



OREGON ENVIRONMENTAL LABORATORY ASSOCIATION

RECRUITMENT & RETENTION

HOW TO ATTRACT AND RETAIN AMAZING EMPLOYEES



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AGENDA – WHAT WE WILL BE DISCUSSING



- How to attract and get interested, qualified personnel back to the workforce.
- Consistent and intentional efforts.
- Creative ways to retain personnel.
- Idea sharing to brainstorm/share creative ideas. Creating a positive culture.



Striving for
success
without
hard work
is like trying to
harvest
where you haven't
planted.

~David Bly

CREATE A PLAN TO MEET YOUR GOALS



- Your efforts should be intentional. Example: Internships partnering with colleges and employee referrals \$\$.
- Instagram, Facebook, Indeed, Twitter, career websites #newcareer #helpingothers #meaningfulwork
- Create business cards with URL to schedule meeting / interviews! Make it easy 😊
- Do you have a team member that is dedicated to outreach and recruitment?

ATTRACT

Diversify Your Sources

Some organizations fall into the groove of using just one or two recruitment channels.

While these may have worked for you in the past, diversifying your sources can help you find more job candidates.

Reach out to great past employees...are they looking to return to work?

Pay special attention to social media and job posting sites. Ask applicants, "where did you hear of this opportunity?" and keep records of what sites are successful.

Track your activities on social media.

Post every day.

Consistent messaging. #workhere #joinus #startyourcareer

CREATE A POSITIVE CULTURE



Check in with Employees – What’s going well? What support do you need? What is in your way at work that I can assist with? What are you proud of – accomplishments?



Round table discussions regarding services to clients and a place to share solutions-based ideas shared. May be classified as training hours.



Creating a path of learning and growing in knowledge and skills.



Train people well enough so they
can leave, treat them well enough so
they don't want to.

— *Richard Branson* —

BEING INTENTIONAL AND CONSISTENT

Partner Up - Go where the talent pool is. In many cases that means working with career services departments from schools or choosing learning partners – local colleges. These partnerships help funnel students from training directly into employment, which strengthens your talent pipeline.

Support Working Learners - Make your organization a place of learning as well as a place of work. Support working learners to complete externships, practicums and internships. Not only does this provide work experience for students, it also helps you to identify potential new hires.

Train Staff - Staff training is a powerful retention tool. It keeps employees engaged, reduces safety incidents, and shows employees that you care about their professional development. Some employees may gain the tools to do their current jobs more effectively, others may distinguish themselves as candidates for promotion. Either way, you have a strong more qualified workforce.

BUILDING TRUSTING RELATIONSHIPS



- **Relationships: key to recruitment and retention**
- Strong relationships are the backbone of successful recruiting and retention strategies. By communicating openly with employees, job seekers, and education partners, you build a robust talent pipeline.
- Start with your employees. Listen to their concerns and do your best to find solutions. Don't just conduct exit interviews. By then it's already too late. Regularly check in with employees to find out what's challenging them and how you can help. The value of these discussions' hinges on open and honest communication. Employees need to feel safe confiding in leadership. They won't do so if they fear that voicing their concerns will negatively impact their careers.

TRAIN

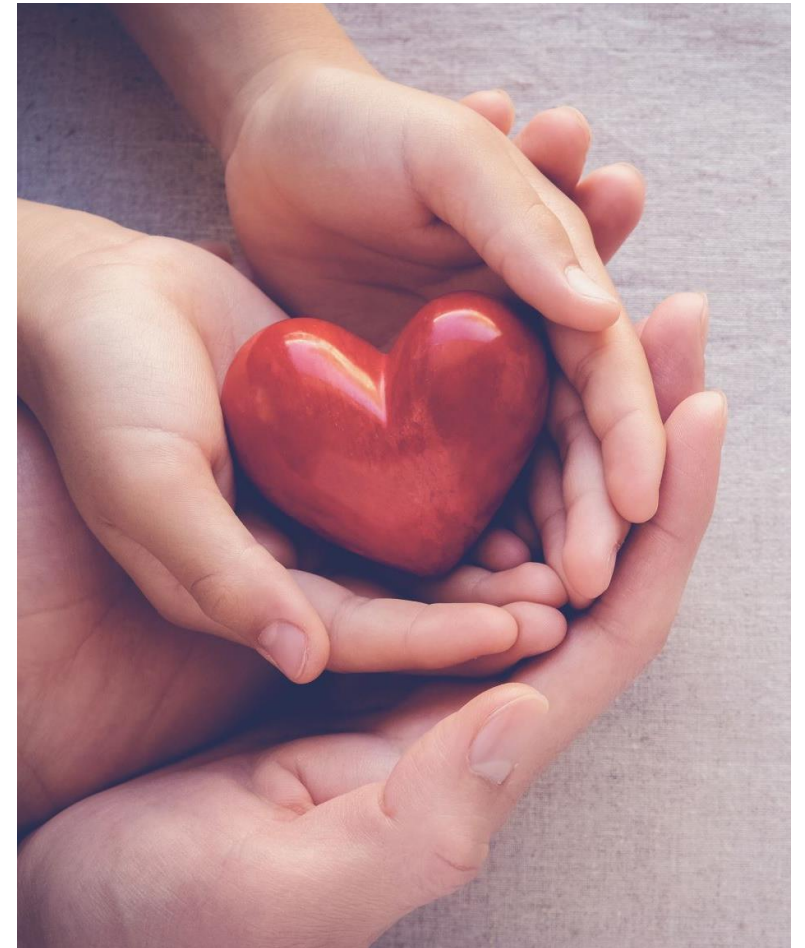
Train Continuously

New hire orientation should be just the beginning.

Throughout each employee's career, you should offer job-specific training as well as career development training to prepare them for more responsible positions within your organization.

Yearly continuing education credits may cover the basics, but employees also need training in customer service, communication and collaboration.

These softer skills make a huge difference when it comes to employee overall work experience.



RETAIN

Creating a positive culture

Designating a **senior employee** as a guide for each new staff member benefits everyone.

The senior employee feels that their knowledge is **being valued**, while the new hire gains important insight that might otherwise take years to acquire.

Plus, **mentoring relationships** connect everyone more closely to the organization.



RETAIN

Creating a positive culture

Little things aren't little. Host an employee appreciation lunch or celebration. A smile. Asking how things are going, and then listening.

Flexible scheduling is a top priority for workers.

Employee surveys.

Gaining insight and feedback to create a positive work environment.

Creating a plan to support positive culture.



IDEA SHARING – OPEN DISCUSSION



Share ideas you have implemented that make a positive difference

Recruitment ideas

Employee engagement

Training opportunities

Being flexible

THANK YOU!

Human Resources

- Affirmative Action Plans
- Compensation
 - Salary Surveys
 - Pay Equity
- Employee Relations
- Policy & Procedure
- Human Resource Practices Audit
- Compliance
- Employment
- Labor Relations
- Investigations
- Job Descriptions
- Recruitment/Staffing
- Career Management & Outplacement Services

Training

- HR Specific Programming
- Employee and Managerial Training
- Needs Assessment
- Confidential Employee Surveys
- Customized (on-site) Training
- One-on-One Coaching
- Facilitation of:
 - Meetings/Retreats
 - Strategic Planning Sessions
- Train-the-Trainer Materials
- Monthly Workshops/Programs (HR and employees)

HR-On-Call (Advantage Plan)

- Immediate, Unlimited Phone/Email Support
- Access to HR Resources/Materials and Samples via website
- HR Newsletter/Alerts
- Discounts on other HRA Products, Workshops and Services



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