

Quickly Ramping Recruitment In A Tight Labor Market

Background

Central Baptist Village is a not-for-profit continuing care retirement community with more than a century of dedicated service in caring for older adults. Located on a beautiful 10-acre campus just outside Chicago, Central Baptist continually rates as top place to work in the area.

Challenge

Despite being rated as a top employer, the competition to recruit qualified Certified Nursing Assistants was becoming increasingly challenging. The internal team didn't always have the bandwidth to find new candidates, and was struggling to staff historically hard-to-fill 2nd shift positions.

“ Using myCNAjobs’ interview booking service, I was able to get a ton of time back into my schedule that was normally spent trying just to get candidates in the door - we are in a much better place now. I highly recommend this service.

Karen Haedo

Director of Nursing
Central Baptist Village

Solution

Central Baptist leveraged myCNAjobs’ Interview Booking product. The Director of Nursing scheduled a brief meeting with a Recruitment Strategist to share the community needs, benefits, and share interview availability. The next day, the open opportunities at Central Baptist were actively being promoted by the myCNAjobs team, including the ‘real time recruitment engine’. The real time engine helped source passive CNAs that were visiting myCNAjobs for schools, scholarships, and training. This allowed Central Baptist to promote their positions to caregivers they weren't able to reach before. Each candidate received a light pre-screen from a myCNAjobs Recruiter and was booked for an interview with the DON within 48 hours in an effort to help increase interview show-up rates and quickly staff. The DON received a simple e-mail alert each time an interview was booked and logged in daily to review her interview schedule.

Result

Within a few week period, myCNAjobs delivered:

- » 20 CNA Booked interviews
- » 13 Show-ups
- » 5 Total Hires, including 2nd shift!