Creating Innovative Recruitment Strategies

Kimberly S. Bye, Ph.D., Psychologist I
Jamie Byrd, RNV, Assistant Nurse Executive
Heidi Cruise, MPA, Quality Enhancement Specialist
Bianca Farr, Director of Employment
Cindy Lange, Community Living, Transition, & Forensics Coordinator
Jennifer Tanner, Fiscal & Administrative Manager
Objectives

- Suggestions for improving the website(s)
- Ideas for utilizing technology
- Creative strategies that utilize current staff
- Other avenues of recruitment
First Impressions Count

Improving Our Website(s)
Clarifying Information

- [www.dmh.mo.gov](www.dmh.mo.gov)

- Create an “Employment” tab across the top of the website
  - Have links to “Employment Services” and “DMH Career Opportunities”
  - Clearly indicate the difference between the links

- Indicate that clicking on “State of Missouri Job Opportunities” will redirect to another site (https://mocareers.mo.gov)

- Special Job Listings/Administrative link takes one to a blank page if there are no open positions – provide a general statement about the page when there are no listings as opposed to sending people to a blank page.
Clarifying Information Cont.

- Use the words employment or career as opposed to job
  - Implies a position is long lasting
  - Denotes the possibility for upward mobility

- Categorize career titles
  - Help one determine which careers are a match for them
  - May help reduce confusion when state career titles do not match facility career titles

- Clarify the N/A for close date; change to “open” or “until filled”
Clarifying Information Cont.

- Provide links within the career listing to the appropriate facility to contact for a specific career opening
- Provide contact information for facility personnel office including email, phone, and address
- Change the range of salaries to the actual budget range instead of the standard range (career advertisements)
Enhancing the Attractiveness of State Employment

- Important to highlight benefits
  - Highlights additional features that may compensate for salary differences
  - Examples:
    - Medical insurance – provide approximate percentage the state pays
    - Indicate number of years to be vested
    - Paid time off
Enhancing the Attractiveness of State Employment Cont.

- Enhance facility specific pages
- Show more pictures of the facilities
- Include staff videos/quotes
  - Highlight why people like working at the facility
  - Highlight how people have advanced within the facility
  - Will provide potential applicants with an inside look into various positions
Enhancing the Attractiveness of State Employment Cont.

- Have a focus on the local area

- Include links to:
  - Chamber of Commerce
  - Housing options
  - Local activities
  - Local schools

- Include pictures that highlight the town

- Especially important for small towns/rural areas
Moving with the Times

Using Technology
Social Media

- Have facility Facebook and/or Twitter accounts

- Identifying a select few employees who would post facility information and monitor for inappropriate posts/comments

- Post career opportunities, flyers, community activities, and staff videos
Ensure Mobile Friendly Links

- Applicants are likely to utilize mobile devices.

- Applicants may not spend time zooming and reading small print.

- Webpage and links need to have a mobile friendly option to be competitive.
Utilize Outside Recruitment Tools

• Post to online career recruiting sites
  • Increased utilization of DMH LinkedIn account
  • Other Examples:
    • Indeed.com
    • Ziprecruiter.com (requires a fee but posts to other recruitment sites)

• Utilize recruitment opportunities of professional organizations
  • May be helpful in recruiting professional staff
  • Example: APA
Let’s Get Creative

Utilizing Current Staff
Get Current Staff Involved

- On-site career fairs – focusing on having a career versus a job
  - Gives potential applicants an opportunity to speak to current staff
  - Gives potential applicants a glimpse at the facility

- Networking with local schools and attending their career fairs

- Send out flyers to graduating students at surrounding schools
Get Current Staff Involved Cont.

- Offer referral incentives
  - Current employee refers a person for employment.
  - Referred person is hired and successfully completes probation.
  - The referring employee receives a one-time specific incentive.
Let’s Get Flexible

Additional Ideas for Further Discussion
Merit Register Process

- Confusing to most individuals
- Can lengthen the hiring process
- Support the discussions on updating and simplifying the process
Flexible Work Arrangements

- Recognition that this creates challenges
- Understand this may be position and facility specific
- Believe this is an area that needs further exploration and discussion by the department
Flexible Work Arrangements Cont.

- Benefits
  - Enhanced job and employee satisfaction
  - Improved productivity
  - Decreases attrition and unscheduled absences
  - Reduces costs
  - Assists employees with disabilities
  - Increases experience and skills / able to hire the best talent for the job regardless of location
  - May assist in rural areas hiring professional staff located in larger cities
Flexible Work Arrangements Cont.

- Examples
  - Flextime
  - Compressed Work Week
  - Job Share
  - Reduced Hours
  - Telecommuting
Questions?
• State of Missouri Compensation & Benefits Study Report by CBIZ Human Capital Services, dated July 29th, 2016


• https://dmh.mo.gov


• http://globalworkplaceanalytics.com/resources/costs-benefits

• https://cultureiq.com/types-work-flexibility-employees/

• https://hr.uiowa.edu/family-services/types-flexible-work-options
Thank You!