



LABOR MARKET DISCUSSION

HOW ARE YOU
RECRUITING AND
RETAINING
EMPLOYEES?



RECRUITMENT IDEAS

A. Focus on a fit for the company more than a fit for the job. [[Job skills can be taught more easily than personal characteristics. Experience matters less than attitude in some cases.]]

1. Develop ads that promote the great things about working as a DSP. Instead of just listing the work, highlight the opportunity to help people be more independent, integrate into the community, advocate, etc. There are some great examples here: <https://cardinalservices.org/goodwork/>
2. Use social media to market jobs. In addition to Facebook jobs, there are many city-specific Facebook pages where it can be promoted. At MMI, we gave staff an entry for a \$25 gift card for every time they shared our postings. We draw at the end of each month. We got amazing response.
3. Reach out to other organizations that use volunteers. They may have volunteers who are also looking for work. Develop an agreement to allow the employee release time (paid or unpaid) to continue their volunteering efforts.

B. Have dedicated HR staff that actively recruit rather than passively posting and hoping for people to respond.

1. Reach out to community colleges, intermediate school districts/career tech programs, and more to promote how fulfilling DSP work can be.
2. Give all staff a business card with a QR code on the back and encourage them to share it whenever they get great customer service. Offer incentives if the card becomes a hire (include a space on the website for the name of the person referring).
3. Develop a QR code that takes people directly to your website. Create a flyer that includes the QR code and post it in places where people will see it – libraries, laundromats, grocery stores, in every AFC home.
4. Reach out to former great employees. Are they interested in returning? If not, do they know someone who might be a good DSP? Then, rather than waiting for that person to call you, call them. Tell them so and so said that they might be a great fit for your organization and see if they would be interested in talking to you further.

C. Involve your current staff! Get existing staff to talk about their jobs and the opportunities they have to make a difference. Do a variety of videos and share across a wide variety of platforms.

1. As part of the interview: Have current staff video describe why they like what they do and why they work for your company, and the value of the service they provide to clients.
2. As part of orientation: Have current staff video showing how they were promoted, or describe how the company values their work.
3. Ongoing for first 30, 60, 90 days after hire: Videos of staff success stories with clients, videos of clients who appreciate staff and love working with staff. Show them how they can make a difference in the lives of so many people.
4. Offer a referral incentive for staff after the referred employee completes 30 or 60 or 90 days.
5. Share videos on social media platforms, website recruiting/application page, etc.

D. Use your interviewing time wisely! Sell your mission – take time at the end of each interview to sell your agency to the prospective candidate. Tell them why they WANT to accept the job with you.

1. Play an introductory statement from CEO, dept supervisors and/or general employees about why the company is a great place to work – show the potential employee what is in it for them.
2. Make sure you invest in your interviewer: Assure that their interviewing and 'job selling' skills are top notch!

E. Use all forms of media to get your message out!

1. Social Media – Facebook, Twitter, Linked In, etc.
2. Radio
3. Print: Posters, Newspapers, Pass out business cards/QR Codes
4. Online recruiting sites – Check your company ratings!
5. Your website! Make sure your website recruitment page tells your story





RETENTION IDEAS

A. Develop career pathways and encourage staff to use them. They are more likely to accept a position if they see an upward path, and more likely to stay if there are steps for advancement.



B. Make sure that you are celebrating staff – put as much effort into retention as you do into recruitment. Ideas:

- Welcome new staff thru online corporate newsletter; show pictures and post door-opening information that new employee approves of.
- Longevity bonus
- Share on-the-job successes bi-weekly – keep everyone spirits up during the pandemic!
- Annual staff appreciation
- Open Door “Listening” policy
- New Hire Buddy System
- Show you care about wellness and orientation of new staff, even if working remotely
- Corporate wellness program – MyStrength

- C. Offer as much flexibility (hours/days of week) as possible in positions. After the pandemic, many employees expect the same level of flexibility they have had in the past year.
- C. Promote direct care wage passthrough and Premium Pay (while in existence).
- D. Advocate!

