

Creative Strategies Handout 9.7.22

Incentives:

- **Sign-on Bonus Program:** Develop graduate sign-on bonus program to provide bonus compensation upon hire and at milestones to increase recruitment and retention
- **School Loan Assistance Program:** Develop internal program to help new graduates with school loan assistance (financial planning and counseling, low interest loans, Bonuses, deferrals, payroll deductions, etc.)
- **Travel/Gasoline Assistance:** Compensate new hires who live farther away for additional travel or gasoline expenses by starting them at a higher salary range
- **Scholarships, loan forgiveness and loan repayment**
- **Tax credits**



Strategies:

- **Contacts with Schools and University:** Develop relationships and send list of vacancies periodically to chairs of relevant local college departments (social work, psychology, counseling, etc.) use social media to contact students with openings. Contact students who have done field placements at organization.
- **Job Fair Program:** Conduct periodic job fairs internally and participate in external job fairs
- **Employee Referral Program:** Establish a form program to provide monetary incentives to current employees for making referrals for open positions
- **Former Employee Referral Program:** This involves successfully using an aggressive employee referral marketing campaign that, combined with cash incentives, quarterly sweepstakes, and team bonuses— increase referral submittals. Encourages former employees to use their current network to identify possible referrals and receive a bonus payment when they successfully refer candidates back to the organization.
- **Internal Development:** Develop an employee mobility program to supplement its external recruiting effort. Proactively seek out internal candidates to develop into needed jobs—care manager therapists, e-staffing, creative hiring classifications.
- **Search Engine Optimization:** Use search engine optimization processes on major search engines to increase the visibility of center vacancies.
- **Social networks:** Implement a social media strategy to include greater visibility on [Facebook](#), [LinkedIn](#), and [Twitter](#).
- **Speed of Hire:** Streamline the hiring process to increase the speed of making initial offers and job offers.
- **Former Employee/Boomerang Program:** Establish a boomerang program to reach out and try to rehire desirable former employees.
- **Social Media Program:** [Web presence](#) should communicate the center’s opportunities. Program should include an active [Facebook](#) page, [GOOGLE+](#), [LinkedIn](#) group, [You Tube](#) Channel, and [Twitter](#). Provide multiple opportunities for potential recruits to interact with organization through social media sites and list services, chat rooms and microblogs.
- **Develop Steps or Levels within Clinical Positions:** Create an internal career ladder that allows for increases in salary and responsibilities without staff members having to leave clinical positions to become managers or supervisors, to increase retention of senior staff.
- **Develop Remote Work Program:** Structure positions to allow more at-home work and telecommuting where possible.
- **Retaining profession in the workforce**
 - Building provider resiliency
 - Mentoring relationships
 - Continuing education
 - **Volunteer positions**

Reference: Blog - [Best practices in therapist recruitment strategies \(hmpgloballearningnetwork.com\)](#)

Golden State Teacher Grant Program: [gstg - California Student Aid Commission](#)

CDE: [Campaign to Recruit Student Mental Health Supports - Year 2022 \(CA Dept of Education\)](#)

Newsom Plan: [Governor Newsom Unveils New Plan to Transform Kids’ Mental Health | California Governor](#)