United Methodist Association
Human Resources Peer Network

Attracting Compassionate Talent – What's Your Strategy?

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United Methodist Homes
Caring. Connecting. Community.

Eklego Introduction

Eklego is a senior care workforce solutions company and our purpose is to have a profound impact on attracting and sustaining a mission-driven workforce for our partners.

We work *exclusively* in ***Senior Care*** helping organizations find qualified candidates, drive down vacancy rates, and provide leadership and support in transforming the workforce to support person-directed care.

- **Expertise and focus in Senior Care** – Over 40,000 jobs filled in Senior Care.
- Line of sight focus on **reducing staff vacancy by 30-75%.**

Key Focus Areas

- Workforce planning
- Adequate infrastructure
- Metrics
- Recruitment marketing & branding
- Candidate experience

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Workforce Planning

- **Required staffing** to meet market needs (today and future)
- Workforce planning is the **building block** to a strategic recruitment plan

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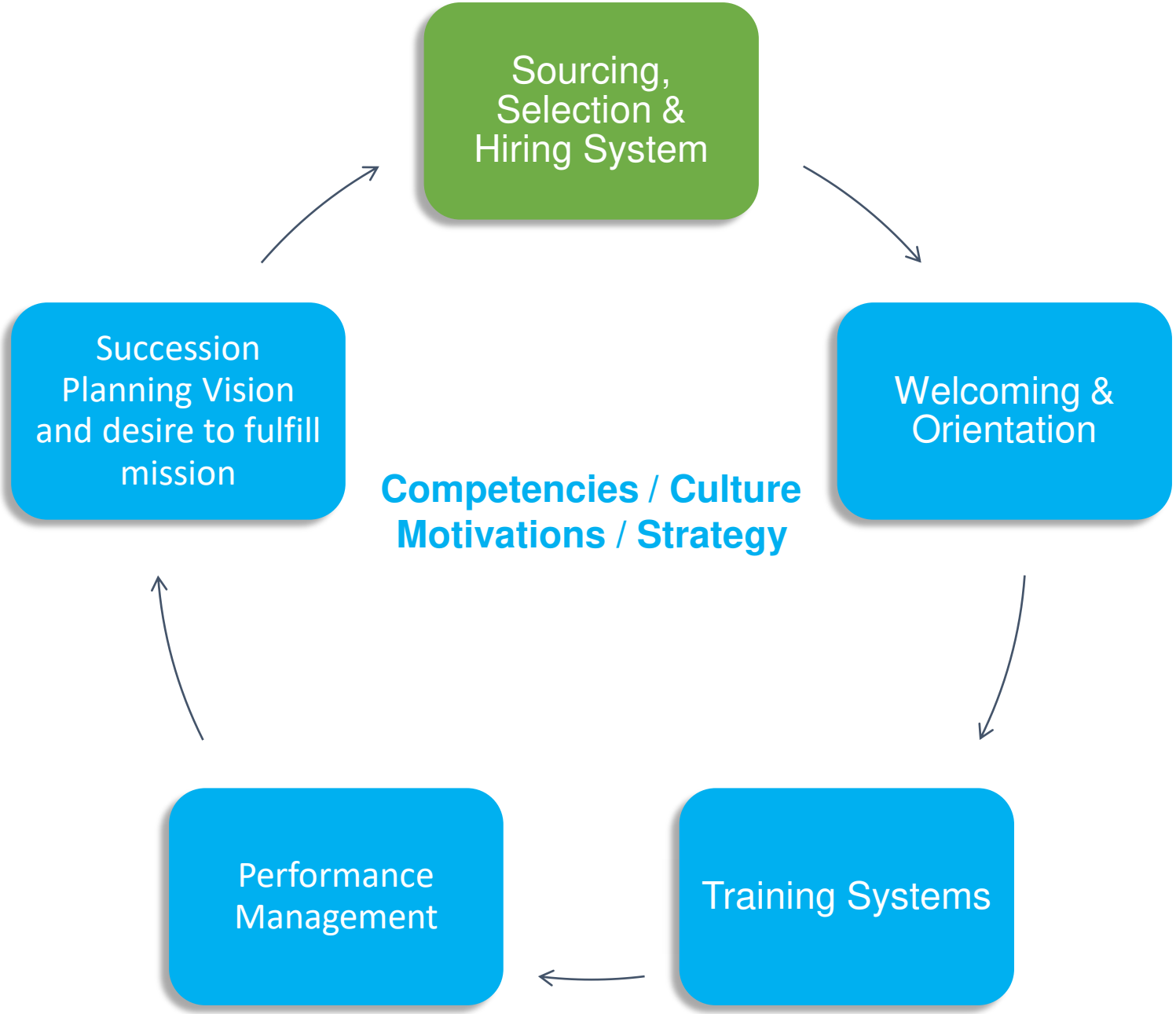
Employment Process Life Cycle



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Adequate Infrastructure

- **People**
  - The right people in the right roles
  - Training and development
  - Clear expectations (know your part, do your part)
- **Process**
  - Well defined employment process (from new opening requisition through onboarding)
- **Tools**
  - Sourcing strategy
  - Applications Tracking System (ATS)
  - Technology

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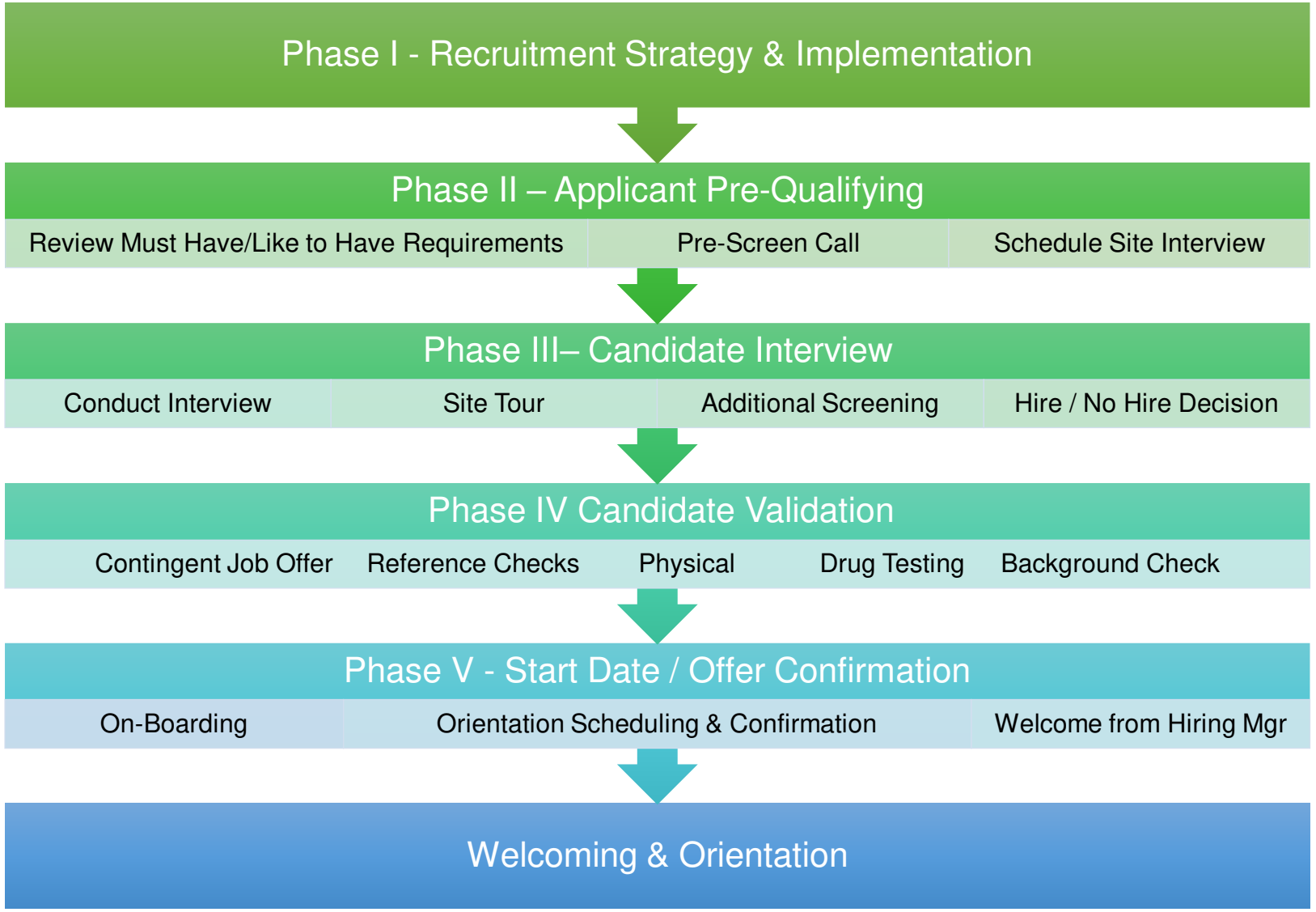
Well Defined Process



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Tools

- **Applicant Tracking System (ATS)**
  - Streamlined process
  - Communication
  - Tracking / reporting / dashboards
  - Apply 24/7, 365
  - Mobile optimized
  - Build pipeline and “candidate communities”
- **Website**
  - Research tool for candidates
  - Employer of choice branding
  - Google analytics
- **Social Media**
  - Facebook
  - LinkedIn
  - Glass Door
  - Twitter/Instagram
- **Sourcing Strategy**
  - A systemic plan to attract qualified candidates
  - Organize specific recruitment sources by tiers (cost levels)
  - Plan, monitor, adapt

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Performance Metrics

- At least **39%** of companies face recruitment challenges because they **lack metrics** to measure the effectiveness of their sourcing
- **33%** lack full-cycle metrics that offer reliable insight into the **precise problem** in their strategies from sourcing to hiring

Source:

Talemetry

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Performance Metrics

- Using the **ATS**, create reports and dashboards.
- Establish **basic goals and metrics** that measure the desired outcomes.
- **Use the data** to measure current performance, tweak process, aid in planning and development, and hold all involved accountable to the success of the requisition.
- Track reasons for new openings (terminations and resignations) – **identify trends**
- **Opportunity costs** – current staff levels vs. current and future case loads

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Performance Metrics

Metrics can include but are not limited to:

- ✓ Vacancy rate
- ✓ Number of applicants (by source)
- ✓ Number of qualified applicants
- ✓ Average time from application to phone screen
- ✓ Average time from phone screen to interview
- ✓ Number applicants interviewed
- ✓ Interview to offer ratio
- ✓ Average time from job offer to start date
- ✓ Average time to fill (from requisition to start date)
- ✓ Number of starts by Month / Number of terminations by month

Recruitment Marketing and Branding

Recruitment marketing is the strategies and tactics an organization uses to find, attract, engage and nurture talent before they apply for a job, called the pre-applicant phase of talent acquisition.

- Wikipedia

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Recruitment Marketing and Branding

- **Marketing is no longer just a client acquisition activity.**
- Why work for **your organization vs. others**?
- To attract mission-minded employees, **promote your mission** (*and do your employees know the mission?*)
- **Identify your target audience** (prospective employees)
  - What do they want and can you provide this?
- **Website and Social Media** as your tool
  - Drive traffic to your website
  - Employer of choice messaging
- **Careers page and job posting messaging**

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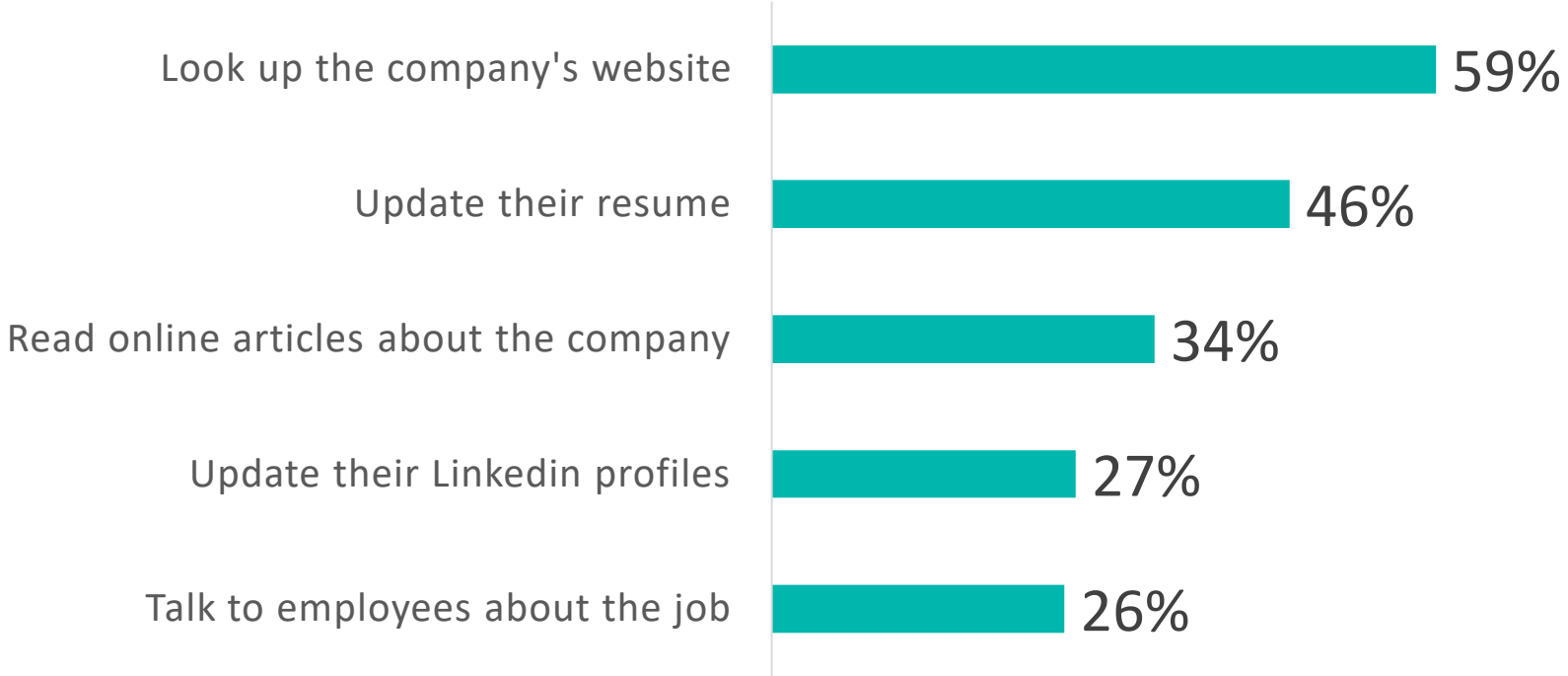
Recruitment Marketing and Branding

Brand Awareness

After hearing about the job, they don't apply right away. Instead, they



Source:

LinkedIn

Recruitment Marketing and Branding

Employer Brand Investment

59%

are investing more in their employer brand compared to last year.

Source:

LinkedIn

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Recruitment Marketing and Branding

Social Media

79%

of job seekers use social media during their job search.

Source:

glassdoor

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EXAMPLE:

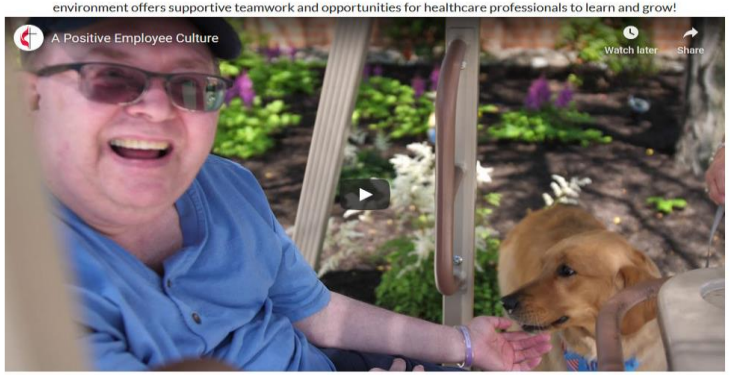
United Methodist Homes Careers Landing Page

COVID-19 Precautionary Information for Applicants:

United Methodist Home is committed to the health, safety, and well-being of our residents, staff, and candidates. We are following the standards as set forth by the Centers for Disease Control and Prevention (CDC). We are committed to remaining in close contact with our local and state health departments and are following their guidance and recommendations in response to the COVID-19 virus. We will continue to monitor as recommended and provide education as more information becomes available. Additionally, we are taking prudent effort and precautions to ensure that we are adequately prepared.

We're looking for people who care.

United Methodist Homes is committed to serving our community by offering exceptional senior care options while simultaneously creating an employee-friendly environment. Successful United Methodist Homes employees all have one thing in common: truly caring about the people we serve. With quality and compassionate care always top-of-mind, our environment offers supportive teamwork and opportunities for healthcare professionals to learn and grow!



What makes United Methodist Homes unique?

- We are a faith-based nonprofit organization, committed to serving the community since 1958, and adhering to our mission of providing a wide range of senior living services with truly exceptional care and compassion.
- We have 2 locations in the Greater Binghamton, NY area and 2 locations in Northeast PA, all providing senior care options and opportunities for career growth!
- We recognize our success depends on committed staff members. We offer a comprehensive, affordable benefits program which includes spousal and family coverage:
  - Competitive pay rates
  - Incentive compensation programs
  - Health insurance plan with Wellness program options
  - Dental and Vision insurance
  - 403B retirement plan with a generous employer match
  - Paid Time Off
  - Employee Assistance Program
  - Tuition Forgiveness for RNs and LPNs
  - Weekend bonus and shift differential payments.
  - Employee referral incentive

Search Current Openings

If you are unable to complete the online application form, you can stop into any one of our four campuses to fill out a paper application.

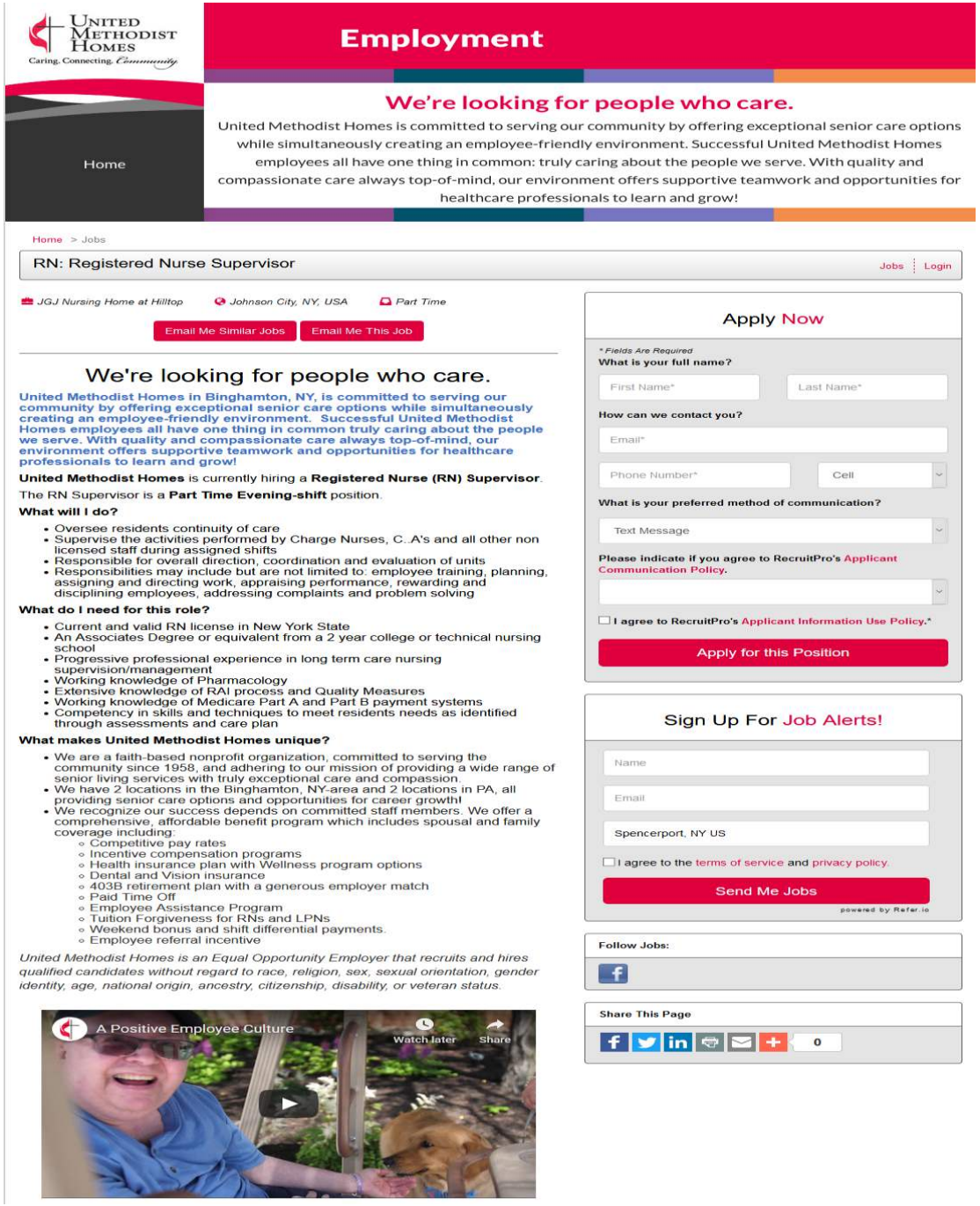
Contact info

UMH Recruiting
10 Acre Place
Binghamton, NY 13904

607.224.2021
570.244.2121
Careers@umhwc.org

EXAMPLE:

United Methodist Homes Job Posting



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Employment

Home

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Home > Jobs

RN: Registered Nurse Supervisor

Jobs | Login

JGJ Nursing Home at Hilltop | Johnson City, NY, USA | Part Time

Email Me Similar Jobs | Email Me This Job

We're looking for people who care.

United Methodist Homes in Binghamton, NY, is committed to serving our community by offering exceptional senior care options while simultaneously creating an employee-friendly environment. Successful United Methodist Homes employees all have one thing in common truly caring about the people we serve. With quality and compassionate care always top-of-mind, our environment offers supportive teamwork and opportunities for healthcare professionals to learn and grow!

United Methodist Homes is currently hiring a **Registered Nurse (RN) Supervisor**.

The RN Supervisor is a **Part Time Evening-shift** position.

What will I do?

- Oversee residents continuity of care
- Supervise the activities performed by Charge Nurses, C..A's and all other non licensed staff during assigned shifts
- Responsible for overall direction, coordination and evaluation of units
- Responsibilities may include but are not limited to: employee training, planning, assigning and directing work, appraising performance, rewarding and disciplining employees, addressing complaints and problem solving

What do I need for this role?

- Current and valid RN license in New York State
- An Associates Degree or equivalent from a 2 year college or technical nursing school
- Progressive professional experience in long term care nursing supervision/management
- Working knowledge of Pharmacology
- Extensive knowledge of RAI process and Quality Measures
- Working knowledge of Medicare Part A and Part B payment systems
- Competency in skills and techniques to meet residents needs as identified through assessments and care plan

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  - Weekend bonus and shift differential payments.
  - Employee referral incentive

United Methodist Homes is an Equal Opportunity Employer that recruits and hires qualified candidates without regard to race, religion, sex, sexual orientation, gender identity, age, national origin, ancestry, citizenship, disability, or veteran status.

Apply Now

* Fields Are Required
What is your full name?
First Name*
Last Name*
How can we contact you?
Email*
Phone Number*
Cell
What is your preferred method of communication?
Text Message
Please indicate if you agree to RecruitPro's Applicant Communication Policy.
I agree to RecruitPro's Applicant Information Use Policy.*
Apply for this Position

Sign Up For Job Alerts!

Name
Email
Spencerport, NY US
I agree to the terms of service and privacy policy.
Send Me Jobs
powered by Refer.io

Follow Jobs:

Share This Page

0

EXAMPLE:

United Methodist Homes Facebook Post

United Methodist Homes
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1. Are you a foodie? Do you have what it takes to make awesome food?
2. When you say thank you do you mean it?
3. Do you love your team like you love your family?
4. Do you take your work seriously but not yourself?

HTTPS://UNITEDMETHODISTHOMES.RECRUITPRO.COM/JOBS/…

Full-Time Cook

United Methodist Homes' Hilltop Campus in Johnson City,…

Apply Now

EXAMPLE:

United Methodist Homes Facebook Post

United Methodist Homes
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We strive to continue to provide a safe and healthy living environment for our residents and work environment for our employees!

We are seeking compassionate, customer service focused team members to help us keep our care levels optimal for our residents! We have current openings for licensed and certified team members, and are also looking for:
* Dietary
* Cook
* Service Assistants
* PCA

From all of us at United Methodist Homes, be safe & be well!

UNITEDMETHODISTHOMES.ORG
For IMMEDIATE consideration, Apply Today!
Visit the post for more.
Apply Now

EXAMPLE:

United Methodist Homes Careers Video

UMH Careers Video

Candidate Experience

- Experiences from viewing job posting through onboarding
- The candidate experience is a key part of your **employer brand**
- **Inject excitement** about your organization's mission and career opportunities
- After the first day / first month of employment, **is the employee happy** with his/her decision to join your organization?

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Candidate Experience

- **Online application experience**
  - Ease of use
  - Time to complete profile/application
- **Response time**
  - From online application through the hiring process
- **Communication**
  - Engage candidates through the process
- **Build rapport**
  - Start a relationship early
- **Interview experience**
  - Focus on the candidate
  - They are interviewing you as well!

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Questions?

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Thank You!

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