




**HELP WANTED...
AND THERE'S NO TIME TO
WASTE!**

**Unlearning & Rethinking Recruitment
and Employee Retention**



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GET YOUR HOUSE IN ORDER

- Vacancies? Do You Need to hire? > Showcase your place of employment like you were preparing to sell your home.
- What condition is your place of employment / company in? Are there significant structural problems? Cracks in the foundation? Roof leaking? Problem areas?
- Address those problem areas now; may act as “job candidate repellent”
- Will you attract the attention of job candidates in a tight, competitive labor market?

Embrace Change...New Mindset Get Uncomfortable

- **UNLEARN & RETHINK** current hiring practices ; Change > Maine Senator Angus King
- Get out from your comfort zone. Get Comfortable with being Uncomfortable...Ditch the mindset, "We've always done it this way.."
- Improve Time-To-Hire; Be Proactive, Creative, Open-Minded, Try New Approaches
- Capture the attention of today's job candidates; Attention-Grabbing Job Postings, Streamlined Application Process; Eliminate Delays; Move from Post & Pray to Modern Job Sourcing
- Supply and Demand Problem – Not Likely to Change In the Near Future; SHRM Statistics

Culture? Reputation? Employee Morale?

- What are current & former employees saying about you; on Social media?
- Why would job candidates be attracted to your workplace?
- Job satisfaction within your current workforce? If asked what might your employees truthfully say?
- Do your employees feel valued, appreciated, respected, listened to?
- Job satisfaction is more than a paycheck w/younger workers; quality of life, national & global initiatives / causes; Strategic Plan? Is this communicated?

Services, Operations and Staffing Audit

- Prioritize services, operations & minimum staffing requirements
- Maintaining core services / operations in a shrinking workforce
- Focus on RETAINING your CURRENT, as well as new employees
- Get managers & supervisors on board; effective leadership

BECOME AN “EMPLOYER OF CHOICE”

- Showcase your “**Employer Brand**” on Website, Career Pages, Social Media
- Establish yourself as an “**Employer of Choice**”; a desirable place to work
- Pay Attention to New Employee Onboarding; Mentor, 3-month plan – [50% improvement in employee retention; 70% improvement in productivity]
- Coach up, or Manage out, Toxic Employees; Zero Tolerance for Bullying
- Both negatively impact employee retention, morale, productivity, & employer reputation

WHAT ARE *TODAY'S* JOB SEEKERS "Seeking"?

- Professional growth, development & promotional opportunities
- Good pay and benefits – wage surveys?
- Paid job skills training – licenses, certifications
- Family friendly culture; FLEXIBILITY!
- Remote work ability? FLEXIBILITY!
- Rewards & Recognition
- Diverse work weeks – 4 days
- Work / Life Balance

WHAT ARE *TODAY'S* JOB SEEKERS "Seeking"?

- Child Care &/or Adult Family Care Support
- Relocation/Moving \$\$ Assistance
- Higher Education Assistance / Tuition reimbursement
- Student Loan Debt – Payment relief
- More Paid Time Off; FLEXIBILITY!
- Referral Payments / Sign on Bonus
- Mental Health / Wellness Programs
- Affordable Housing



CUMBERLAND COUNTY, MAINE

What Are We Doing?

- Hired a Full-time RECRUITER, Mary Payson