

Teamwork Makes the Dreamwork: How Collaboration Made A Tough Recruitment Challenge Possible

Background

The Korean Women's Association (KWA) is a nationally recognized non-profit organization providing multicultural and multilingual services, including home care services in ten Washington State counties.

Challenge

The competition to recruit qualified caregivers and CNAs in Washington State has become increasingly fierce. The internal recruitment team was on the hunt for a unique and creative solution to meet a recent surge in staffing demands. The team needed to efficiently recruit dozens of caregivers in a short period of time.

Solution

KWA chose to leverage three myCNAjobs' recruitment tools including the caregiver marketplace, job postings, and a Caregiver OnDemand career fair event. The marketplace and job postings allowed internal recruiters to source hard-to-recruit positions and the Caregiver OnDemand event attracted caregivers the internal team wasn't able to reach, allowing the teams to work collaboratively to drive caregiver interest quickly and efficiently.

Result

The internal recruitment team focused recruitment efforts on hard-to-reach areas and niche cases, booking interviews throughout the week. The myCNAjobs team worked alongside KWA, promoting a Caregiver OnDemand career fair event to attract new caregivers and drive more interest in working for the organization. With one event, myCNAjobs delivered 37 caregivers to the door of KWA. Caregivers met with multiple members of the staff and job offers were extended to more than 15 candidates.

“ *The Caregiver OnDemand event was very successful! Many candidates commented on what a great experience it was working with myCNAjobs - the communication was stellar.*

Nelvina Heck & Don Tilley

Business Development Manager & HR Director

KWA Cares