



# Recruitment Bliss: How Two Career Fairs Exceeded Staffing Demands During Seasonal Peaks

## Background

Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States; including independent living, assisted living, dementia-care communities, and continuing care retirement centers. Brookdale operates 1,150+ communities across 46 states while serving over 111,000 residents.

## Challenge

There's a clear shortage of qualified CNAs, STNAs, and resident aides in the Akron, Ohio market. The internal team wears many hats, and with the shortage it's time-consuming to fill multiple positions during peak seasons. The team was looking for a solution to save time while reaching new candidates that haven't been courted in the past.

## Solution

Brookdale scheduled two career fair events to meet demands during seasonal peaks, which required an influx of hires. HealthHire worked closely with the executive director (ED) to understand the needs of the community and create an action plan. After career fair dates were selected, a HealthHire recruitment strategist hosted a 30-minute consulting call with the ED to explore open positions and benefits to build a career fair invitation. Then, the HealthHire recruitment team got to work, promoting the event to drive local aides to take note (and bring their friends). The day before each event, HealthHire contacted the community with an estimated headcount so internal teams could prepare applications to maximize hires during the event.

## Result

### EVENT 1

 Attendees: 20

 Hires: 7

“ We are overjoyed with the response rate! We only hired 7 applicants due to our openings, but would have hired an additional 8 if we could. I definitely recommend using HealthHire to hold your next job fair.

**Janel Macho Hofstetter**

Executive Director

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