacol.

Between 2022-2024, Pinnacol has seen the following achievements, thanks to Amelia:

Expanded talent recruiting reach, including:

-48% increase in BIPOC applicants

-Age group (100% increase in baby boomers)

Baseline metrics improvements, such as:

-The average time to fill for external hires is 24 vs. 30 days; the average rate across industries is 44 days

-ATF for internal hires: 18 vs. 22 days

-Candidate velocity, or the average time a candidate is in each phase of the hiring process: 4 vs. 8 days

Achieved a Glassdoor recruitment experience rating of 4.7/5.0

Hosted three networking events serving underrepresented communities, resulting in six hires and four new partnerships

Expanded formal recruiting relationships with three local universities

Developed 22 intentional community partnerships including:

-Women Impact Tech

-Gays in Tech

-Neurodiverse Chamber of Commerce

-Black in Tech Denver

-Age-Friendly Institute

-CO Workforce Center Veterans' Representatives

Amelia won Recruiter of the Year from TopRecruiter.com in 2023, and she and her team were nominated for Colorado Tech Association DEI Talent of the Year.

"Amelia empathized with our need to move quickly and worked tirelessly to remove roadblocks, increase the speed of communication, and adapt on the fly as needs changed. She's a strategist, advice giver and a class act." - Julie, hiring manager

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). Required

Amelia's track record proves she's the best in the industry.

The average time to hire in 2024 is currently 44 days across all industries. Amelia's average is 24 days for external hires. When a longer hiring process means losing out on great candidates and lower satisfaction rates for candidates, Amelia's efficiency and relationships ensure the best candidates are hired quickly and not allowed to languish during the hiring process. Pinnacol also retains 97% of its workforce, compared to the average rate of 85%, a metric that indicates Amelia is placing the right candidates in the correct roles.

Since 2022, Pinnacol has seen increases in two key customer satisfaction metrics hit record highs, a testament to the skills of key teams (customer experience and claims), both of which Amelia recruits and hires.

Injured Worker Satisfaction scores were 4.2 out of 5.0, the highest score achieved by a workers' compensation organization in Colorado, and well above all other large private corporate carriers. The company also earned a Net Promoter Score (a measure of the likelihood a policyholder would recommend Pinnacol) of 63, far exceeding the industry average of 28, according to Bain and NPS Prism®. These scores are a testament to the skills of key teams, including customer experience and claims, which are recruited, hired and onboarded by Amelia.

Amelia's work also benefits Pinnacol's culture, which is award-winning and a best place to work (please see the full awards list in the attachments section below).

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

LINKS

Pinnacol's careers page

Inclusive claims injured worker satisfaction press release: Inclusive claims service has satisfaction rates soaring.

Pinnacol tops injured worker satisfaction: Overall injured worker satisfaction.

Customer testimonial: Learn from one of our largest customers how Pinnacol exceeds expectations.

Glassdoor reviews

Diversity and inclusion at Pinnacol

LGBTQ partnership

A list of awards showcasing Pinnacol's third-party credibility as a best-in-class insurance company and a best place to work

Amelia's LinkedIn

HRCI Professional in Human Resources accreditation

DOCS

Amelia has done a tremendous job boosting Pinnacol's employer brand. The career site sees an average of 1,500 site visits per day compared to 265 total in 2022. (Insert site analytics)

BIPOC networking flyer

Additional testimonials x 3

Human Capital Institute accreditation

Webpage Link

<https://www.pinnacol.com/careers> (<https://www.pinnacol.com/careers>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.pinnacol.com/press-release/pinnacol-spanish-language-injured-worker-satisfaction-rate-increases-dramatically-as-agency-prioritizes-inclusive-claims-services>
(<https://www.pinnacol.com/press-release/pinnacol-spanish-language-injured-worker-satisfaction-rate-increases-dramatically-as-agency-prioritizes-inclusive-claims-services>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.pinnacol.com/blog/injured-workers-rate-highest-performing-colorado> (<https://www.pinnacol.com/blog/injured-workers-rate-highest-performing-colorado>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://www.pinnacol.com/case-study/douglas-county-workers-comp> (<https://www.pinnacol.com/case-study/douglas-county-workers-comp>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.glassdoor.com/Search/results.htm?keyword=pinnacol%20assurance> (<https://www.glassdoor.com/Search/results.htm?keyword=pinnacol%20assurance>)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

<https://www.pinnacol.com/diversity-equity-and-inclusion> (<https://www.pinnacol.com/diversity-equity-and-inclusion>)

Would you like to add an additional webpage link?

Yes

Web Page Link 7

<https://lgbtqcolorado.org/programs/range/> (<https://lgbtqcolorado.org/programs/range/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 8

<https://www.pinnacol.com/about/awards> (<https://www.pinnacol.com/about/awards>)

Would you like to add an additional webpage link?

Yes

Web Page Link 9

<https://www.linkedin.com/in/amelia-bartkoski-phr-07897969/> (<https://www.linkedin.com/in/amelia-bartkoski-phr-07897969/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 10

<https://www.credly.com/users/amelia-bartkoski> (<https://www.credly.com/users/amelia-bartkoski>)

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/20327/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoyMDMyNywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9Pinnacol%20application%20stats.png>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/20328/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoyMDMyOCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9Copy%20of%20BIPOC%20Networking%20Event%20Co-Branding%20Proposal.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/20329/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoyMDMyOSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9J0Gd9LrME?Pinnacol%20team%20testimonials%20%281%29.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (<https://stevies-sage.secure-platform.com/file/20330/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoyMDMzMCIwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9STA%20Certificate%20%281%29.pdf>)

Would you like to add an additional supporting document?

No

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