

# RECRUITMENT TOOLKIT



THE CHALLENGE OF RECRUITMENT LIES IN BOTH THE ONGOING AND GROWING DEMAND TO RECRUIT AND RETAIN RIGHT-FIT INDIVIDUALS TO PROVIDE OUTSTANDING CARE AND SERVICES TO RESIDENTS AND FAMILY MEMBERS, FROM DIRECT CARE STAFF TO DEPARTMENT DIRECTORS AND BEYOND.

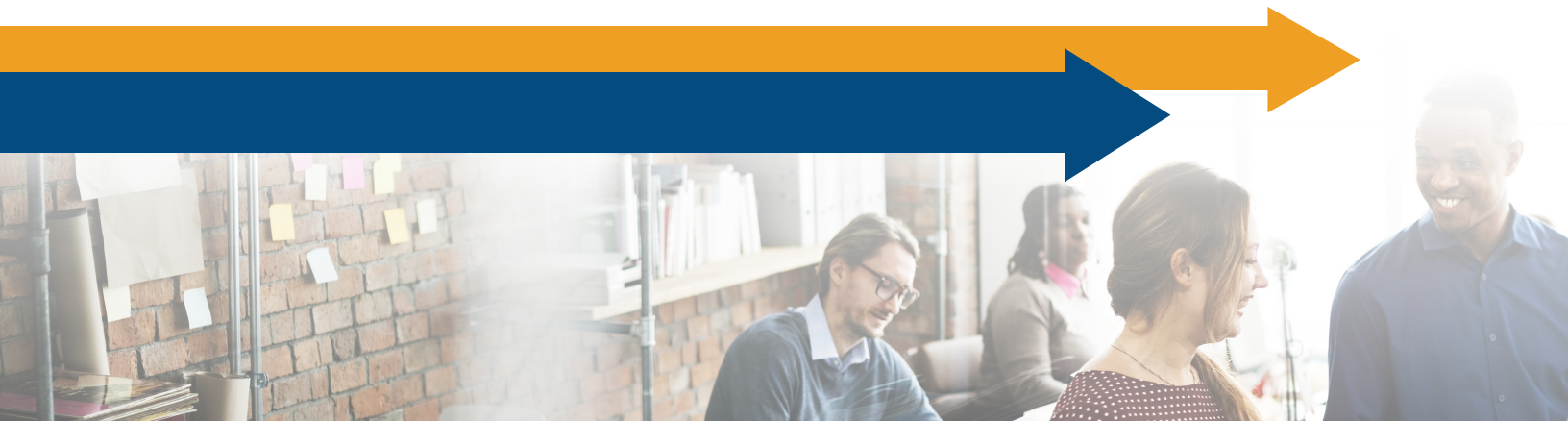
PROVIDERS USE A MARKETING AND ONBOARDING APPROACH IN WHICH PROSPECTIVE AND NEW RESIDENTS ARE ACQUIRED. WHAT IF A SIMILAR APPROACH WERE EMPLOYED IN RECRUITING QUALITY STAFF? HOW MIGHT THIS SHIFT IN HIRING AFFECT OUTCOMES, NEW HIRE BUY-IN AND LOYALTY, AND OVERALL RETENTION RATES?

## CONSIDER THESE POSSIBILITIES

WHILE YOUR COMPANY IS LIKELY ALREADY EMPLOYING SOME OF THESE STRATEGIES, SOMETIMES ADDING A CREATIVE TWIST, A CHANGE IN PERSPECTIVE, OR AN ADDITIONAL ELEMENT CAN LEAD TO HIGHER SUCCESS, SO PICK AND CHOOSE AS YOU SEE FIT.

# ADVERTISING AVENUES

- **PLACE** "Now Hiring" signs outside of the community, adding positive messaging such as "If you worked here, you'd be smiling by now."
- **USE** alternative advertising streams such as community bulletins, billboards, places of worship, community boards, as well as online resources, such as Craigslist, ZipRecruiter, Indeed, LinkedIn, Facebook, and Twitter.
- **SPONSOR** local sports teams in your community.
- **UTILIZE** direct mail to surrounding demographics.
- **ADVERTISE** at universities, community colleges, vocational schools, and local high schools.
- **ADD** a magnetic sign with a creative "now recruiting" message to the community bus or van.
- **PLACE** a link on your website where people can find open positions and submit an initial application for current or future openings.
- **REGISTER** with NextDoor or similar local web-based online forums.
- **COMBINE** community marketing with your employment search and let people know you are hiring during community tours.
- **COMMUNICATE** with vendors providing your community goods and services that you are always looking for good candidates to join your team.
- **BUILD** an active pipeline by having continuous contact with applicants, using tools such as Applicant Tracking and LinkedIn, and invite past applicants to job fairs.
- **CONTACT** candidates via a brief introductory text message.
- **HOST** a monthly job fair/open house
  - ✓ Use this sample Craigslist ad:  
[Name of community] is hiring for the following positions: [open positions]  
[Job fair date and time]
  - ✓ Conduct same-day reference checks.
  - ✓ Welcome staff and resident participation.
  - ✓ Make job offers on the spot, hiring for supplemental (on-call) employees, then offer regular positions as openings occur.
  - ✓ Consider training supplemental employees for several departments to ensure they gain adequate hours and are hire-ready.





# BUILDING

## A BIGGER PRESENCE IN YOUR LOCAL COMMUNITY

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- **GIVE** a CALA "Voice of Assisted Living" presentation at a local Rotary Club, Soroptimist meeting, or other community organization.
- **OFFER** your community as a host site for meetings to local groups (Toastmasters, Rotary Clubs, Soroptimists etc.).
- **HOLD** English as a Second Language classes at your community and identify possible staff from these classes.
- **PARTICIPATE** in local job fairs and attend Chamber of Commerce and other mixers and meetings.
- **HOST** workshops for the community covering topics such as resume development, interviewing, or job skills.
- **OFFER** incentives to outside referral sources, including vendors and local community businesses.
- **EXPLORE** offering the community as a voter polling site and strategically place a "Now Hiring" sign within view.
- **HOST** a field trip/visit from a high school class and teach them about job opportunities in a senior living community.

# CREATING

## OPPORTUNITIES

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- **ACTIVELY PROMOTE** opportunities for growth, identifying potential career ladders.
- **SHINE** a spotlight on staff who have successfully advanced their careers.
- **OFFER** on-the-job training.
- **REVIEW** your on-boarding process.
- **INSTITUTE** a sign on bonus, payable after an allotted period of time (30, 60, or 90 days after start date).
- **OFFER** a Student Loan Forgiveness Program, attaching a dollar figure to longevity (i.e. \$1,000.00 for every year employed at the company).
- **INTEGRATE** an Associate Referral Program, offering \$.025/hour to the associate for every hour the person they recruited works in the first 12 months.
  - ✓ Offer to match the cumulative extra pay if the referred employee stays 24 months.
- **INSTITUTE** an Associate Ambassador Program (new hire buddy program), offering recognition or compensation to participating ambassador employees.
- **HOST** employee networking events such as open houses, breakfasts, and after-hours receptions.
- **CONSIDER** offering one or more of these as additional employee benefits:
  - ✓ Childcare Supplementation (discounts at local childcare centers)
  - ✓ Vocational Certification (CNA certifications, etc.)
  - ✓ Schedule Flexibility
  - ✓ Discounts for staff at the local businesses (coffee, hair salons, etc.)





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