

Nursing Recruitment and Retention Strategies by Barbara Faruggio, RN, MS

Barbara Faruggio, RN, MS, was the presenter of a workshop entitled Nursing Recruitment & Retention Strategies “Becoming the Facility of Choice for Employment”, sponsored by NHA. Here are just a few of the ideas and suggestions Ms. Faruggio had for recruiting and retaining employees.

1. When staff members complain, they must be confronted immediately about how and where they complain.
2. Have Dr's write their own orders – saves time and reduces paperwork for nurses.
3. Must have a good work environment for all employees.
4. Everyone in an organization owns recruitment and retention!
5. A low cost/no cost program is to have the Administrator/CEO go on rounds at least once a month & go on night rounds, too. Bring Food! Be Approachable!
6. Where is your HR department located? Should be accessible – in the front of the hospital.
7. Always make sure you have someone to cover walk-ins for a new position.
8. Is the HR department open any nights or a few hours on weekends for interviewing or employee benefit questions? If not, consider it!
9. Introduce Lobby Marketing....are your brochures, etc accessible? How about a dedicated 24-hour phone line for incoming calls for vacancy inquiries?
10. Remember, the best advertisers are your staff!
11. Interactive planning is key – must involve patient care, finance and human resources.

12. Set up an interdisciplinary **retention and recruitment committee** for coordination and integration - need to look at impact on all departments.
13. **Nine Attributes of an Effective Retention and Recruitment Program:**
 - a. Recognizes that recruitment and retention are inter-related
 - b. Functions as an integral part of the organization
 - c. Meets identified needs of all stakeholders
 - d. Defines accountability
 - e. Promotes commitment
 - f. Demonstrates measurable outcomes
 - g. Knows your market competition
 - h. Validates through the Recruitment and Retention Committee and staff focus meetings
 - i. Effective presentations
14. Look at your advertising budget. Is your advertising strategy effective? If not, could that money be better spent for employee bonuses or appreciation programs?
15. Get a “Grow your own” mentality!
16. Student loan/Scholarship programs work. Pay the tuition up front if possible.
17. Community involvement is key to recruiting – clubs, groups, schools, service organizations, etc.
18. The 12 Step Process for Retaining Staff:
 - a. Recruiting
 - b. Interviewing
 - c. Welcoming
 - d. Orienting
 - e. Scheduling
 - f. Practicing
 - g. Supporting
 - h. Managing
 - i. Recognizing
 - j. Including
 - k. Developing
 - l. Exiting
19. Retention formula for success:

- a. Pay scale is in the market range
- b. Competitive benefits package
- c. Reward employees for their contributions, not longevity

20. Accountability – there is always a choice about the way you do your work, even if there is not a choice about the work itself.

For more information regarding these suggestions, or the program presented by Ms. Faruggio, contact Joni Cover at jcover@nahsnet.org or 402-458-4915.