



Long-Term Care Foundation

of Washington State

Caregiver Recruitment

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Agenda

- Recruiting best practices
- Hiring Best Practices
- Retention best practices
- How to write compelling job post
- Improve hiring process
- Top caregiver recruitment sources
- Top reasons employees are leaving
- Reward system

Recruiting Best Practices

Know your Requirements

- Training
- Certification
- Licenses and Employment Information

Find the Right Forums

- Training Schools
- Word-of-Mouth
- Referral Plans

Establish your benefits

- Flexibility
- Ongoing Training

How to Outline Your Job Post

- **Headline**
 - Catch the caregiver's attention
- **Paragraph 1**
 - Meet the caregiver where they are and show you understand.
- **Paragraph 2**
 - List reasons why your business is the preferred employer.
- **Paragraph 3**
 - Communicate your primary advantage and list three benefits caregivers get from the advantage.

How to Outline Your Job Post (cont.)

- **Call to Action 1**
 - Invite applicants to submit and tell them what to expect.
- **Bulleted Lists**
 - List your business's top benefits
 - List the positions requirements
- **Paragraph 4**
 - Write a "press-release style" About Us section
- **Final Call to Action**
 - Invite them to learn more on your website or social media page



Start your Career in Healthcare here!

If you're a caregiver looking for consistent hours, work/life balance, and career growth, you'll be excited to hear that due to business growth, **The Long-Term Care Foundation** has new openings in Bremerton and Seattle.

Unlike other companies, who are constantly understaffed – leaving you exhausted and unfulfilled at the end of the day, **The Long-Term Care Foundation** offers a healthy work/life balance that is both fun and rewarding.

Our business strongly values education. We offer paid on-the-job training, professional certification opportunities, and career growth.

JOIN THE TEAM

To apply for one of our open positions,

Please click here to apply online.

After we receive your application, our hiring manager will call you for an interview, then we'll invite you to our office for a final interview. Most new team members can start work 3 days after their final interview.

There are 2 open positions and we're looking to make our decisions by April 30th.

Why work with The Long-Term Care Foundation?

- Full or part-time work available
- Guaranteed raises after 6 months and 1 year
- Grow professionally

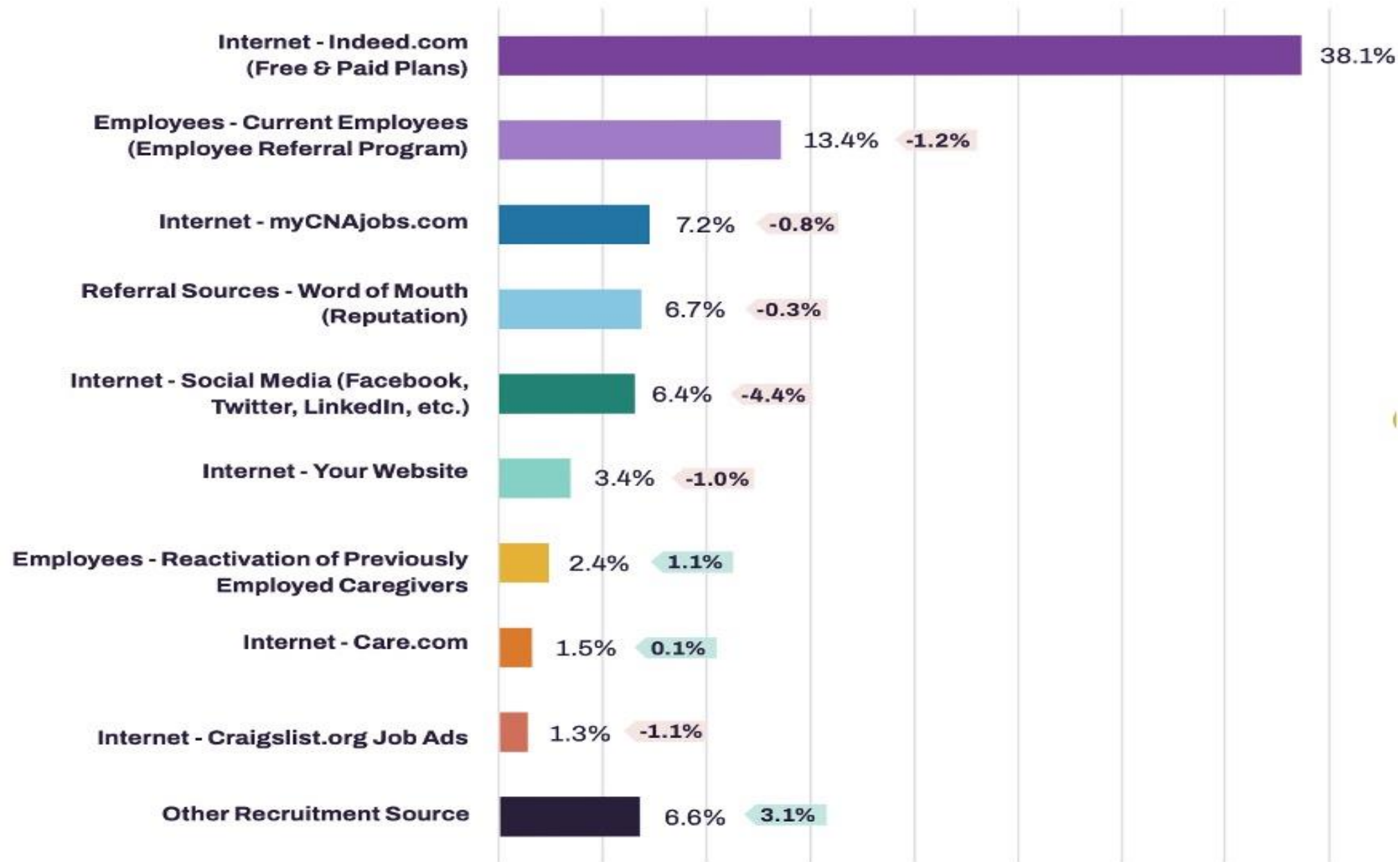
Caregiver Requirements

- Must pass criminal background check
- Can lift up to 50 lbs.
- CPR/First Aid
- Willingness to learn and/or obtain either HCA or CNA license.

About The Long-Term Care Foundation

This is a place where you can highlight certain information about your business. Examples can include mission, vision, and core values.

3.1 Top 10 Caregiver Recruitment Sources/Methods for 2021



What is ghosting?

What is ghosting?

Ghosting is when a job candidate drops out of the interview process without notice or follow-up.



Reasons

Reasons why candidates ghost potential employers

- Poor communication
- Potential employer took too long to respond or next steps were unclear
- Doesn't know what happens next
- Decides the job isn't the right fit for them
- They receive an offer for a different job with better pay or benefits

How to Prevent

How can you prevent candidate ghosting?

- Keep up with candidate communication
- Offer transparency
- Be flexible
- Streamline your hiring process

- Make your hiring process faster and easier for a caregiver to get through
 - How long does it take for a caregiver to go through your hiring process? Can these steps be combined for efficiency?
- Your response time matters
 - How long are you taking to reply to applicants? Caregivers are applying to multiple jobs at one time. It bubbles down to a race of who contacts them first.
- Help nurture caregivers to enter this industry
- Have a consistent flow of applicants

Improve Your Hiring Process

Hiring Best Practices

Hiring Best Practices

- Professional Training
 - Certifications
- Previous Experience
- Adaptability
- Basic Assessment and Documentation Skills
- Communication Skills
- Provide Safety and Comfort
- Follow Legislation and Guidelines



How to Improve Employee Retention

- Supervisors are critical for improving employee retention
- Employees will leave an organization if the supervisor is not supportive
- Employees will leave bad bosses despite high salary and benefits
- Supervisors who motivate employees are rewarded with loyal and committed employees



Retention Best Practices

Five Main Drivers of Retention

- Job design and work
- Career opportunities
- Rewards
- Employee relationships
- Characteristics of the employer

Strategies

- Hire the right person at the start
- Salary and benefits should be competitive
- Make employee engagement possible
- Be a brand they can be proud of

More on Retention

- **Recognizing retention starts with recruiting**
 - Retention starts right from the beginning, from the application process to screening applicants to choosing who to interview
- **Identify candidates who'll stay the course**
 - Look beyond the resume. Have they worked at a company for many years through ups and downs? That speaks to loyalty, perseverance, and engagement.
- **Provide ongoing education and clear paths to advancement**

What is an Employee Reward System?

An employee reward system is a recognition program for helping employees master their work habits and set them up for success. Employee reward systems enable peer-to-peer recognition.

	How to Implement an Employee Reward System
Step 1	Identify the goals and objectives you want the reward system to cater to
Step 2	Figure out which employee behaviors you want to reinforce
Step 3	Establish key performance indicators
Step 4	Pick out rewards you think will best fit and nurture your company culture
Step 5	Properly introduce, explain, and rollout the employee reward program to employee

Reward System Ideas

Caregiver of the month

Coffee

Express thanks with a public
thank you

Health and wellness

Attendance

Bonuses and raises

Gift cards

Employee referral

Lunch

Professional Development





Top Reasons Why Employees are Leaving:

- Toxic work environment
- Restore work-life balance
- Burnout, exhaustion
- Response to Covid
- Lack of connection to organization or team



The 'Great Resignation' Isn't Over Yet

Number of people quitting their jobs in the United States, seasonally adjusted



Source: U.S. Bureau of Labor Statistics



Current Average IP Wages

CCH	1 st Half FY22	2 nd Half FY22	1 st Half FY23	
	July 1 - Dec 30 2021	Jan 1- Jun 30, 2022	Jul 1 - Dec 30, 2022	Jan 1- Jun 30, 2023
0-2,000	\$16.85	\$16.98	\$17.76	\$18.14
2,001-4,000	\$17.00	\$17.13	\$17.91	\$18.30
4,001-6,000	\$17.15	\$17.28	\$18.06	\$18.44
6,001-8,000	\$17.33	\$17.46	\$18.25	\$18.63
8,001-10,000	\$17.53	\$17.66	\$18.44	\$18.82
10,001-12,000	\$17.78	\$17.91	\$18.69	\$19.08
12,001-14,000	\$18.03	\$18.17	\$18.96	\$19.35
14,001-16,000	\$18.63	\$18.83	\$19.62	\$20.01
16,001-20,000	\$18.94	\$19.08	\$19.87	\$20.26
20,001 and above	\$19.21	\$19.35	\$20.15	\$20.55

Current Average IP Wages: \$19.16

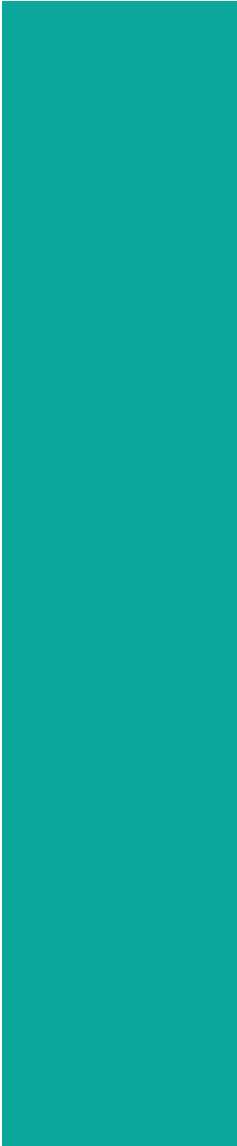
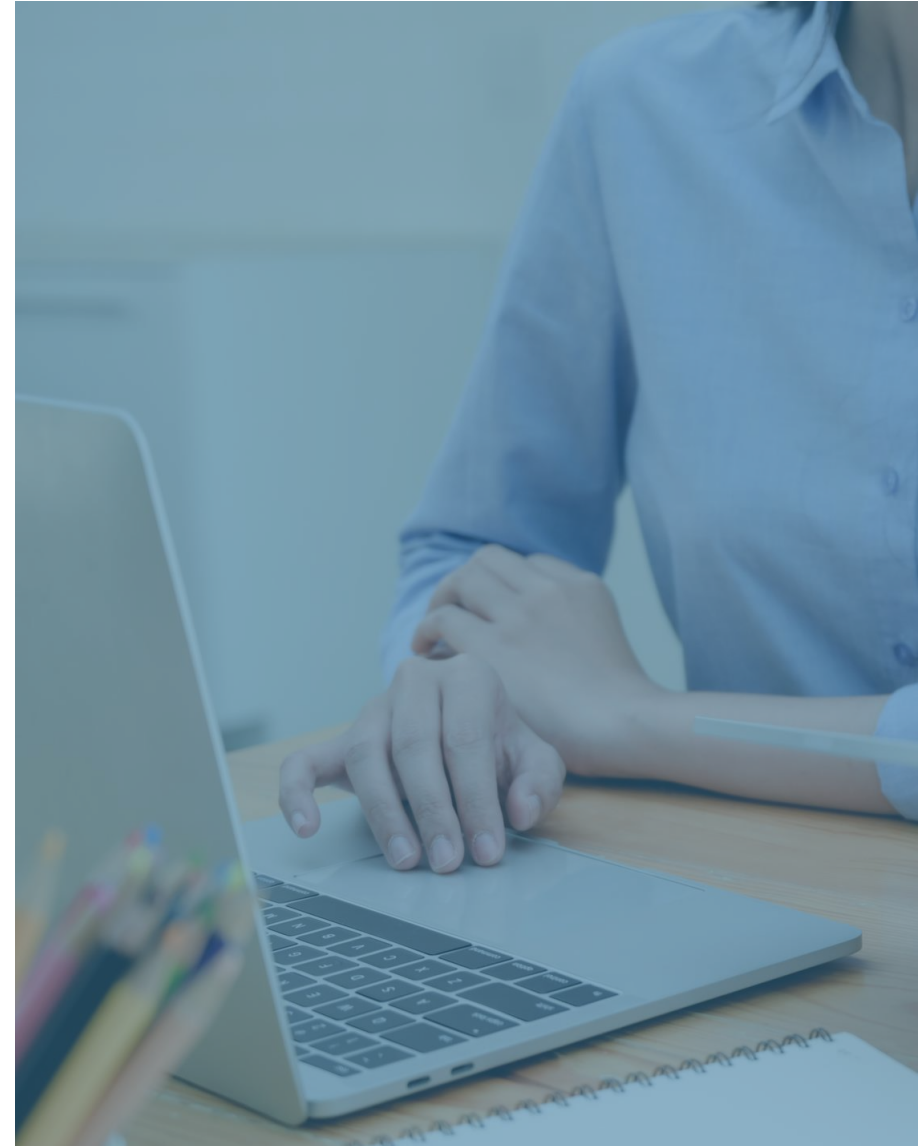
Caregiver Salary in WA

Years of experience	Per hour
Less than 1 year	-
1 to 2 years	\$18.70
3 to 5 years	\$19.47
6 to 9 years	\$19.89
More than 10 years	-

Adult Family Home Training Network (Pilot Program) Tuition Assistance

Advantages

- Reduce turnover
- Improve recruitment efforts
- Improve morale
- Increase loyalty
- Create knowledgeable employees



**PILOT PROGRAM
ORIENTATION**

Join us
Weekly AFHTN Pilot Program Orientation

Wednesdays at 1pm:

<https://bit.ly/3ISPv3v>

QUESTIONS?



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