



# Using Career Fairs To Quickly Staff

## Background

BrightStar Care of Birmingham provides full service adult and elder home care, child care services, and medical staffing for individuals, families and healthcare facilities near Birmingham, Michigan.

## Challenge

Edwin opened his franchise less than a year ago and needed to staff quickly to capitalize on a new business venture. The office set a goal to recruit over 30 hires in a single month, fully understanding how time intensive it is to recruit, onboard, and train this volume of candidates in a short amount of time.

## Solution

BrightStar Care turned to myCNAjobs to promote a career fair onsite at the Birmingham office. Edwin worked closely with his dedicated recruitment strategist to select a date, time, and build a career fair invitation to attract suitable candidates to attend. myCNAjobs promoted the event through a variety of channels, including a phone campaign to entice caregivers to attend. The day before the scheduled fair, myCNAjobs conducted a call with the franchisee to provide an estimated headcount and ensure the office was prepared to interview and onboard quickly.

## Result

During the four hour event, 40 caregiver companions, certified nursing assistants, and home health aides attended to complete an application, interview, and learn more about the latest job opportunities. A total of 30 caregivers were invited back for orientation.

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“ *The event marketing was stellar. Candidates commented on how much they appreciated the professional phone and email communication from the myCNAjobs team. It helped elevate my local brand while solving a short-term staffing crunch.*

### Edwin Wudyka

Owner

BrightStar Care