

# Welcome!

1. Please type your name into the chat, and
2. Include where you work, and
3. What you hope to get out of today's Lunch and Learn



# New Hampshire Department of Health and Human Services

Child Care Workforce Recruiting, Retention and Effective  
Strategies

*February 1st, 2024*

# Objectives

Learn about the DHHS Childcare Workforce Recruitment, Retention, and Innovative Strategies Project

Understand best practices and creative approaches for recruiting and retaining staff.

Learn from others what approaches have demonstrated positive outcomes.

# Warm Up

I feel confident in my ability to **recruit** new staff.



I have a system for tracking the effectiveness of my **recruitment** efforts.



I enjoy the process of **hiring** new staff.



Employee **retention** has been a challenge for me.



# Reflection

- What challenges are you facing with recruiting, hiring, and retaining staff?
- What approaches have you tried?
- What is or isn't working? How do you know?





# Project Scope and Overall Approach

High-Level Overview

# Project Scope: Eight Key Focus Areas

Best Practices Pilot

Self-Care and Mental Health Supports

High School Childcare Workforce Training

Professional Development Opportunities

Workforce Survey

Focus Group Facilitation

Best Practices Study

Outreach Activities

Project Management



Join by Web

[Pollev.com/allisoncomport253](https://Pollev.com/allisoncomport253)

Join by QR code  
Scan with your camera app



The background is a solid blue color. It features several abstract geometric shapes, including squares and rounded rectangles, in various shades of blue and white. Some shapes are solid, while others are outlined. The shapes are scattered across the page, with a higher concentration on the left side. The word "RECRUITING" is written in a bold, yellow, sans-serif font, positioned in the lower-left quadrant of the image.

**RECRUITING**

# Recruiting – Job Posting

- What is your program vision?
- What are your values?
- What makes your program unique?



# Recruiting



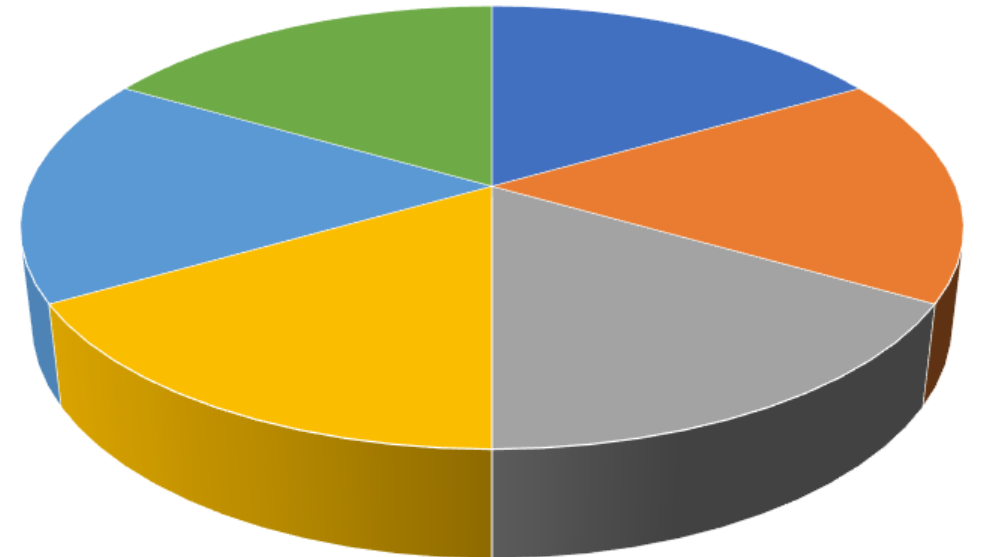
Job Posting

Professionalism &  
Communication

Data Tracking

# Recruiting – Job Posting

**Salary Range:** \$18,000-25,000  
**Benefits Package:** Value of \$15,000+



- Salary/Hourly Pay
- Benefits & Retirement
- Tuition Assistance
- Career Advancement
- Fulfilling Work
- Professional Development

# Recruiting – Job Posti

How do you currently  
“spread the word” about  
open positions in your  
program?





# Recruiting – Data Tracking

- Track recruitment efforts to assess **effectiveness**
- Review results on an **ongoing basis** and **adjust** accordingly

Recruiting Strategy	Interested Candidates/Initial Referrals	Candidates Who Responded to Follow Up Outreach	Number of Candidates Interviewed	Number of Candidates Hired	Notes
Job Fair Event	3	2	2	1	
LinkedIn	0	0	0	0	
Referral Bonus	5	3	3	2	

# What are the recruiting kits?

NH DHHS has constructed 14 Workforce Development and Recruiting kits to support the field in workforce recruiting efforts. These kits can be checked out by any ECE/OST employee or agency representative attending job fairs, conferences, and workshops. Each kit contains resources including banners, clipboards for job applications, swag, and more to attract potential candidates and strengthen the ECE/OST workforce.



# What each kit includes



Carrying Bag



Pull-up Banner



2 Clipboards



1 6' Tablecloth



Luggage Tags



Recruitment Flyers (English and Spanish)



1 Literature Holder

[www.publicconsultinggroup.com](http://www.publicconsultinggroup.com)



Mini notebooks



100 Lip Balms in Tub



50 Lollipops



Workforce Recruitment Guide (English and Spanish)



4 Plastic Candy Jars





## Early Care and Out of School Time Workforce Recruiting Guide

New Hampshire Department of Health and Human Services

October 2023



# Workforce Recruiting Guide

A comprehensive resource to  
consult throughout the recruitment  
process!



# What is the Workforce Recruiting Guide?

NH DHHS has developed a comprehensive guide packed with all the information you need to jumpstart your recruiting process. From best practices for interviewing candidates to suggestions on where to recruit qualified individuals, the Workforce Recruiting Guide is intended to be a useful tool for program administrators to consult as they build their staff.



# Additional Resources

- Recruitment and Retention e-learning course
- High School to Career pipeline development
- Staffing job fairs
- Innovative Strategies
  - Veteran's assistance
  - High school to career pipeline
  - Rural Recruitment
  - FCC network recruitment



# Reflection

- How are these strategies different from posting an open position online and hoping for the best?
- Why might these strategies yield better results?
- Which ones would you like to try moving forward?



# Be Well Care Well

- [Be Well Care Well](#)

## Be Well. Care Well.

Be Well Care Well promotes & supports the well-being of child care providers, so they are better equipped to handle the challenges of their daily work.



### Main Components

- 1 Well-Being Coach**  
Serves as a helper along the wellness journey, connecting staff to resources & supporting achievement of well-being goals
- 2 Well-Being Activities Guide**  
Based on the 8 Dimensions of Wellness, each site chooses activities to support their specific goals
- 3 Well-Being Committee**  
Volunteer staff work with the Well-Being Coach to choose well-being goals & create an action plan based on staff input



Source: Eight Dimensions of Wellness defined by SAMHSA.gov, adapted from Searbrick, P. (2009). A Wellness Approach. *Psychiatric Rehabilitation Journal*, 29(4), 331-3314.



The New Hampshire Be Well Care Well initiative is being financed under a Contract with the State of New Hampshire, Department of Health & Human Services, with funds provided in part by the State of New Hampshire and/or such other funding sources as were available or required, e.g., the United States Department of Health & Human Services

### At a Glance

Join us for this exciting opportunity to best serve you and the child care providers in our state!

#### Program Expectations

- 1-year of support from a Well-Being Coach
- 1-hour all-staff Orientation
- Active leadership involvement

#### Application Process

1. Complete application
2. 1-1 director & coach call
3. All-staff Orientation
4. Identify Well-Being Committee members

### Apply Now!

Scan the QR code to apply



Learn more at  
[www.bewellcarewell.com](http://www.bewellcarewell.com)





# Wellness Website

## Wellness and Self-Care Resources for the New Hampshire Early Care and Education and Out of School Time Workforce



Welcome to the New Hampshire Department of Health and Human Services' page for Self-Care and Wellness Resources for [Child Care](#) and Out of School Time professionals! At NH DHHS, we understand that the wellbeing of our children is intrinsically linked to the [well-being](#) and mental [health](#) of the educators who care and educate them. That's why we are unwavering in our commitment to supporting [child care](#) providers in their vital roles by offering a comprehensive array of resources and guidance.

Here, you will find a wealth of free and affordable tools, information, and strategies to promote wellness and ensure that you can continue to provide the highest quality care to New Hampshire's next generation. From free online exercise classes to counseling services and support groups, we encourage you to utilize these resources to build your personalized self-care routine. It is important that as educators and providers, we care for ourselves as we do our youngest learners.



## Resource Library

Browse the following sections to explore wellness and self-care resources. If you are experiencing a mental health emergency, please contact the NH Rapid Response Access Point, available 24/7: 1-833-710-6477.

Free Online  
Wellness  
Resources

Webinars

In-Person Fitness

Online Fitness  
Guides and Classes

Wellness Apps

Wellness  
Assessments

Support Groups

Therapy and  
Support Services



# Survey and Focus Groups

- <https://survey.alchemer.com/s3/7651888/NH-Child-Care-Workforce-Focus-Groups-Participation-Interest-Form>
- **Region 2:** 3/19 6-7 pm  
38 Liberty Street, Concord NH 03301 Board Room
- **Region 4:** 3/13/24 from 12:30-1:30  
Manchester Department of Health, 1528 Elm Street  
Manchester, NH 03101



## EARLY CARE AND OUT OF SCHOOL TIME FOCUS GROUPS

The New Hampshire Department of Health and Human Services seeks input from providers in the EC/OST field on workforce recruiting and retention. These focus groups will serve as a component of a study informing the state on experiences in the field, challenges, and successful strategies.

Receive a \$10 gift card upon completion!

**Wrap Up**

# Questions and Wrap Up

- Questions
- Feedback
- Additional information and ideas to share?



# Make a Plan

## Recruiting

- 1.
- 2.
- 3.

## Hiring

- 1.
- 2.
- 3.

## Retaining

- 1.
- 2.
- 3.



# Feedback





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