



EFFECTIVE RECRUITMENT STRATEGIES FOR ADULT FAMILY HOMES

*Presented by Cassheina Murray,
Recruitment & Language Access Specialist*



Long-Term Care Foundation

of Washington State

AGENDA

Why recruitment matters

Common barriers

Utilizing online platforms

Screening and interviewing best practices



WHY RECRUITMENT MATTERS

(challenges in hiring, impact on care quality, and staff shortages)

- Recruiting is more than getting a warm body
- We want-
 - Quality
 - Knowledgeable
 - Long-lasting employees

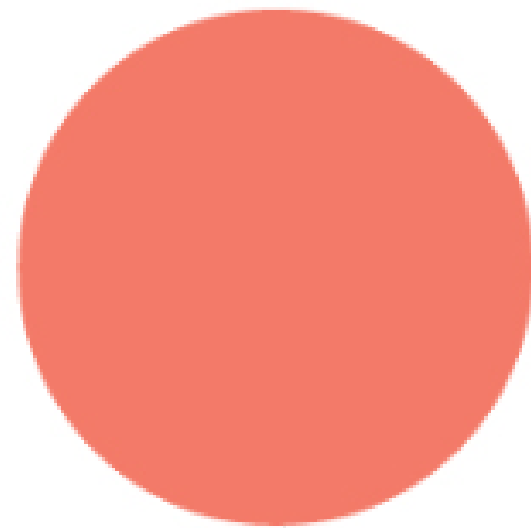
POLL QUESTION

Have you used the LTCF for recruitment needs presently or in the past?

WORKFORCE SHORTAGES

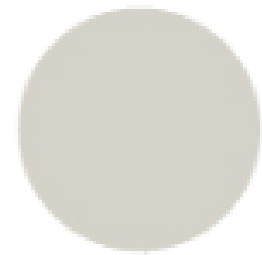
(Industry trends and hiring gaps)

By 2025, the US will likely face a shortage of...



446,300

Home health
aides



98,700

Medical and lab
technologists and
technicians



95,000

Nursing
assistants



29,400

Nurse
practitioners



Source: Mercer's US Healthcare External Labor Market Analysis. Calculations by Mercer's Workforce Strategy & Analytics practice.

COMMON BARRIES TO HIRING

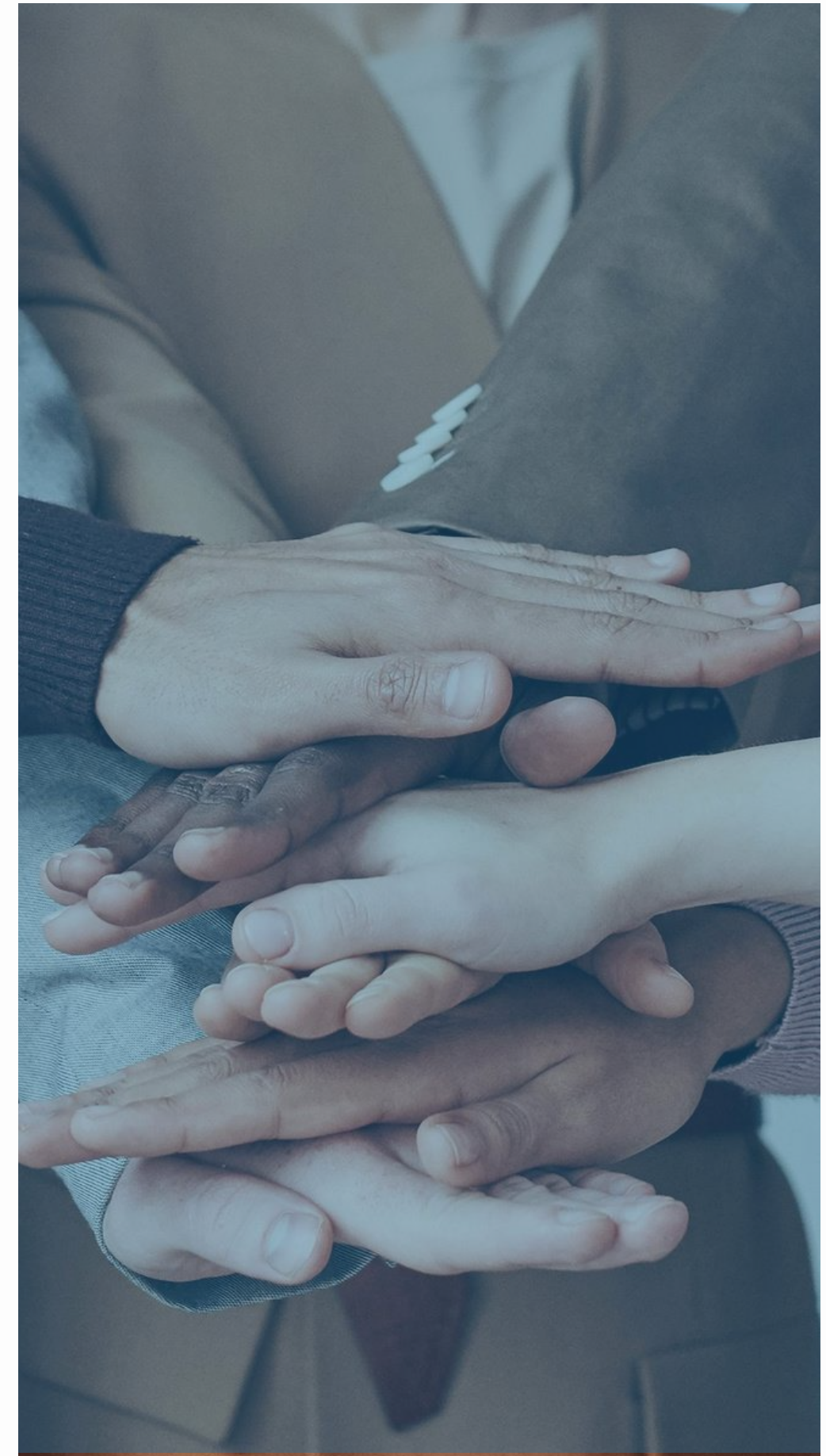
(Low applicant pool, competition, certification requirements)



UNDERSTANDING CAREGIVER NEEDS

(What job seekers look for in adult family homes)

- Competitive pay
- Supportive work environment
- Work/life balance
- Job security





LEGAL & COMPLIANCE CONSIDERATIONS

(Background checks, licensing, and qualifications)

What we need to know about:

- Licenses
- Specialty trainings
- Background checks
- Disqualifying List of Crimes and Negative Actions | DSHS

CRAFTING AN EFFECTIVE JOB POSTING

(Key elements to attract candidates)

Creating the “perfect” job posting is very hard. But there are key elements that are going to attract the right candidates. Here we will go over some of the key points in creating an effective job posting.

Call to action

- Invite applicant to submit and tell them what to expect

Bulleted lists

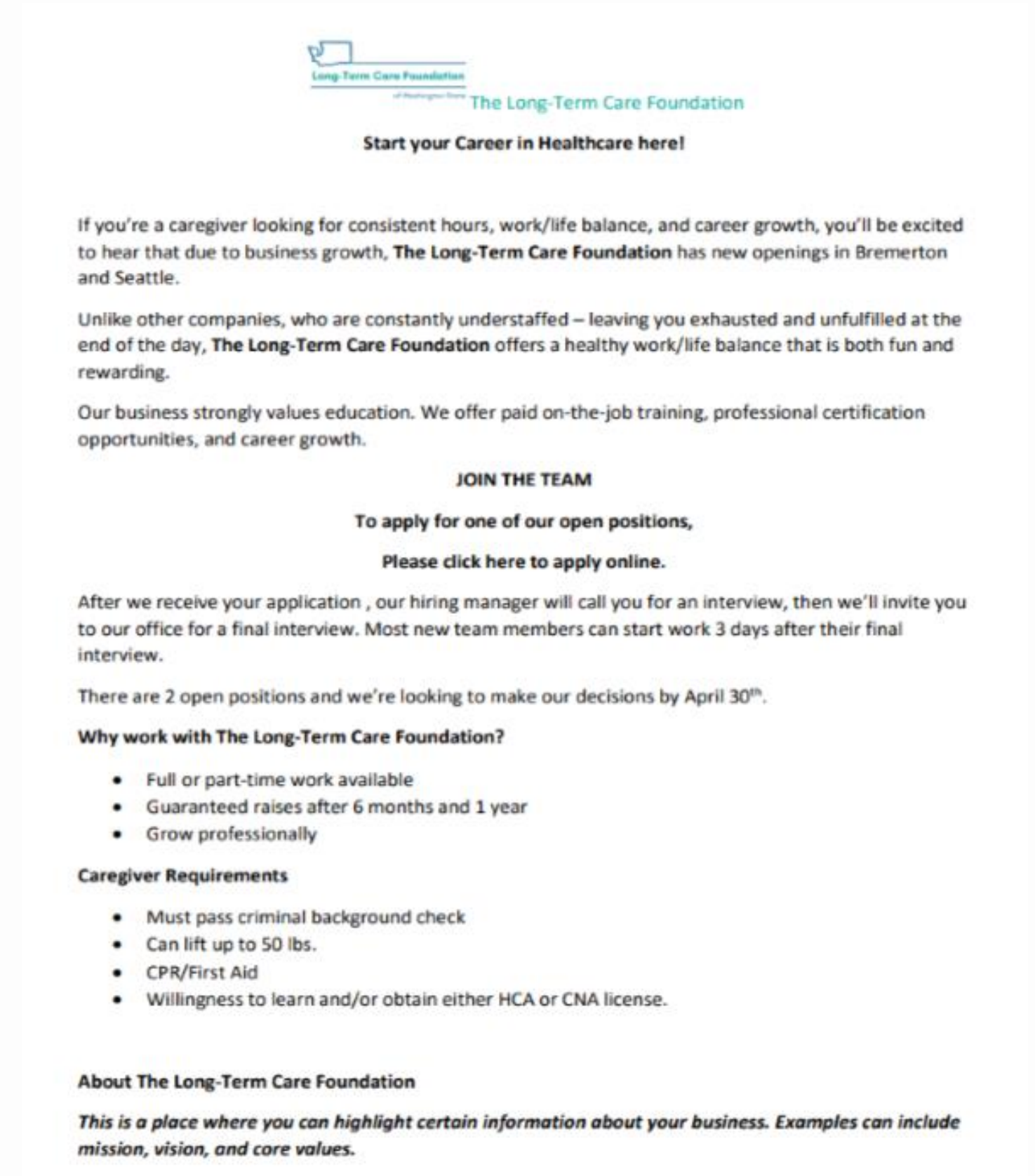
- List your business’ top benefits
- List the position requirements

Paragraph 4

- Write a “press release” style About Us section

Final call to action

- Invite them to learn more on your website or socials



The screenshot shows a job posting for The Long-Term Care Foundation. At the top, there is a logo with a hand icon and the text "Long-Term Care Foundation of Washington State". Below the logo, it says "The Long-Term Care Foundation" and "Start your Career in Healthcare here!". The main text of the posting describes the benefits of working for the foundation, such as consistent hours, work/life balance, and career growth. It also mentions that the foundation offers paid on-the-job training, professional certification opportunities, and career growth. There is a section titled "JOIN THE TEAM" with a link to apply online. Below that, it states that after receiving an application, the hiring manager will call for an interview, and most new team members can start work 3 days after their final interview. It also mentions that there are 2 open positions and decisions will be made by April 30th. A section titled "Why work with The Long-Term Care Foundation?" lists three bullet points: Full or part-time work available, Guaranteed raises after 6 months and 1 year, and Grow professionally. Another section titled "Caregiver Requirements" lists four bullet points: Must pass criminal background check, Can lift up to 50 lbs., CPR/First Aid, and Willingness to learn and/or obtain either HCA or CNA license. At the bottom, there is a section titled "About The Long-Term Care Foundation" which states that this is a place where you can highlight certain information about your business, such as mission, vision, and core values.

Long-Term Care Foundation
of Washington State

The Long-Term Care Foundation

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

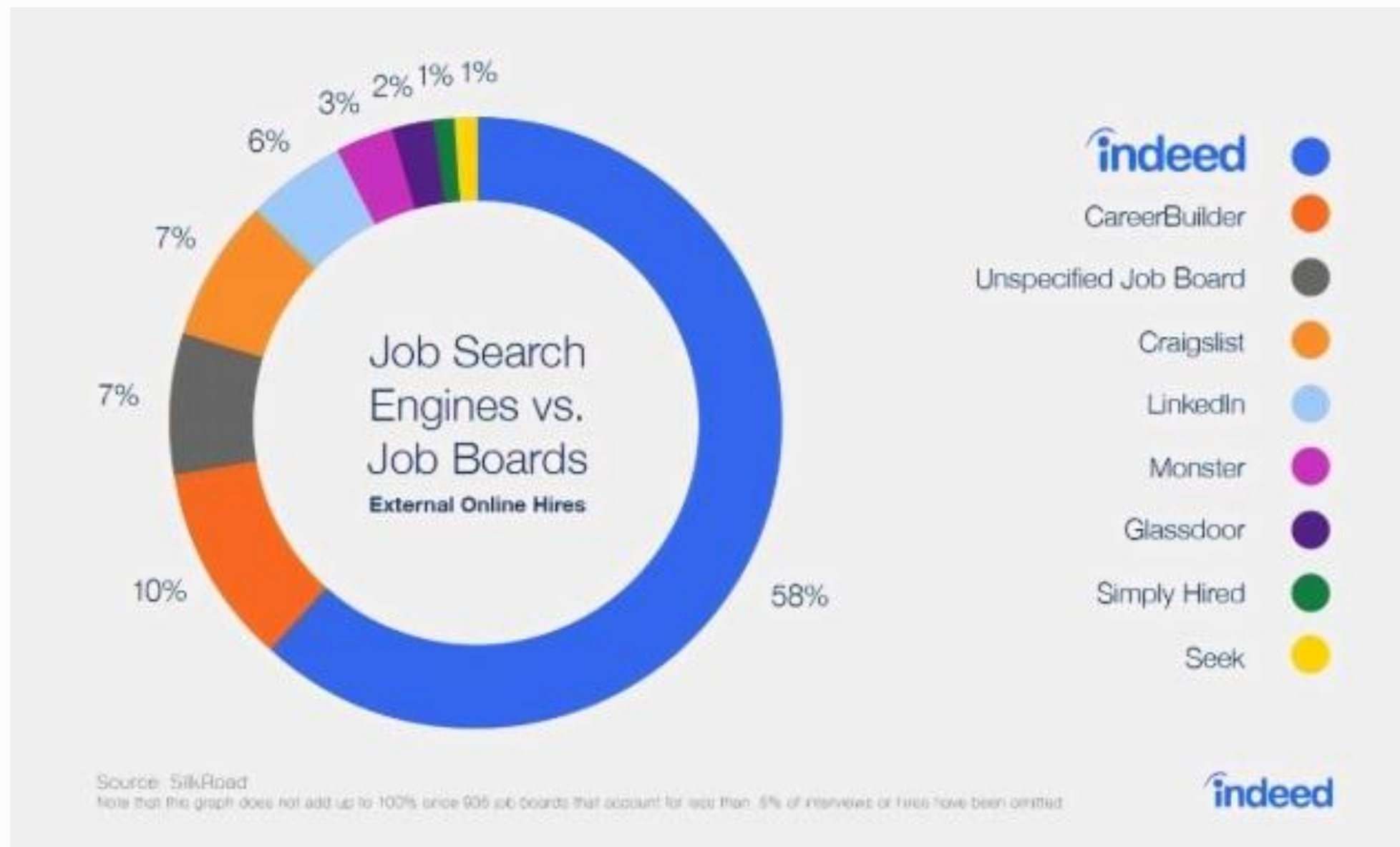
- Must pass criminal background check
- Can lift up to 50 lbs.
- CPR/First Aid
- Willingness to learn and/or obtain either HCA or CNA license.

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.

UTILIZING ONLINE PLATFORMS

(Best sites for caregiver recruitment)



POLL QUESTION

Have you ever used an online platform for
your recruitment needs?

LEVERAGING SOCIAL MEDIA & NETWORKING

(Facebook groups, LinkedIn, community outreach)

Are you utilizing social media to your advantage?

Does your home have a business FB page?

Have you had some fun and made a TikTok with your employees?



EMPLOYEE REFERRAL PROGRAMS

Benefits of an Employee Referral Program

- Increased Quality of Hires
- Faster Hiring Process
- Reduced Recruiting Costs
- Improved Employee Retention
- Increased Employee Engagement





PARTNERING WITH SCHOOLS & TRAINING PROGRAMS

[Find a Training Class](#)

HOSTING HIRING EVENTS & JOB FAIRS



COMPETITIVE PAY & BENEFITS

This is the current pay scale for an HCA working at CCS. Plus their bonus schedule.

<u>Year Worked @ CCS</u>	<u>Bonus</u>
20+	\$ 1,000
15-20	\$ 900
10-15	\$ 800
5-10	\$ 700
4	\$ 350
3	\$ 325
2	\$ 300
1	\$ 275
>1	\$ 250

January 1, 2025 – June 30, 2025

Cumulative Career Hours	Base Wage	Base Wage +HCA Credential
0-2000	\$ 22.09	\$ 22.34
2001-4000	\$ 22.16	\$ 22.41
4001-6000	\$ 22.27	\$ 22.52
6001-8000	\$ 22.37	\$ 22.62
8001-10000	\$ 22.48	\$ 22.73
10001-12000	\$ 22.57	\$ 22.82
12001-14000	\$ 22.82	\$ 23.07
14001-16000	\$ 23.55	\$ 23.80
16001-20000	\$ 23.82	\$ 24.07
20001-24000	\$ 24.14	\$ 24.39
24001+	\$ 24.39	\$ 24.64

POLL QUESTION

Does your home offer competitive pay and benefits?

If so, what benefits does your home offer?

HIGHLIGHT WORK CULTURE & GROWTH OPPORTUNITIES

- Flexible work schedule
- Structured/ relaxed environment
- Opportunities for growth (HCA to CNA bridge, AFH admin training)
- Work culture





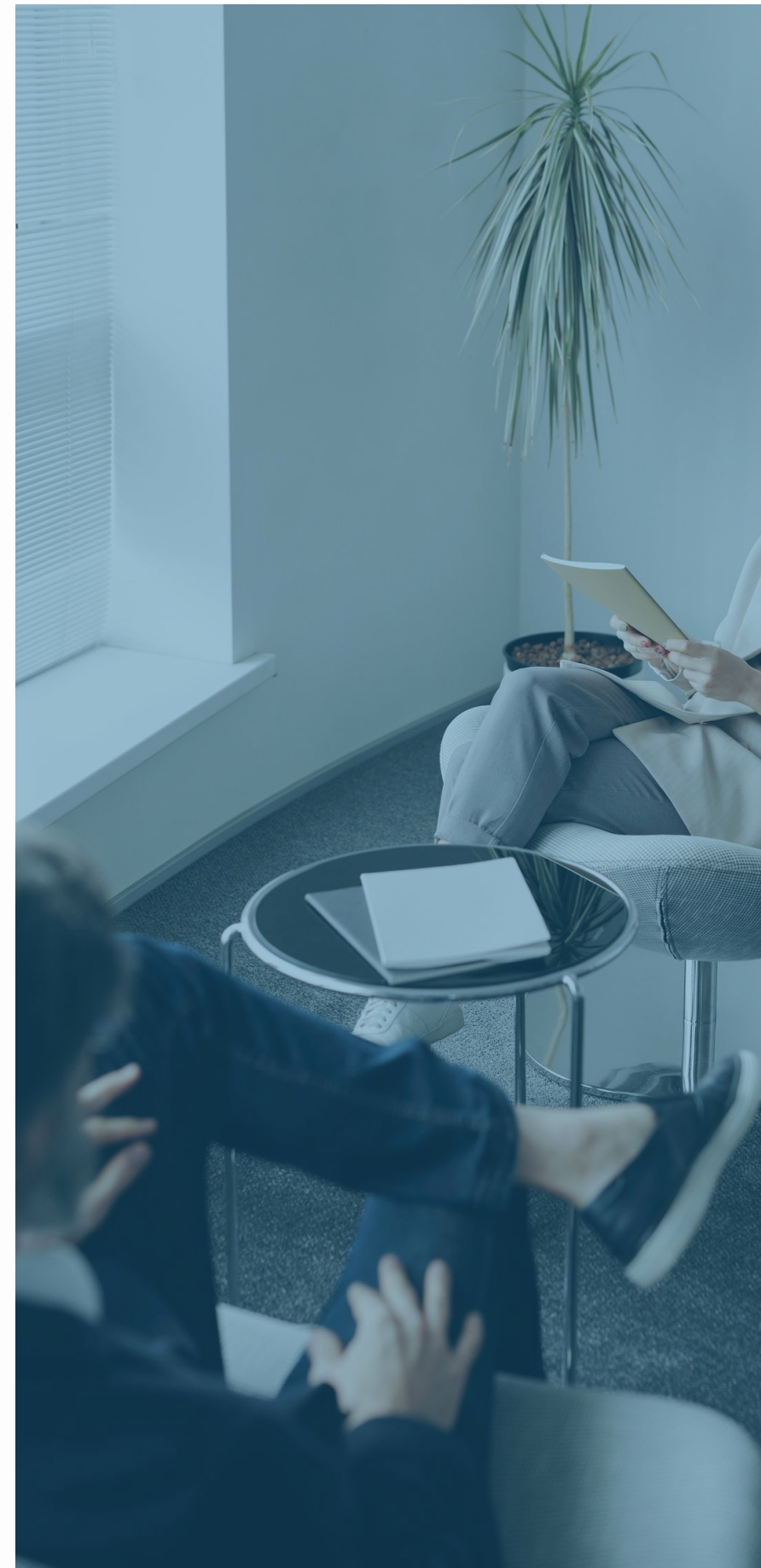
SCREENING & INTERVIEW BEST PRACTICES

- “Knock out questions”
- Show of skills
- Transparency

HIRING FOR LONG-TERM FIT

(Screening for commitment and job satisfaction)

- Focus questions on core values and job alignment
- Prioritize their soft skills
- Experience in the field
- Cultural fit





SMOOTH ONBOARDING & FIRST IMPRESSIONS

- Prepare a welcome packet
- Set the tone for your home
- Provide structured training
- Check in frequently but do not micromanage

KEY TAKEAWAYS & NEXT STEPS

- Targeted outreach or recruitment
- Highlighting your work environment and mission
- Competitive pay and benefits
- Positive work environment
- Retention strategies



POLL QUESTION

Has today's webinar been informational or useful?

RESOURCES

[Training Requirements for Adult Family Homes | DSHS](#)

[Training Requirements & Classes – Quick Links | DSHS](#)

[Home Care Aide | Washington State Department of Health](#)

QUESTIONS?

Contact Us

Website: www.longtermcarefoundationwa.org

Facebook & Instagram: @LTCFWA

Email: cassheina@ltcfwa.org



Long-Term Care Foundation

of Washington State

Thank you for joining us today!