



2024 Recruitment & Retention Strategy



Attract & Recruit

- Keep website & social platforms updated
- Cultivate our Employer Brand
- Advertise on a variety of job boards
- Change the way jobs are advertised
- Create an easy & seamless recruiting experience
- Tap into previous applicants
- Revise our employee referral program & encourage social media sharing/networking
- Revise job descriptions
- Attend recruitment events
- Offer flexibility



How we measure success in recruiting

- Monitor & report on employee turnover & retention rates
- Monitor & report on first year turnover rates
- Measure cost per hire
- Track time to hire & time to fill
- Measure DEI & A, level of diversity, inclusivity, race, gender & age
- Analyze pay equity annually or more often
- Set KPI's and OKR's for recruiting activities
- Measure & report on advertising performance as well as media performance



Hire & Retain

- Continuously seek feedback from newly hired employees about the hiring and orientation process
- Hire for talent and cultural fit
- Provide opportunities for socialization
- Fully utilize Energage (employee survey) and communicate goals to employees
- Encourage and support employee self-care and work-life balance
- Foster growth and offer professional development
- Evaluate compensation and rewards and communicate to employees through Total Rewards statements
- Set up new employee recognition system



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Hire & Retain - con't

- Provide benefit options and employee wellness offerings
- Reward tenure with increased benefits
- Offer flexible scheduling and remote offerings as appropriate
- Tie employee engagement to KPI's & OKR's
- Promote mission, vision & values to help employees tie their roles to larger purposes of the company



How we measure success in retention

- Monitor & report on employee turnover & retention rates
- Monitor & report on first year turnover rates
- Analyze advertising conversion rate by total clicks & total applications gathered
- Compare our numbers to industry benchmarks for measurement
- Meet with departing employees for more information about positions
- Review and discuss exit interview information with C-Suite employees & make adjustments as necessary
- Celebrate ourselves on social media and website
- Set KPI's and OKR's for retention activities



Strategies to promote clinician resiliency and reduce burnout

- Promote our EAP, provide newsletters, webinars, work/life and wellness issues as well as all other services available through EAP and benefit providers
- Offer flexible scheduling and remote offerings as appropriate
- Encourage clinical staff to take breaks during working hours
- Provide CALM app to assist with meditation and mindfulness
- Promote & educate staff about self-care and wellness activities to encourage resiliency
- Support staff in setting appropriate client boundaries
- Endorse healthy work-life balance for individuals
- Consistently support individual learning & growth