



OPENING DOORS TO THE AGING SERVICES WORKFORCE RECRUITMENT CHECKLIST

Is your organization using these pathways to recruit new team members and build your workforce pipeline? Check the list below for suggestions to maximize your recruitment efforts.

SOCIAL MEDIA AND DIGITAL OUTLETS

- Your organization's website or career center
- Indeed, Monster, ZipRecruiter
- Facebook, Instagram
- Twitter
- TikTok
- LinkedIn!
- LeadingAge Career Center
- Your LeadingAge state association workforce center
- Local college job boards
- Actively review resumes posted online
- Encourage staff and friends of your organization to like and share

CONNECTING WITH LOCAL STUDENTS

- Colleges and universities
- Community colleges
- Nursing, nursing assistant, home health aide courses
- High schools (public, private, charter)
- Middle schools
- HOSA chapters
- Online education partners
- Instructors and career counselors
- Career fairs

JOB PLACEMENT CENTERS

- Workforce Centers and unemployment centers
- Hubert Humphrey Job Corp Centers
- Refugee and immigrant resettlement agencies

QUESTIONS?

Contact Jenna Kellerman, director of workforce strategy and development, jkellerman@leadingage.org

COMMUNITY PARTNERSHIPS

- Community centers
- Community education programs
- Religious or faith-based organizations
- Clubs
- Local industry
- Local consultants
- Host and attend sector-related events

LOCAL PUBLICATIONS AND VENUES

- Newspapers, magazines
- Physical job boards
- Bulletin boards in coffee shops, grocery stores, school campuses
- Faith-based bulletins

INTERNAL REFERRAL FROM:

- Staff (current, former, retired)
- Residents
- Volunteers
- Partners
- Board members
- Consultants

OTHER TIPS

- Contact past qualified candidates with new opportunities
- Implement an electronic Applicant Tracking System
- Utilize text-based applications with automatic drip campaign options
- Upgrade to paid promotions or sponsored ads on key websites or social media platforms
- Offer referral bonuses for staff, residents, and family members
- Include peers in the interview process