

# The Beauty of Collaboration: When A Field Recruiter & Recruitment Partner Meet

## 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

A corporate field recruiter, responsible for staffing multiple buildings in Minnesota and Wisconsin, faced an accelerating number of open requisitions. Many communities are located in rural or suburban markets outside of a metro area, posing challenges to recruit the volume of new candidates required to keep buildings fully staffed.

## Solution

In an effort to quickly recruit and save local communities time, Brookdale retained myCNAjobs to promote multiple career fair events over a short period of time. A myCNAjobs recruitment strategist worked directly with the field recruiter to select dates, times, locations, and build career fair invitations outlining open positions including resident aides, CNAs, and dietary. After dates and invitations were in place, myCNAjobs promoted events via multiple online channels, through schools, social media, and a fully integrated phone-based campaign. The day before each event, myCNAjobs provided an estimated headcount. Both parties ensured the building staff was prepared to greet candidates, interview, and quickly process hires.

## Result

### Minnetonka, MN

 Attendees: 20

 Selected to Proceed in Hiring Process: 10

### Madison, WI

 Attendees: 31

 Selected to Proceed in Hiring Process: 19

### Edina, MN

 Attendees: 38

 Selected to Proceed in Hiring Process: 20

### North Oaks, MN

 Attendees: 37

 Selected to Proceed in Hiring Process: 18

“ The events we’ve held through myCNAjobs have been a great success in my region! You save me time and headache - I can simply give you a date and you send quality candidates to my door ready-to-interview! ”

### Carley Mueller

Field Recruiter

Brookdale