



# Creative Recruitment: Using Career Fairs To Attract *New* Candidates

## Background

Atria Senior Living operates 190+ senior communities across the nation. Serving 21,000+ residents across 28 states, Atria employs 14,000+ employees offering staff the opportunity to do well and do good in their career.

## Challenge

Atria employs a top-notch centralized recruitment team with a localized interviewing model. Due to caregiver shortages and unpredictable surges in staffing demands, the team was searching for creative recruitment solutions to save time and access candidates they couldn't reach today through traditional recruitment strategies to help local communities quickly ramp recruitment.


## Solution

Atria partnered with myCNAjobs to promote career fair events on-site at local communities that needed to quickly recruit caregivers, CNAs, and Dietary staff. myCNAjobs assigned a dedicated Account Strategist to learn the ins and outs of what makes Atria unique to help tell their story throughout all career fair promotions and allow for quick set-up for each event. Once establishing our relationship, Atria could simply pick-up the phone to share what they needed and when. In turn, myCNAjobs started event promotions to attract caregivers to a single-day hiring event onsite at a designated community. With all career fairs, myCNAjobs promotes events through 'the real-time recruitment engine', tapping into local candidates that are engaging with training, scholarships, and other free career resources. This strategy helped to attract candidates the Atria team wasn't reaching through traditional recruitment strategies.

## Result

Atria has a new creative recruitment solution in place that can be used ondemand to attract new, local candidates. Here are a few results of recent events:

- » Salisbury, MD - 120 Attendees
- » Bay Shore, NY - 60 Attendees
- » Great Neck, NY - 60 Attendees
- » Rochester, NY - 47 Attendees
- » Culver City, CA - 43 Attendees
- » Milford, MA - 28 Attendees
- » Deer Park, IL - 21 Attendees
- » Glen Ellyn, IL - 15 Attendees
- » Scarborough, ME - 12 Attendees
- » Lincoln, RI - 12 Attendees
- » Novato, CA - 10 Attendees

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