

The State of Recruitment in Social Care

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Agenda

- Six key features of State of Recruitment in Social Care
- Eight strategies to deal with them



Skills Shortages

- “Royal Academy of Engineering suggests we will need more than a **million** new engineers and technicians by 2020”
- “**One million** more construction jobs over the next five years - Federation of Master Builders”
- “2013 report from O2 stated that around **745,000** additional workers with digital skills would be needed to meet demand”
- “1,000,000 new workers required for Social Care by 2025”

Brexit

- Better or **worse?**



Technology & Social Media



Recruitment Process

- The Fundamentals



Staff Turnover

- People are going to leave!

Perception of Care as a Career

- Dealing with the Misconceptions



NHS

- Not going anywhere



State of Recruitment in Social Care

- Not enough people
- Technology and its constant change
- Quality of recruitment & assessment
- Retention challenges
- Dealing with perceptions
- The NHS



Strategies

- Broadening the Funnel
- Employer Branding
- Application Process & Engagement
- Technology & Social Media
- Talent Pools
- Values-Based Recruitment
- Onboarding & Retention
- Nursing

Broadening the Funnel

- Young People / Millennials
- Older People
- Men in Care



Employer Branding

- What is so great about you?
- Dealing with the perception problem
- Its always about the money



APPLY HERE

Application process & applicant engagement

- Clean & slick
- Regular communications
- Education and training for Managers



Technology & Social Media

- Younger audiences
- Engaging with communities
- What the future holds



Talent Pools

- Technology
- Forward planning
- Simple communication



Values-Based Recruitment

- “Recruit for will, train for skill”
- Be consistent
- Know what good looks like

Onboarding & Retention

- Cost of getting in wrong
- Pre-employment challenges
- You as much as them
- Retention interviews



Nursing

- Skills shortage
- Knowing their worth
- All of the above





Summary

- *Broadening the Funnel*
- *Employer Brand*
- *Application Process and Engagement*
- *Technology & Social Media*
- *Talent Pools*
- *Values Based Organisations*
- *On-boarding & Retention*
- *Nurses*



Questions?