

Staffing strategies during pandemic- discussion 12/15/20

- Playing Chess
 - Rotating staffing from location to location as needed to fill in the gaps- when appropriate
 - Using day staff to help in residential settings when attendance is low or residential is greater need
- All Hands on Deck
 - Every person in the organization is trained in providing direct care and everyone even up to the CEO helps fill vacant shifts as needed- shows teamwork
- Need a Place to Stay
 - Recruit volunteers from staff to “live & work” in the home for a week or two week period of time
 - Staff from other locations helping in locations that are short staffed- offer hotels, paying for meals and offering financial incentives (county boards have helped financially in many of these scenarios)
- Family can be your Friend
 - Some family members who are not able to visit their loved ones have become staff of the agency which helps with staffing needs and allows them to see their loved one
- Partners with Purpose
 - Partner with another DD or Home Health agency to share staff
 - Partner with Independent Providers who are not working (ask CBs or check social media)
 - Look into local youth development programs and work experience programs
- The Usual Suspects
 - Sign-on Bonuses, referral bonuses, etc.
 - Staffing agencies
 - Traveling Nurses/Hospital furloughed
 - Your staff are the best way to obtain new staff. Referral bonuses, Facebook shares (put staff into a drawing for each share of a creative message)
 - Reach out to local community agencies such as churches, schools, colleges. Success has been found when looking for staff in the community the home is located.
- Keep the Ones You Got
 - Work with county boards- some are helping pay for incentives, deliver food to staff, shop for groceries
 - Look at line items in budget where have saved money- use to incentive staff
 - Use Bureau of Workers Comp and CARES Act funds to incentive staff
 - Continual staff recognition (employee of the week, handwritten notes from home managers, small gifts like candy bars, flowers, etc.)
 - Hazard Pay/Bonuses \$5 for working in homes with positive cases, bonus structures to pay per hour worked during pandemic
 - Financial incentives for picking up shifts
 - Everyone likes food

- Deliver meals to homes during shifts
- Weekly allotment for food delivery service
- Paying for grocery delivery
- Special events (food trucks, Kona Ice, etc. to work setting)
- Gift cards- some COGs and county boards giving to each direct care staff (make a suggestion to them to help with this)
- Raffles – to incentivize various things
 - One entry for each shift picked up, each week with no call offs, etc.
- COVID sick leave coverage (when there's typically no paid sick leave)
- Support for staff children doing virtual school (partnering to find places for kids during virtual school days, paying for internet services, etc.)
- **COMMUNICATE TO STAFF WEEKLY- VIDEOS, TEXTS, PERSONAL CALLS** to communicated what is happening in the homes, motivate, inform. Thank you goes a long way.
- **Tell the county board what you need.** If one county has done something that has been beneficial, make these suggestions to other counties where you serve people.

Air Filtration Systems Information- knowing these are in place have helped staff feel safer in the homes. Many county boards have been willing to help purchase for providers.

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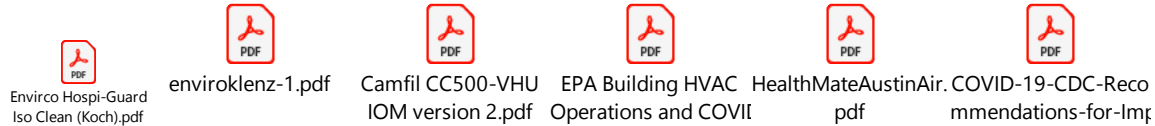
Electrostatics is the study of electromagnetic phenomena that occur when there are no moving charges—e.g., after a static equilibrium has been established. Electrostatic phenomena is easily demonstrated when some articles of clothing cling together when pulled out of a dryer or if you have ever shuffled your feet across carpet and reached for a doorknob. These scenarios are examples of Coulomb's law. According to Coulomb, the electric force (or charge at rest) has the following properties: Like charges repel each other; unlike charges attract. Thus, two negative charges repel one another, while a positive charge attracts a negative charge.

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Human Resources – look at changing how we define the DSP role

From Brandi- Licking County Board

Thank you for letting me invade your call today. I want to start by saying, my way is not the “right way” for everyone, but it is what works for me, and my personality. My hope is that sharing this information allows everyone who needs it can take what they want and turn it into something that works for them.

Before I do any recruiting in person or via phone I do this whole ridiculous self-pep talk thing. While it seems nutty (and really it is) I do this because our energy is what is going to attract people. They are not going to initially be committed to a job title or even a company, but they are going to be committed to a person who they create a connection to. I want to be that person and I can only do that when I am in the right headspace. I have worked with Blitz Media for the past year and they have done a great job at helping me decide on a target audience and helping me every step along the way. They are a great resource!

I will just list out some things that I have done and attach as much as possible for you to look at. If you have any questions, please don’t hesitate to reach out for clarification or more information.

Billboard: we have not generated applicants due to the billboards, but use these as a way to get the “DSP” in front of the public. I have attached the proof of the most recent. When we do a billboard, we also tell the story of the DSP in the picture on the website www.dspcareers.com so that everything is connected.

Website: we use www.dspcareers.com Please feel free to get in there and look around. Go through the application process as a test and check out the video when you submit the application (ok, maybe if you have the mute button on). We have tried to keep this very simple while trying to recruit and educate the “visitors” about what a DSP is and does.

Recruiting cards: I have attached the proof from the designer. I hand these out at schools, restaurants, stores, leave them in bathrooms etc. If someone or something stands still long enough, they are getting one. These are a great way to educate while recruiting.

Colleges and high schools: I offer to teach classes, assist with career planning, review resumes, do mock interviews or anything else I can think of to be helpful to the teachers. I teach a unit on the history of disabilities for COTC online and in person (when that starts again) at all of their satellite campuses. I have attached the online version for your viewing pleasure. (There is really no need to torture yourself by watching the entire thing. Just watch a minute or 3 to get the idea)
[https://urldefense.com/v3/https://vimeo.com/388004031/ae4466e0b2;!!KGKeukY!iwfZHq4twojo1NTWn4vs6HURuncfvINnAuzMDM80rwrnNR6rR9nXYdNjFxAYqmygK5E51QiV\\$](https://urldefense.com/v3/https://vimeo.com/388004031/ae4466e0b2;!!KGKeukY!iwfZHq4twojo1NTWn4vs6HURuncfvINnAuzMDM80rwrnNR6rR9nXYdNjFxAYqmygK5E51QiV$)

Radio: We select DSPs from different agencies and have them tell their stories on the radio. This gives the human element to being a DSP. These are aired on a radio station that many Newark businesses (Drs offices etc) play during the day. I have attached a few to give you an idea of what they sound like. Some of these folks are also included on our website to tie it all together.








Shirts: We design and print tshirts a few times a year and get them into the community. You can see a few versions of them on our website. Most recently we did a “Heroes” shirt and distributed over 500 to DSPs, agency employees and board employees. They were all asked to take a selfie and Anna put these into an amazing video and put out on our Facebook Licking County DSP Connections as well as LCBDDs social media. Some of these pictures are also featured on our website.

Recruiting Video: we had a recruiting video created that we used at our DSP awards and is on our website. It tells the story of being a DSP from a DSP perspective <https://youtu.be/3fQNSfAICXo>

Youtube: I have started dipping my toes into making videos that providers can watch when it is convenient for them. <https://www.youtube.com/watch?v=QhPR-4xrxFY&t=18s> The video on ghosting. Also on the Youtube channel is our 2020 DSP award winner videos. You should definitely watch those!

Family Game Night: We talked about this earlier today. I am doing a monthly family game night on Zoom that is open to everyone. There will hopefully be a different game every month. A different provider will host each time. I will provide prizes but they are encouraged to add to the prizes (who doesn't like to win stuff) We will promote these to get as many people from the community there as possible. The providers can use this time to promote their culture, individuals or whatever they would like.

Direct recruiting: Last week we had a provider who was in a very bad staffing position due to turnover and COVID. I ran the indeed ad, made the appointments and had the applicants meet me at their office. I did the initial screening so all they had to do was come into the room and make the offer. Their managers/HR folks were delivering direct services and just didn't have the time to improve their staffing so my efforts became centered on saving them time.

					
Jett Billboard.pdf	3.5x2_DSP_front.pdf	190718_Licking County Board of DD	200226_Licking Count Board of DD	3.5x2_DSP_back.pdf	190708_Licking Count Board of DD
					
200206_Licking Count Board of DD					

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