



Sample Recruitment Strategy Planning Template

| Strategy | Strategy is Designed to Close this Gap: | Description | Possible Tactics | Team Action Items | Individual/s Responsible | Deadline/s |
|--|---|---|--|-------------------|--------------------------|------------|
| Online Recruiting | Not reaching majority of applicants, especially young college grads | A large percentage of employees hired by human services agencies for entry level jobs are seeking their first "career job." Many are young, either fresh out of college, looking to establish a new career, or relocating to a new area. The newspaper want-ads are not an effective recruitment source for most of today's applicants. Placing vacancy announcements online is more effective and economical than using most traditional forms of advertising. | <ul style="list-style-type: none"> ▪ www.Monster.com ▪ www.CareerBuilder.com ▪ www.Jobs.net ▪ www.Hotjobs.yahoo.com ▪ lhiresocialservices.com (job site specializing in human services jobs) ▪ www.Socialworker.org/joblinks (specializes in human services jobs linked to the National Association of Social Workers website) ▪ www.NABSW.org – National Association of Black Social Workers | | | |
| Campus Recruiting and Job Fairs | Need to improve overall applicant pool | Both professional and paraprofessional applicants can be effectively recruited at job fairs sponsored by state workforce development agencies. College recruiting can be a very effective method for attracting applicants for professional jobs. | <ul style="list-style-type: none"> ▪ Send team of HR representative with an experienced social worker or frontline supervisor to fairs – provides an opportunity for job seekers to ask both job specific and hiring process/benefits questions. ▪ Send an "ambassador" from the agency to classrooms of social work majors to "guest lecture" or provide an agency overview. ▪ Schedule experienced employees or supervisors to speak on a "hot topic" in the human services field at a brown bag luncheon at a local college or university. | | | |