



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. 			