



Hiring “A” Players

Background

Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States; including independent living, assisted living, dementia care communities, and continuing care retirement centers. Brookdale operates 1,150+ communities across 46 states while serving over 111,000 residents.

Challenge

Brookdale operates both assisted living communities and home care based services in Florida. Due to increased demand during seasonal peaks, turnover, and overall business growth, recruitment needs are high. Internal teams are busy and the need to recruit new candidates in the market is challenging.

Solution

Brookdale Regional Director, Nan, scheduled three career fair events to help local communities and at-home services efficiently recruit their entire suite of front-line staff: caregivers, resident aides, CNAs, housekeeping, and dietary. Nan worked closely with a recruitment strategist to devise a career fair invitation for each event. Once the invitation was in place, myCNAjobs got to work. All events were promoted via online channels, local community promotions, and by the myCNAjobs recruitment team. When a job seeker visited **myCNAjobs.com** near one of the communities, the recruitment team reached out in near real-time to promote the event and enticed candidates to attend.

Result

EVENT 1

Three Communities & Brookdale At Home - Sarasota

 **Attendees:** 50

 **Hires:** 22

“ We had a great turnout!!! We had just over 50 participants and extended offers to 22 people plus have 3 or 4 applications for another ED to review and potentially extend offers!!! The hiring managers are totally excited about the offers. We believe we hired “A” players!!!

▶ **Nan Charland**, Regional HR Director

EVENT 2

Five Communities & Brookdale At Home - Sarasota

 **Attendees:** 40

 **Hires:** 18

“ Another great turn out!!!! We had over 40 applicants and were able to extend approximately 18 contingent offers amongst 5 communities!

▶ **Nan Charland**, Regional HR Director

EVENT 3


Orlando

 **Attendees:** 50

 **Hires:** 13

“ This job fair was incredible - best I’ve ever seen! Over 50 people and 13 hires with a lot more apps to go through! Team did SUCH a good job!

▶ **Jamie Merrill**, District Director of Operations

 (312) 566-8520

 myCNAjobs.com/hire