



Recruitment Quick Tip

This Recruitment Quick Tip outlines practical approaches for reviewing current recruitment processes and creative solutions for finding new applicants.

IT TAKES A TEAM!

Recruiting new talent is not a one-person role — it is a team approach.

- Assemble a diverse team of employees, representing multiple departments and positions, including new hires, to review the organization's current recruitment strategies and application process, and create a short-term action plan. Your team brings a new perspective and will have ideas to enhance the overall recruitment process. ■

Targeted questions for the team to answer may include:

- How do we find new employees to join our team?
- Are there other sources we have not considered in our current process to find employees? (e.g., municipal organizations, high school, workforce job boards)
- Who do you know who may want to become an employee?
- What social media channels do you use, and which ones should we add for the organization? (e.g., Facebook, LinkedIn, Instagram, Twitter, Snapchat)
- What is the message on these channels? Has it been refreshed lately? (See the [Social Media Quick Tip](#) for practical approaches for messaging.)
- Why do you like working here? What keeps you here?
- What makes our organization unique?
- For new hires – Tell us about your search, application, hiring and onboarding experience.

STREAMLINE APPLICATION AND RELATED PROCESSES

An application process that is easy to use is a key recruitment strategy. Leverage technology to decrease the time required to fill out an application.

- If your organization does not currently post open positions on an online job board, search for a job board platform that meets your organization's needs. ▲
 - Conduct a search. Review job boards frequently used in your community, checking out direct care staff job postings and the job board site hosting the open position. ▲
 - Define your needs from a job board (e.g., job posting ease of use, mobile application, competitor benchmarking, talent analytics, candidate resume sourcing, search engine optimization– keeping your posting near the top of an internet search, integration with social media and website platform, etc.) ▲
 - Discuss free services and those that are available at a cost and determine which job board best aligns with your organization's needs. ▲
 - Work with a job board platform to set up an easy application process, allowing the applicant to apply via social media, job board, or other places in quick, easy steps. ▲
 - To test the process, ask one of your team members to try to apply for a job at your organization. The process should be quick and easy (from website, job board, and social media). ▲
 - Once an application is received, the process should include a quick (within hours) turnaround time to reach out to the candidate. ▲

SEEK OUT NEW TALENT SOURCES AND APPROACHES TO RECRUITMENT

Finding additional talent sources is key in a short-term recruitment strategy.

- Create “float team” of RN, LPN and CNA
 - A float team consists of staff members who do not work on a dedicated unit or may not require a set schedule. They fill in for open shifts as needed. ◆
 - Float team may support flexible wage options (e.g., different wage scale, non-benefit option, etc.), flexible scheduling, benefits, and staff life situations. ▲
 - The float team could be internal or could include external sources such as peer health care organizations, acute care partners, clinic staff, and local school faculty. ▲
- Local nursing schools, community colleges, and CNA training programs
 - Contact your local nursing school to see if the school has a newsletter or other communication to advertise for open positions. ◆
 - Inquire if your state has tuition aid or other incentives for nursing candidates to work in health care settings. ▲
 - Post jobs on nursing school job boards — that is, internal websites for nursing students and those waiting to enter the program. Design messaging for current nursing students and those waiting for acceptance. Becoming a CNA or working as a caregiver may help them with the enrollment application and resume. ▲
 - Contact CNA training centers to post jobs and coordinate recruitment efforts. ▲
- Mature workforce

Adults (including older adults) may be a valuable source of talent, having experience and skills honed during decades of employment.

- Work with mature workforce job boards to post positions and to develop a strategic relationship for future and ongoing needs. ◆
 - Post jobs in locations where mature job seekers are likely to look. This can include organizations targeted at a 50+ demographic such as [Mature Caregivers](#), [AARP Job Board](#), [SeniorJobBank](#), [RetirementJobs.com](#) and others as well as social media groups ▲.
- Publicize your efforts to have an age-diverse workforce. These efforts will have a positive impact on your reputation in the community. ▲

Other ideas for recruiting adults:

- Department of Workforce Development or Department of Labor
 - Post open positions on your state and local [Workforce Development Board](#). ◆
- Local business postings
 - Use grocery stores, laundromats, restaurants (diners), and bulletin board postings. ◆
- Access ConnectToCareJobs.com (<https://www.connecttocarejobs.com/#/>). ◆
- National Association of Health Care Assistants
 - Become a partner and post job openings on their [national job board](#). ▲
- Local Chamber of Commerce
 - Work with representatives assisting individuals seeking employment, including those from the hospitality and restaurant industries. If there is no local Chamber of Commerce, contact a local business association. ▲
- Local [Small Business Administration](#) (SBA) office
 - Work with representatives to hire small business employees who may have been furloughed due to the pandemic. ▲
- SCORE Mentor – Expert business mentors available free of charge to aid administrators
 - [SCORE Mentor](#) is a nonprofit organization supported and run in partnership with the SBA. Mentors can offer assistance (free of charge) on numerous business areas including effective recruitment and retention strategies and job posting options. ▲
- National Student Response Network
 - This [network](#) fields volunteer needs of health care organizations and matches them with students in the health professions. ▲
- Veterans
 - While the Armed Forces are assisting health care providers in emergent situations, there is an opportunity to recruit veterans as well as their family members as caregivers. ▲
 - Coordinate with the [American Job Center](#) to let them know your interest in hiring veterans. ▲
 - Coordinate with the [Military Spouse Employment Partnership](#) to become a partner to post positions on their job board. ▲

- Other job boards that may be available: ▲
 - [Hire Heroes USA](#)
 - [Hire a Veteran](#)
 - [Military Hire](#)
- Create a peer partnership
 - Work with peer nursing homes to create a collaborative staff-sharing program. (Note: consider potential increased risk of spreading COVID-19 when sharing staff during the pandemic. Follow state and federal guidance and regulations). See [Partnership Quick Tip](#) for additional information. ■
- National Fund for Workforce Solutions
 - Form an [industry partnership](#), sharing workforce challenges and develop comprehensive solutions for recruitment and job posting. ■
- Family members or care partners
 - Hire resident or staff family members or care partners to become non-certified caregivers, if allowed in your state. ▲
- Emergency Medical Services
 - Work with paramedics and EMS providers who may be interested in working their off-shift hours at your organization. ▲

BEING CREATIVE

We know that you have tried many recruitment ideas already. Below are a few additional recruitment ideas.

- Target key words in your job postings for optimal SEO (search engine optimization) that will bring your organization's job postings closer to the top of the search process for your local marketplace. The [Google Job Search](#) tool can assist in the SEO process for job postings. ▲
- Contact former employees or retirees. ▲
- Re-engage qualified past candidates. ▲
- If an applicant turns down a job offer, ask if they know of someone they could recommend. ◆
- Reach out to homeowners' associations (HOAs) and place an ad in their community newsletter or on their website. ◆
- Review employee referral program. Refresh it and communicate the program to all staff. Create a friendly competition if that will inspire action. ▲
- Conduct virtual or curbside job fairs. ■
- Develop a friends-and-family campaign with your employees. Have each employee reach out to their network to identify new hire opportunities. ▲
- Try scenario recruiting – set up a scenario, ask staff to refer the people who fit the scenario (e.g., temporary workers from other services, someone looking for work). ▲
- Consider hiring individuals with key talents, skills, or hobbies that align with non-certified caregiver roles (e.g., massage therapists, cooks, artists) who could take the burden off of direct care workers. ■
- Reach out to active mature adult communities. Often there are a number of caregivers and nurses who live in the community. Post on the community job boards and volunteer board. ■

KEY

◆ = easy or relatively short amount of time to implement

■ = moderate time to implement

▲ = easy / moderate amount of time to implement

● = longer amount of time to implement