



RECRUITMENT



What we have tried

Online- Indeed, Facebook, Craigslist, Website

Job Center

Employee referral

Radio

Newspaper ads

Letters to faith leaders

Open House/Job Fair

Health Fairs/ Community Events

Sign On Bonus



Online- Indeed, Facebook, Craigslist, Website

Indeed- A lot more applications but lower quality, paid ads, you can search resumes and send email to qualified applicants. We have sent emails with minimal success

Facebook- Sponsor ads and job posts

Craigslist- Cheaper way to sponsor an ad, some success

Website- Link to our online application, minimal success



Job Center

Free service through local Job Center

Some success

We get a lot of resumes but we feel they are people looking to fulfill job search requirement for unemployment

You can look for applicant and send an email blitz to qualified applicants



Employee Referral

Some success

Spike after Annual Meeting

Employees seem fearful to refer people in case it doesn't work out

Working on plan to help workers feel comfortable referring people



Radio

Recruitment ads seem to bring more referrals

Minimal success for recruiting

Hit or miss- the right person has to be listening at the right time

Expensive



Cooperative Care - Tracy Recruitment 2012 JINGLE - 071312.mp3

Newspaper ads

Not done often

Minimal success

Once a year employment section of local paper



Letters to faith leaders

Recently tried with some success

CDF has a sample letter

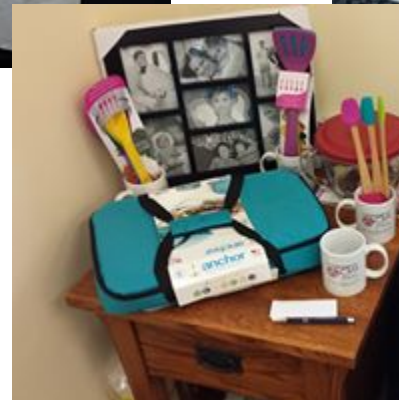
Open House/Job Fair

Tried many times

Some success

More successful in urban area

Food, Door prizes, gas cards



Health Fairs/ Community Events

Minimal success

More for name recognition

Participated in Labor Day parade for many years



Sign On Bonus

Tried many variations

\$100 to \$500

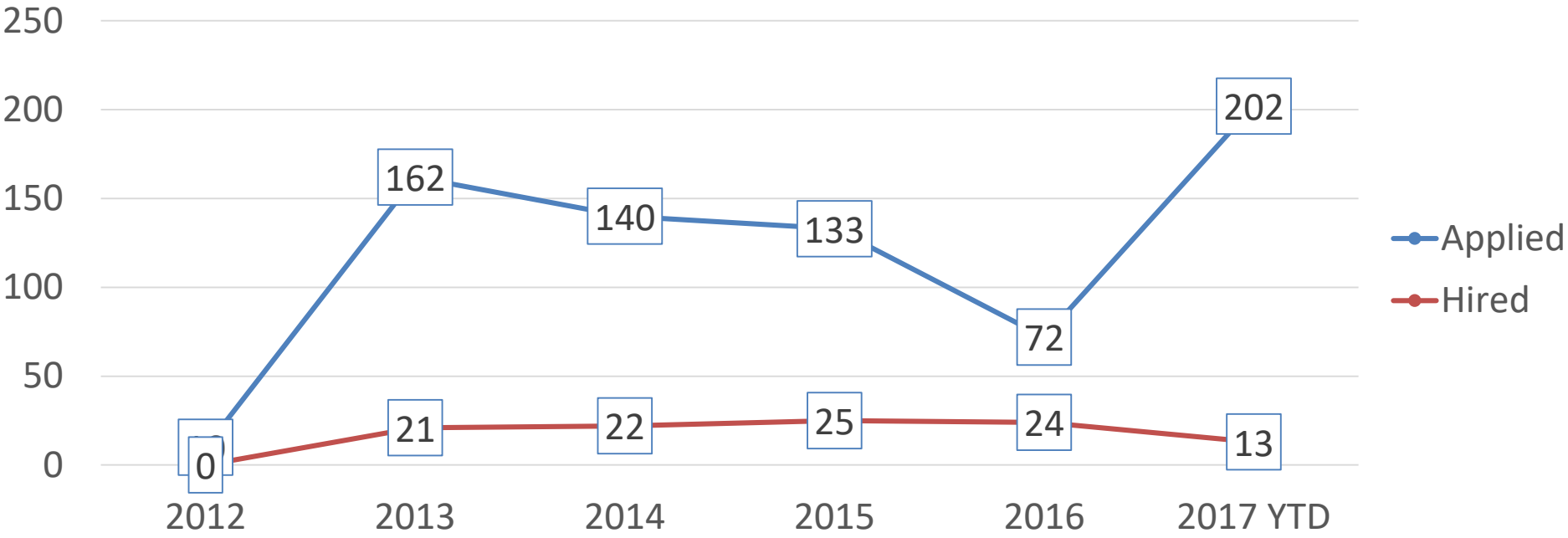
Paid 1 month to 6months

Probationary Bonus +\$1.00/ hour for every hour worked in first 90 days

We found it made people apply but not really stay

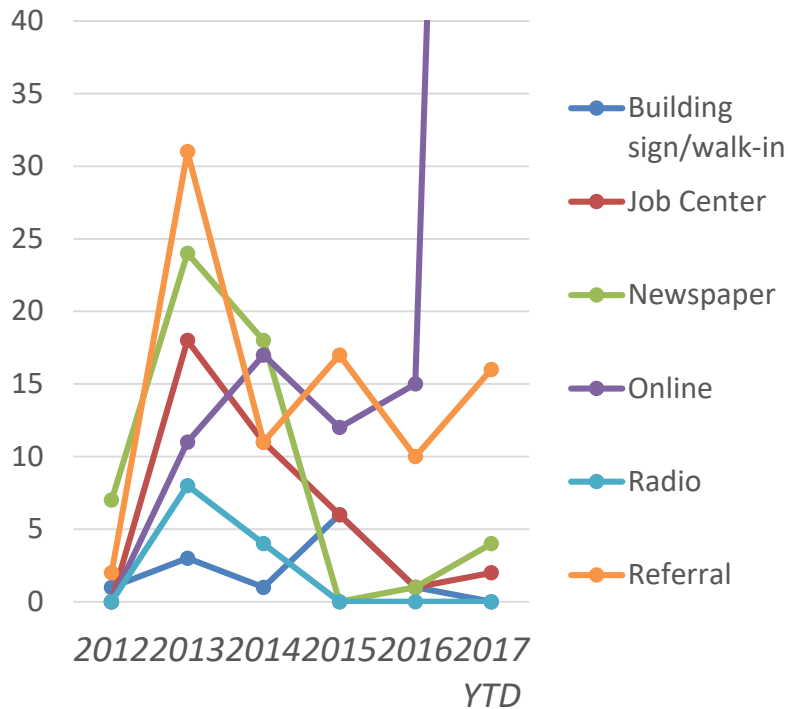
A red, distressed-style stamp with the word "BONUS" in bold, uppercase letters, tilted slightly to the right.

Applicants / New Hires, 2012 - 2017 YTD



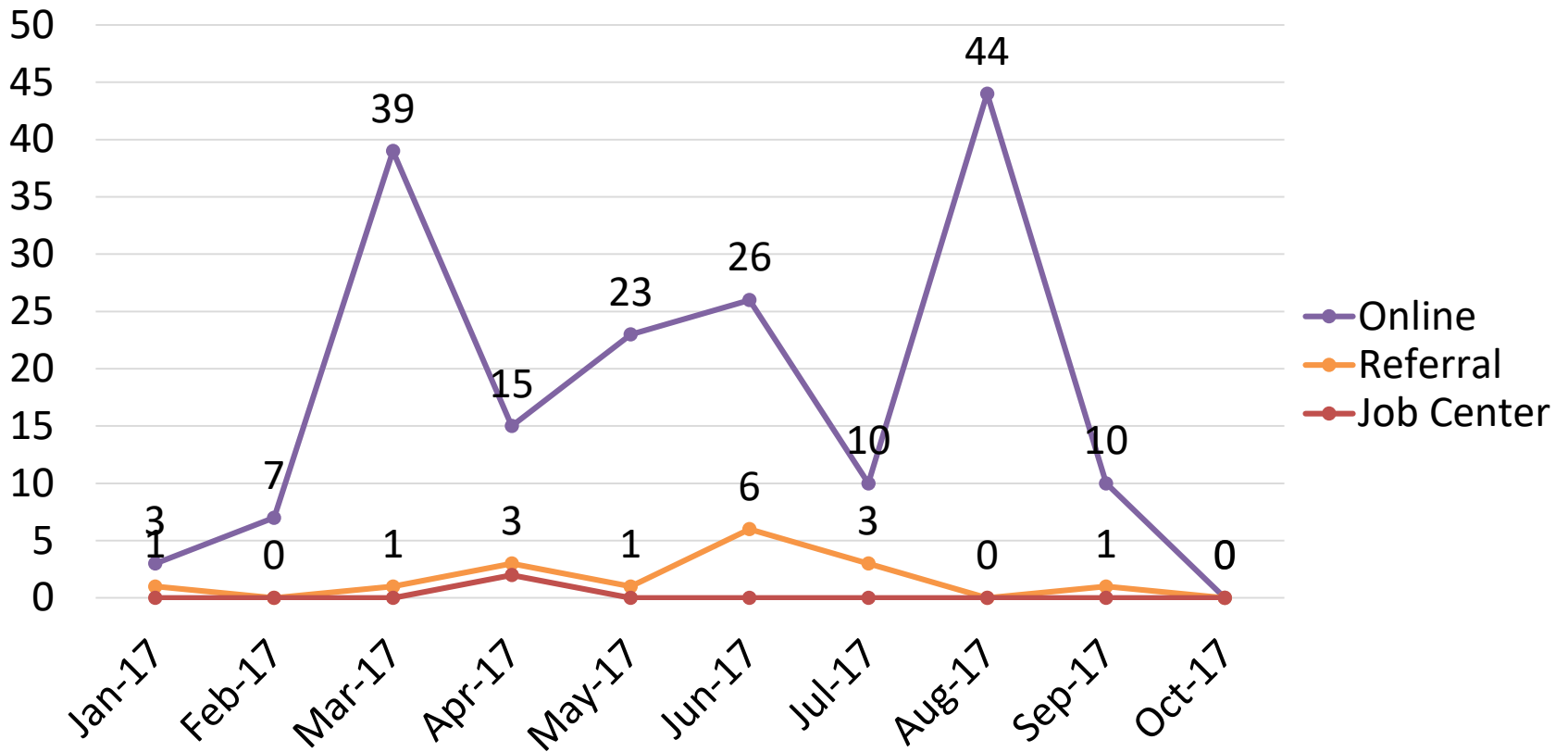
Applicant Sourcing Over Time

Applicant Sources Over Time:
Declining Reliance on Medium Mix... Just
Online & Referrals

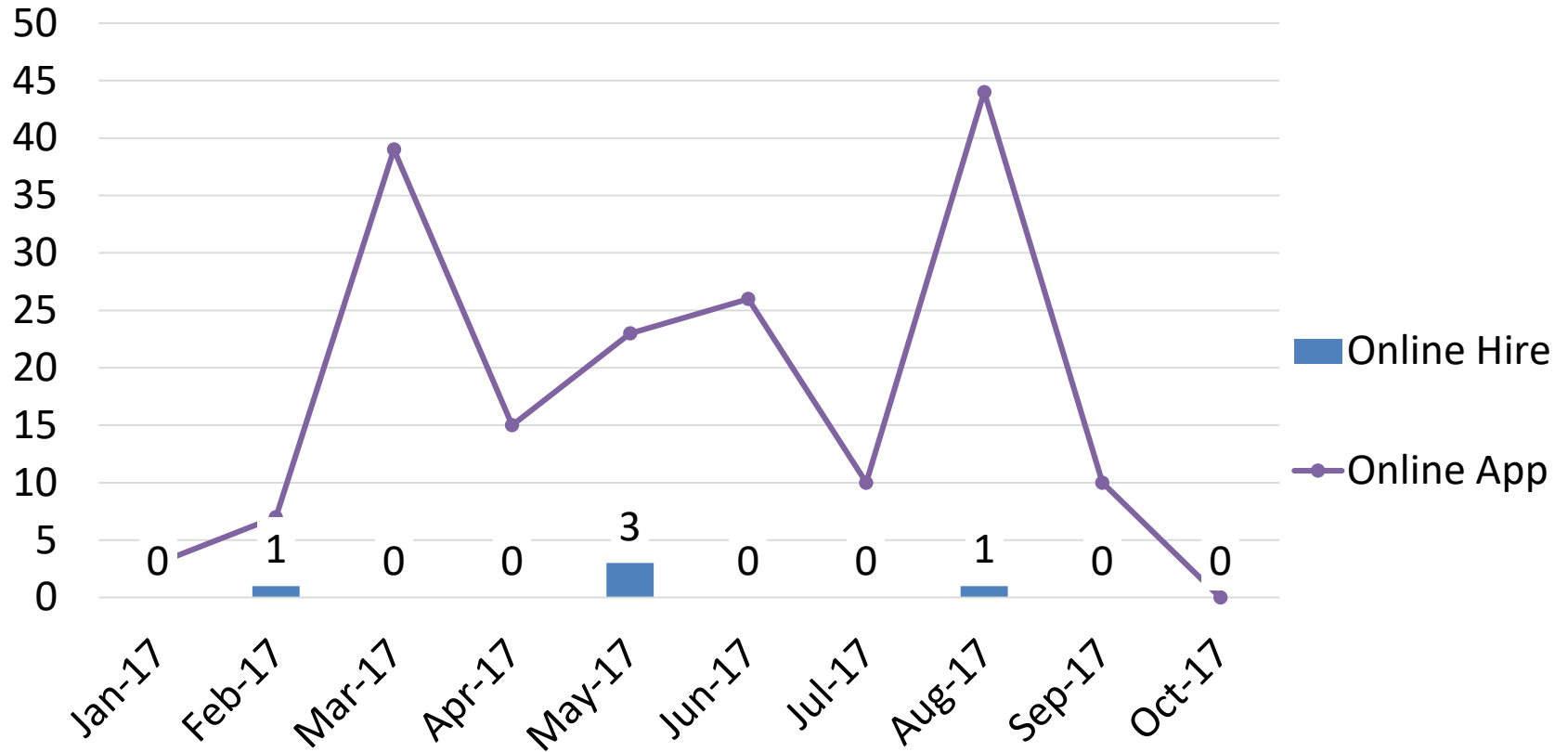


	2012	2013	2014	2015	2016	2017 YTD
Building sign/walk-in	10%	3%	2%	15%	4%	0%
Job Center	0%	19%	18%	15%	4%	1%
Newspaper	70%	25%	29%	0%	4%	2%
Online	0%	12%	27%	29%	54%	89%
Radio	0%	8%	6%	0%	0%	0%
Referral	20%	33%	18%	41%	36%	8%

Applicant #'s by Source, 2017 So Far

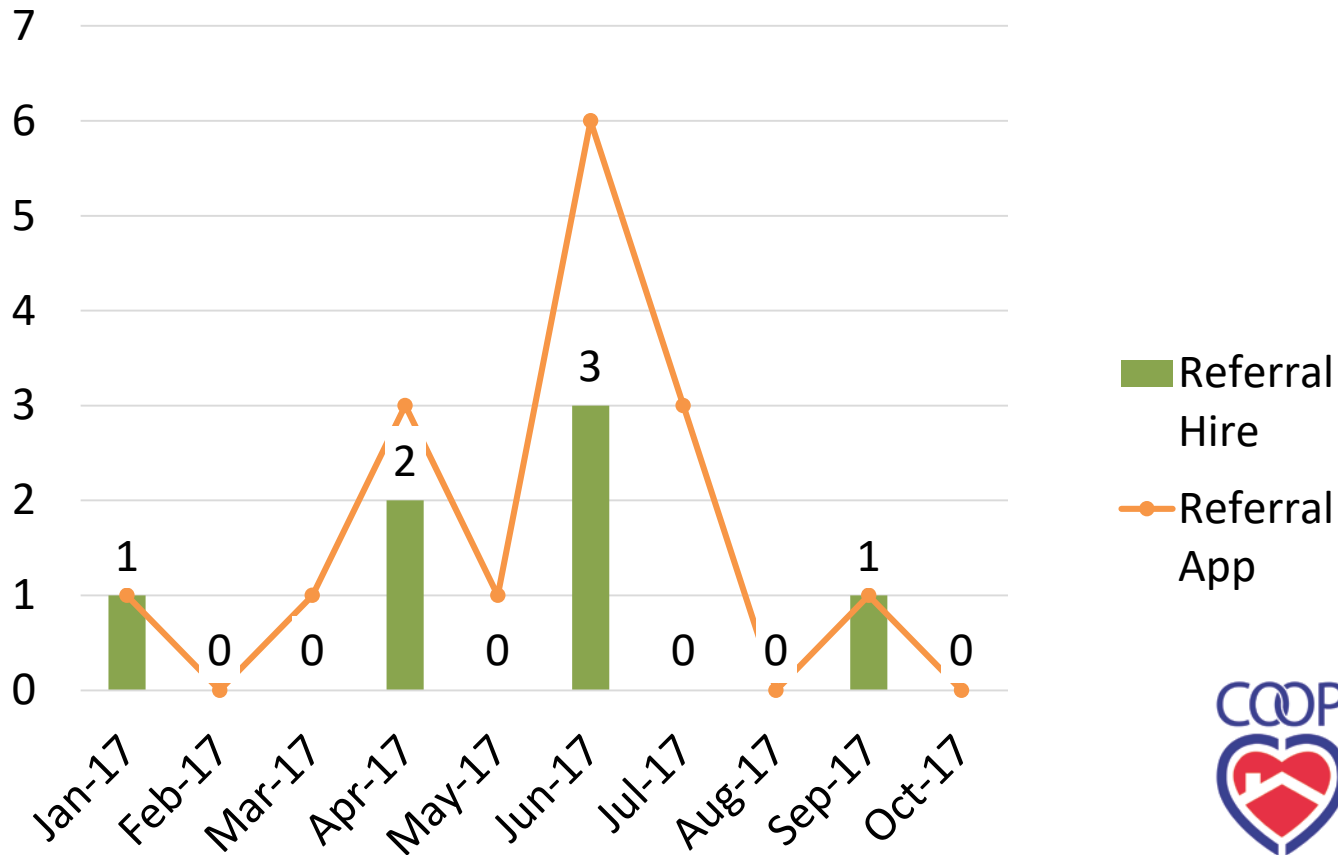


Online, 2017 So Far (5/177 Hired, 3%)



Referrals, While Scarcer, Have Better Results

Referrals, 2017 So Far (7/16 Hired, 44%)



Recruitment

