

A red carpet event background with a red carpet running down the center, flanked by gold stanchions and red ropes. The background is a deep red curtain.

Create a Recruitment and Retention Culture

Ohio Association of Area Agencies on Aging

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Ohio District 5 Area Agency on Aging, Inc.

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Define Key Terms



Recruitment

The process of actively seeking out, finding and hiring team members.



Retention

Phenomenon where team members choose to stay.




Culture

Shared values, attitudes, morals, and beliefs that characterize an organization and its team members

What comes first? What is important?


According to Glassdoor studies, Company Culture is among the top five factors people consider when weighing a job offer.

Studies show that the top 3 things the majority are looking for in a job are (1) a flexible schedule, (2) meaningful work they enjoy and (3) supportive and respectful leadership – all key aspects of Corporate Culture.

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Where does
the
conversation
start?

If you want to *solve* the recruitment and retention issue, you have to see it for what it is - a result of the culture of your organization. PERIOD. The culture of your organization is the environment you are growing your people in. If your culture is adverse, it will negatively impact even the best performers.

A series of yellow dashed lines in the bottom right corner, forming a curved shape.

How do I define my culture?



01

Have informational
interviews with current
team members

02

Speak with customers,
partners and other
people who relate to an
organization

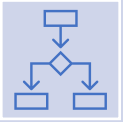
03

Look at the company's
social media posts,
videos or other facets
of its online presence to
develop a sense of what
it deems important

What Influences Culture?



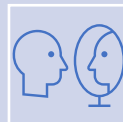
Leadership



Policy and Procedures



Values



Perceptions

Recruitment Best Practices



**THROUGH
CURRENT TEAM
MEMBERS**



SOCIAL MEDIA



**GIVE APPLICANTS
AN EXPERIENCE**



**START THE IN-
PERSON
INTERVIEW AT THE
FRONT DOOR**



**USE BEHAVIOR
INTERVIEW
QUESTIONS**

Retention Best Practices



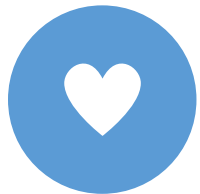
Start on-boarding and relationship building immediately



Be intentional about employee engagement



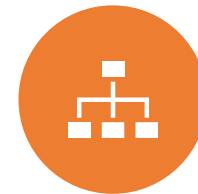
Foster relationship building at all levels



Show you care



Know what your team members want; let them have a voice



Evaluate policies and procedures; they too must align with culture.

Culture



It won't change overnight

Little shifts will make a difference

What do you want it to be



Teresa Clayton, SHRM-CP
VP of Administrative Services
Ohio District 5 Area Agency
on Aging, Inc.



Matt Reed, MPA, MBA
Senior VP - Community Engagement
Direction Home Akron Canton Area
Agency on Aging and Disabilities



Kathy Moore, MBA, PHR, SHRM-CP
Human Resources Supervisor
Area Agency on Aging Region 9


Expert Panelists

Questions?



Ask members
of the panel

Ask me

The background of the slide is a photograph of a sunset. The sun is low on the horizon, creating a warm, golden glow. A line of dark trees is silhouetted against the bright sky. In the foreground, there is a field of green grass or crops.

A farmer does
not grow crops.

A farmer creates
an environment
where crops can grow.

Recruitment and Retention; Getting both RIGHT!