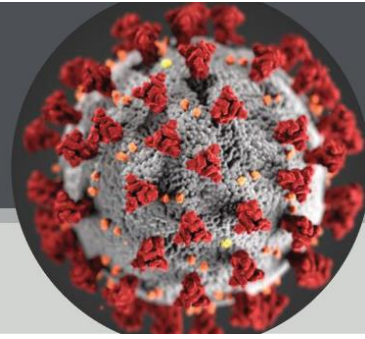


Information & Resources

CORONAVIRUS (COVID-19)

LeadingAge®
Minnesota



RECRUITMENT TOOLS DURING COVID-19

During this turbulent time, we encourage you to revisit your job postings and other recruitment tools. Here are a few questions to consider:

- **Will they attract displaced workers from other fields?**
- **Do they make your organization an attractive and engaging?**
- **Is it easy for job seekers to take the first step to indicate interest?**

Below are some tips and tools from OnShift, a national Human Resources software vendor. The OnShift Recruitment Toolkit is specifically designed to help you do outreach to workers displaced by the COVID-19 epidemic. We've reviewed the OnShift Recruitment Toolkit and identified 4 Quick Tips you can put to immediate use:

1. **Posts** that you can customize for Facebook and other social media platforms.
2. **Virtual interviewing** tips and tools
3. **Talking points** for calling local businesses closed due to COVID-19 to discuss temporary employment of their staff.
4. Social media-ready **job descriptions**

Download the OnShift Toolkit Today! (Click on the image below)

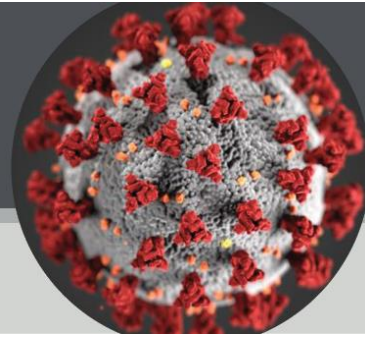


You also use these template letters to reach local workers in your community:

- [Template Letter to Hospitality Organizations](#)
- [Template Letter to Restaurant Organizations](#)
- [Template Letter to Retail Organizations](#)
- [Template Letter to Chambers of Commerce](#)
- [Download a Job Flyer](#)

CORONAVIRUS

(COVID-19)



RECRUITMENT CHECKLIST

- Review current staff in your organization. Do you have any staff who could be trained and re-deployed as a caregiver as needed? Consider resident services, culinary, marketing, office staff, reception staff, etc.
- Reach out to your local [CareerForce](#) center to connect with displaced workers.
- Reach out to your local [Health Care Coalition](#) to connect with other providers who may have resources, or access to furloughed workers.
- Reach out to your local [Workforce Development Board Director](#) regarding your current recruitment needs.
- Make sure you have posted to the following job boards:
 - [MinnesotaWorks](#): This job board, operated by DEED, is provided to all laid off and furloughed workers.
 - [AgingServicesJOBS.org](#): Post jobs at the local level and receive discounts to disperse your job posting to other sites such as Indeed, Monster, or others. Cost is \$39 per post.
 - **Senior Living FastMatch**: This jobs board, from Argentum and the American Seniors Housing Association, matches displaced workers with jobs in senior living. All senior living providers can post their available opportunities at no cost through Sept. 30, 2020. [Post a Job Today](#).
 - **LeadingAge Aging Services Career Center**: LeadingAge (national) is partnering with major national employers to drive displaced workers to jobs posted on [its Career Center](#). Postings are FREE to members. Enter **STANDTOGETHER** at checkout.
 - **Coming Soon**: Stay tuned for a new matching service specially created to match displaced workers to careers in Long Term Care.