

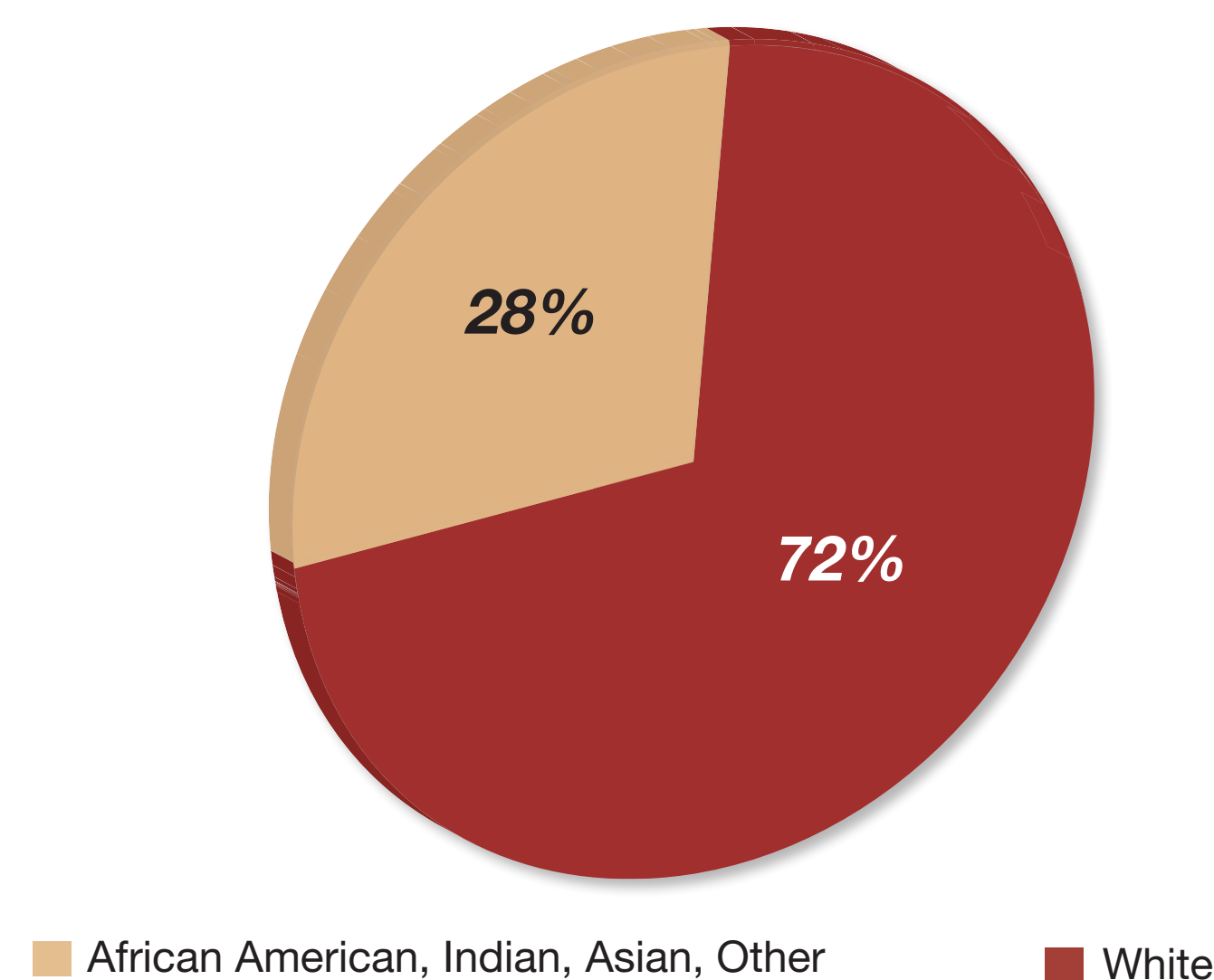


Expanding Diversity in Recruiting with Focus on Somali Immigrants

Project Goals

- 1) Diverse workforce committee will continue to meet to work on project goals and outcomes.
- 2) Develop partnerships with the Somali task force and other ethnic groups in the Willmar community to recruit potential candidates for certified nursing assistants.
- 3) Hold “Meet and Greet” events where potential candidates can tour Rice Health Care facilities.

Diversity in the City of Willmar



Project Description

Rice Care Center (RCC) is challenged by the decreasing pool of applicants in the specific area of certified nursing assistants. Today, the largest growing population in Willmar is the Somali residents. Rice Care Center currently does not have a diverse workforce.

We are partnering with Ridgewater College, Rice Memorial Hospital, and Employment Plus, who are experts in recruitment of diverse populations.

There are missed opportunities through communicating, educating, and the developing of relationships with the large number of potential employee candidates that don't realize the opportunities here for them.

Progress Report

From February through April, 2017, we completed the following work:

- Committee has met four times.
- All staff has been educated by a community liaison of that culture being employed.
- Eight candidates have been recruited with 65% from the Somali community.

Next Steps

- Somali liaison will work with Rice Care Center in learning specific job duties and meet with Somali groups to educate them on healthcare opportunities.
- We will develop an employee satisfaction survey and will track data on employee retention from all employees brought to RCC by this project.

Project Team Members

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- Joyce Elkjer**
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