Recruiting Best Practices for Non-Profits

Hartford Foundation for Public Giving

Hartford, CT

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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

- 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
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!