

RECRUITMENT STRATEGIES

Employee Referrals

- Current staff members who are satisfied with their jobs are much more likely to recommend a community to their friends who are looking for work.

Recruiting Cards

- On the spot recruiting – “You gave me great service, think about a job at_____”. These are great tools when you encounter someone with great customer service whether it is at a restaurant, grocery store or retail establishment. It opens up the opportunity to discuss your senior living community.

Targeted Recruiting

- Communities can use social media, email and snail mail to reach out to specific demographic groups with invitations to recruiting events. Target groups can be CNA schools, culinary students, high schools and colleges, recent retirees, empty-nest moms, veterans and legal immigrants.

Job Fairs

- On-site job fairs attended by invited applicants found through social media and online job boards are more successful than large convention-center job fairs with every employer in town.

School Involvement

- Engaging in the classroom with students in high school, college and trade schools is a valuable way to catch their attention. Involving them in projects at your community give them insight into senior living job opportunities.

Internships

- This is an excellent way to provide an experience in senior living but you must be willing to offer a flexible schedule and meaningful work.

Hosting Community Events

- Hosting events of interest to the community provides opportunities for awareness and recruitment.

Reaching the next generation

- The Women in Trucking Association created a trucking badge for Girl Scouts.
- Middle and High School students have a requirement for community service.
- Tours for local students for a first-hand view of senior living.
- Reach out EARLY and OFTEN
- Face to face is one of the best ways to reach high quality candidates who will provide years of quality service to senior living communities.

Reference: Helzel, Cynthia. “Attracting Staff with Local Engagement Strategy” *Senior Living Executive*
March/April 2018

RETENTION

Perks over Pay - 79% of US Employees would prefer new or additional perks over a pay raise.

Celebrate the Employee

- Reach out before they start
- Roll out the red carpet
- Include new hires in your newsletter
- Set up meet & greets
- Inspire newer hires

Reward Good Performance

- Say “thanks” for shift pickups
- Showcase a staff member of the month
- Give cash for consistent contributions
- Celebrate team and organization wins

Increase Financial Wellness

- Offer instant pay for rainy days
- Feed staff at a discount
- Supply new uniforms
- Consider cash in lieu of benefits
- Make taxes less taxing – onsite tax preparation
- Ease transportation expenses

Promote a Healthy Lifestyle

- Let staff help staff
- Encourage physical fitness
- Weigh in on weight loss
- Offer PTO for community service
- Lessen physical & mental stress

Encourage Professional Development

- Give them a guide – mentorship programs
- Rethink roles
- Pay for certifications
- Provide educational assistance

Create Work-Life Balance

- Implement superb scheduling practices
- Try shorter shifts
- Celebrate good times
- Be a good sport
- Brighten up a break room
- Break & Dance
- Have fun with field days
- Celebrate senior staff

Reference: OnShift. (2018) “*The Big Book of Perks*” (White Paper) Cleveland, Ohio