

# Helping A Big-Brand, Small Town Assisted Living Reach New Candidates

## Background

With more than 280 senior living communities in 30 states, Five Star Senior Living is one of the largest providers of senior living solutions in the United States. With a capacity for more than 23,000 residents, Five Star is recognized for their innovative programs and is a leader within the industry.

## Challenge

There's a clear shortage of qualified CNAs across the country. There's a bigger shortage in small towns, including Laramie, Wyoming, the home of Five Star community The Laramie Care Center. Given the small market, the internal team was struggling to attract new CNAs to work at their community.

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“ The career fair was a huge success. We extended offers to 15 applicants that are going to be a great addition to our team!

**Andrea Stannard**

Executive Director

## Solution

Five Star turned to myCNAjobs to promote an on-site Career Fair to attract new CNAs the internal team wasn't reaching while generating buzz in the local area. myCNAjobs worked with Five Star's team to build a story to attract both current CNAs and local residents that may be interested in a free, onsite CNA training program during the single-day hiring event. Once the story was solidified, myCNAjobs promoted the career fair event online and via email, social media marketing, and text messaging. The day before the event, the myCNAjobs team called the Laramie Care Center team to provide an estimated headcount, allowing the internal team to prepare applications and put a process in place to maximize hires.

## Result

The event was a smashing success resulting in 22 attendees and 15 offers of employment.

 Attendees: 22

 Employment Offers: 15