



MARKETING & HR: TEAM UP & DREAM UP FOR SUCCESS

Wednesday, November 2

11:00 AM -
11:15 AM

INTRODUCTIONS

11:15 AM -
12:15 PM

CREATING YOUR VIRTUAL HANDSHAKE: CONDUCTING A VIRTUAL ASSESSMENT FROM A CANDIDATE'S PERSPECTIVE

Kristine Morin, Director of Communications and Marketing, 3RNET
Mark Barclay, Director of Member Services, 3RNET

This kickoff session includes an exciting introduction to a “virtual handshake.” We’ll talk through some practical ideas to help you put your best digital foot forward where job seekers are first meeting you when considering you as an employer: online.

12:15 PM -
1:00 PM

NETWORKING LUNCH

1:00 PM -
2:30 PM

LEARN & TAKE A TURN: EXPLORE FACTORS THAT MARKET YOUR COMMUNITY, YOUR HEALTH CENTER, AND YOUR UNIQUE POSITION

Kristine Morin, Director of Communications and Marketing, 3RNET
Mark Barclay, Director of Member Services, 3RNET

HR & marketing folks: this is where you’ll team up and dream up! You’ll work together to create your very own community value proposition. What makes your organization DIFFERENT? What about your community is great? Why is your health center an employer of choice? We’ll brainstorm, workshop, and share how we can better market and communicate with job seekers in mind. Spoiler: We’ll challenge you NOT to include hunting and fishing!

2:30 PM -
3:00 PM

BREAK

3:00 PM -
4:30 PM

WRITING EFFECTIVE JOB POSTINGS

Kristine Morin, Director of Communications and Marketing, 3RNET

Mark Barclay, Director of Member Services, 3RNET

It is important to have the right language. Job seekers are looking to answer these questions: Am I the kind of person you're looking for? Are the organization and culture a fit for me? Why should I apply? What makes this position and organization more desirable than my current position?

4:30 PM

ADJOURN

Thursday, November 3

8:00 AM -
8:30 AM

BREAKFAST

8:30 AM -
9:00 AM

DISCUSSION OF THE PREVIOUS DAY'S ACTIVITIES

9:00 AM -
10:00 AM

GET CREATIVE ON FINDING CANDIDATES AND LEVERAGING YOUR RESOURCES

Kristine Morin, Director of Communications and Marketing, 3RNET

Mark Barclay, Director of Member Services, 3RNET

After you've done the work to ensure you have a great job posting, the next step is to figure out where to display it and how to identify places to find candidates. We'll bring it together and share examples of communicating through free and low-cost resources. We'll discuss how to leverage 3RNET as a resource and incorporate diversity, equity, and inclusion in your recruitment and retention efforts.

10:15 AM -
10:30 AM

BREAK

BREAKOUT SESSIONS

10:30 AM -
11:45 AM

HR NETWORK TEAM

Shelly Hegerle, Human Resources and Workforce Manager, CHAD

The HR group will use this peer networking time to discuss recruiting, health professions training, tough positions to fill, and other workforce challenges.

MARKETING & COMMUNICATIONS NETWORK TEAM

Kayla Hanson, Communications & Marketing Manager, CHAD

Kristine Morin, Director of Communications and Marketing, 3RNET

The marketing and communications participants will discuss the 2023 annual awareness toolkits, social media, and other marketing collateral.

11:45 AM -
12:00 PM

CONCLUSION