



Recruitment for Retention Strategies for Rural and Underserved Communities Webinar Series

The New England Rural Health Association Invites You to Join this Three-Part Webinar Series presented by 3RNET

Recruiting and retaining hard-to-find health professionals is one of the biggest challenges for organizations located in rural and underserved communities. It's vital to have a strategic approach that emphasizes recruiting the right candidates and having engagement processes in place that will ensure new employees become rooted into the organization and the community from the start.

This webinar series will follow 3RNET's recruiting for retention guiding principles and best practices, curated by years of collective expertise in the field, particularly for rural and underserved communities nationwide. We will evaluate current workforce trends driving today's job market and discuss how this impacts your hiring abilities. Participants will discover helpful tools, resources, and practical solutions for recruiting and retaining health professionals into rural and underserved communities.

Part 1: Marketing Planning and Preparation – [Register Now](#)

February 2, 2024 | 10:00 - 11:30 EST

Every community has unique strengths and challenges in recruitment and retention. This session will guide participants through the process of identifying and communicating your strengths and investing in your challenges.

- Discover your unique selling points, identifying challenges and potential solutions
- Examine the five components for creating your Employee Value Proposition (Organizational Culture, Work Environment, Compensation, Benefits and Career Progression)
- Effective marketing strategies to attract candidates with example career pages, job postings, and culture statements

Part 2: Sourcing & Screening Candidates – [Register Now](#)

March 1, 2024 | 10:00 - 11:30 EST

This session will cover what you need to know to screen candidates and make a commitment with those who will excel in your organization and thrive in your community.

- Implementing a sourcing plan, valuable tips and tactics to build your candidate pool
- Effective screening methods to find the right fit and identify red flags
- Coordinating a well-rounded site visit, understanding motivators and overcoming obstacles, presenting a Letter of Intent, and signing the candidate

Part 3: Retention & Renewing Your Culture – [Register Now](#)

April 5, 2024 | 10:00 - 11:30 EST

Learn how to successfully onboard your new hires and key strategies for retaining employees throughout the lifecycle of their career.

- Retention strategies that enhance communication and improve culture
- Ideas for promoting more flexibility in the workplace and tips to keep your remote staff engaged
- Generational and DEI considerations to keep staff engaged throughout the lifecycle