



Below are some strategic ideas to enhance recruitment and retention efforts in your child care business. Thoughtful investment in these areas can significantly improve your ability to attract and retain dedicated early childhood program staff. This list serves as a guide and is not exhaustive.

RECRUITMENT EFFORTS	RETENTION EFFORTS	GENERAL EFFORTS IMPACTING BOTH
<p><u>Marketing & Advertising</u> Invest in targeted advertising campaigns on social media, local newspapers, and job boards to reach potential candidates. Examples: online ads on social media, hiring professional agencies</p>	<p><u>Professional Development</u> Fund training and certification programs to help staff improve their skills and advance their careers. Examples: conferences, training courses, certifications, continuing ed, subscriptions to journals /resources</p>	<p><u>Resource Libraries</u> Develop a resource library with books, educational materials, and other tools to support staff in their roles.</p>
<p><u>Sign-on Bonuses/Referral Bonuses</u> Offer competitive sign-on bonuses to attract qualified teachers and support staff. Implement a referral program that rewards current staff for bringing in new hires.</p>	<p><u>Wellness Programs</u> Develop wellness initiatives such as yoga classes, mental health resources, or gym memberships to support staff well-being.</p>	<p><u>Community Engagement</u> Organize events that involve families and the community, enhancing the program's reputation and support network.</p>
<p><u>Reviewing Job Descriptions</u> Regularly review and update job descriptions, to improve the recruitment process, attract better-suited candidates, enhance candidate experience, and better align job roles with needs.</p>	<p><u>Work Environment</u> Improve the physical environment of the workplace with ergonomic furniture, break room amenities, and other comfort-focused upgrades.</p>	<p><u>Surveys & Feedback Systems</u> Implement systems to regularly gather staff feedback and make improvements based on their input.</p>
<p><u>Job Fair/Event Participation/Materials</u> Cover the costs of attending job fairs and community events to promote job openings. Create high-quality brochures, flyers, and other materials to distribute at job fairs and community events.</p>	<p><u>Recognition Programs</u> Establish employee recognition programs, including awards, events, and small gifts to celebrate staff achievements and milestones. Examples: Employee of the month, team building outings</p>	<p><u>Competitive Benefits/Salaries</u> Put funds towards offering competitive salaries and enhance benefits packages, including health insurance, retirement plans, and paid time off.</p>
<p><u>Candidate Nurturing</u> Build or maintain relationships with potential job candidates over time. This helps build a strong pipeline of talent, improve candidate experience, and ensure a more efficient recruitment process.</p>	<p><u>Technology Upgrades</u> Invest in technology that makes daily tasks easier and more efficient for staff, such as updated software or tablets for classroom use.</p>	<p><u>Flexible Scheduling</u> Implement flexible scheduling options to accommodate the personal needs of staff, enhancing work-life balance. Examples: offering part-time work if feasible, paid days off</p>
<p><u>Partnerships/Non-Traditional Sources</u> Establish partnerships with local colleges, universities or other community partners to create pipelines of qualified graduates.</p>	<p><u>Dependent Care Assistance Programs (DCAPs)</u> Explore offering a Dependent Care Assistance Program. DCAPs are a valuable benefit for your staff needing dependent care, offering tax advantages and helping manage the costs associated with caregiving.</p>	<p><u>Strategic Planning</u> Cover the cost of a facilitator to help you develop or work on your program's mission statement, goals, and strategic planning.</p>
<p><u>Technology/Platforms/Website Development</u> Cover the costs of subscriptions for platforms to help with marketing or application tracking, etc. Cover the costs of developing a website for your childcare business to help with branding and outreach to potential candidates.</p>	<p><u>Mentorship Programs/Apprenticeships/Returnships</u> Create mentorship programs where experienced staff can support and guide new hires. Look into registered apprenticeship options in your community. Consider looking into returnships, training those that may have been out of the workforce for awhile.</p>	<p><u>Enhancing Program Activities</u> Cover the cost of fun, hands-on field trips off-site or on-site to support staff in providing interactive educational opportunities beyond the classroom.</p>
<p><u>Target Passive Job Seekers</u> Engage individuals not actively looking for a new job but may be open to opportunities if approached. Consider individuals with relatable experience even if they don't have experience in the field.</p>	<p><u>Team-Building Activities</u> Organize team-building events and activities to foster a positive work culture and strengthen staff relationships.</p>	<p><u>Promote Mental Health & Well-being</u> Implement strategies to enhance mental health and well-being support for children, families, and providers, aiming to alleviate stress and prevent burnout among providers.</p>