

Recruiting Best Practices for Non-Profits

Hartford Foundation
for Public Giving

Hartford, CT



**Hartford
Foundation**
FOR PUBLIC GIVING
Together for good.®

Tyrone “Tye” Taylor
Manager, HR/Training & Development
ttaylor@OperationsInc.com



OperationsInc
HUMAN RESOURCES CONSULTING

Training Reminders

- To participate, engage, and submit questions, please use the platform's chat feature.
- You may also unmute to speak.
- Please participate fully. In order for the session to be impactful for you, your questions, experiences and stories are important and appreciated.

About Your Facilitator

- 25+ Years as an HR Leader and Advisor in Employee Relations, Recruitment, Training and Development, and DEI
- Worked with for-profit and non-profit organizations
- Associate Professor of Business at Kean University
- Father of Twins and Mentor to young professionals.



About OperationsInc

- One of the largest Human Resources Consulting firms in the US, established in 2001
- Team of 150+ HR professionals who operate as an HR department for hire, one hour at a time
- Recognized HR subject matter experts
- Support a base of over 1,600 clients

Agenda

1

Recruiting for Non-Profits

2

Trends – Today's World

3

Recruitment Challenges

4

Strategies for Recruiting
Candidates

5

Diversity Recruiting

6

Introduce Action Plan



Poll #1

On a scale from 1 (low) to 10 (high), how would you rate recruiting within your organization as a priority?

1 – Not a priority at all, we are fully staffed

2

3

4

5 – It is important, but not a top priority

6

7

8

9

10 – Recruiting is a top priority





Recruitment Trends

Recruiting for Nonprofits

Today's World

- Organizations of all sizes are struggling with identifying candidates for open positions.
- Lack of Talent Available: Unemployment is trending to a pre-pandemic low. As of April 2022, Unemployment rate is 3.6% (BLS)
- "The Great Resignation."
- Nonprofit organizations are contending with budgetary constraints which make it difficult to attract and hire suitably qualified staff.

Recruiting for Nonprofits

2022 State of the CT Nonprofit Sector: Key Findings and Implications

- Critical Issues Facing the Nonprofit Sector
 - Workforce Shortage



Breakout Session

Breakout Rooms

Breakout Rooms

- You will be placed into breakout rooms.
- When you see the prompt on the screen to Join Room, click it.
- Choose a spokesperson/note taker for the group.
- We will debrief in 10 minutes.

Breakout Rooms

Recruiting Challenge Discussion

What are your primary challenges with recruiting and hiring talent today?



Recruiting Talent Challenges

A third of the organizations surveyed report staff vacancy rates of 20% or more. Why?

- Lack of Monetary Resources
- Generational Differences
- Management
- COVID/Post COVID
- Other reasons



Recruiting Strategies

Poll #2

What's most important to you in staff recruiting?

- a) Time to hire – How long it takes to hire staff
- b) Cost of hiring staff
- c) Building the talent pipeline
- d) Candidate experience

Recruiting Priority

Top Priority for Nonprofit Recruiters

43% of recruiters voted 'Building a talent pipeline' as the most crucial part of their recruiting strategy.

Recruiting Best Practices Strategies

- Review job descriptions for accuracy of qualifications and skill requirements
- Make sure your process flow for interviewing is consistent
 - Who's interviewing?
 - Who's following up with candidates?
 - What questions are we asking during the interview?
- Look into a good applicant tracking system (ATS)
 - ADP Run (add-on to pay systems)
 - Top Ten ATS for Nonprofits
 - ❑ <https://www.getapp.com/hr-employee-management-software/applicant-tracking/org/non-profits/>
- Work closely with marketing (where applicable) to establish an ongoing recruitment/company branding campaign
- Grow network
- Effective On-Boarding when hiring – Important First Impression
- Review list of discretionary benefits (get creative)

Recruiting Best Practices

Consider Creative Discretionary Benefits

- Provide more flexibility to work from home
- Sign-on bonuses (when possible)
- Offering student loan repayment incentives
- Expanded paid time off (PTO) incentives
- Four Day Work Week
- Stipends to support the costs of working at home (technology, etc.), professional development
- Tuition assistance

What are some other DB ideas that may work for your organization?



Diversity Recruiting

Why Diversity Matters?

Making the Business Case

- Common Sense/Smart Business
- Creates an all-inclusive work environment which positions everyone to reach their full potential
- Provides multiple perspectives on problem solving
- Increases employee productivity
- Can improve retention rates
- Boosts employee morale
- Improves relationships
- Reduces complaints and grievances



AND... It's the right thing to do!

Challenges Recruiting Diverse Talent

What are some challenges recruiting diverse talent in nonprofit?

- Finding Qualified Candidates
- Lack of Support from Leadership
- Not Seen as a Genuine Commitment
- Diversity Gets Diluted



Establishing a Strategy for Diverse Candidate Recruiting

- Take stock in staff vacancies to ensure that open positions are aligned with organizational goals.
- Consider your commitment to Diversity and Inclusion.... is it clear and is there a public statement to support it? What are you doing to demonstrate your commitment? What is your “Why”?
- Enhance the candidate experience during interviews.
- Seek internal referrals.
- Reach out to diversity focused online communities, publications, or organizations
- Expand recruiting efforts to bolster diversity, equity, and inclusion in the workplace.





Reflection

Slide 23

LJ2

add the get to work slide.... Liked Learned surprised.

Lisa Johnson, 3/1/2021

Get to Work...

Establish a SMART action plan for recruiting talent

- Make the commitment to be diligent at recruiting talent
- Evaluate how your organization is showing up to potential candidates
- Seek the additional funding where possible and necessary to compete for talent
- Be sure to highlight your “why” and connect it to diversity

Thank You!



Diversity, Equity, & Inclusion – © OperationsInc, LLC, 2021. All provided materials are owned by OperationsInc LLC, and are protected by law. All information shared or disclosed by attendees in session is confidential. You may not repurpose, reuse, reprint, copy, or publish in any form, without the express written consent of OperationsInc LLC, in each instance. Furthermore, the materials are provided on an “AS-IS” basis, and should not be used as a substitute for consultation with professional human resources, legal, or other competent advisers who have been provided with the relevant facts of your particular situation.