

# Workforce Strategy Consultants

Assist employers in increasing the number of applicants and new hires

Offer employer tools to assist them in reviewing and enhancing their current training programs

Enhance Diversity, Equity and Inclusion (DEI) within their workplace

Develop programs that help employers be recognized as an employer of choice in their industry



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Interim Director, Workforce Strategy

**m** EMPLOYMENT AND  
ECONOMIC DEVELOPMENT

Leading  
**CareerForce**

<https://mn.gov/deed/business/help/workforce-assistance/wf-strategy.jsp>

WORKFORCE STRATEGY CONSULTANTS

# WORKFORCE WEDNESDAY

Providing Workforce Solutions for MN Employers



## **Still Utilizing Passive Recruiting Strategies? Why Active Recruiting Is Now Essential**

**December 6, 2023**

# Agenda

- Overview of active recruitment
- Panel Discussion
  - Ali Bilden Camps, Northspan Consultant & NORTHFORCE Program Manager
  - Jamie Herhusky, SHRM-CP, Senior Human Resources Administrator, Heliene
  - Erica Brookshire, Talent Acquisition Manager, Park Industries
  - Erica Sward, Market Outreach Talent Acquisition Specialist, Lifespark
- Resources
- Unplugged

# Traditional

Traditional recruiting relies on tried-and-true recruiting methods such as:



Post the same out-of-date job description to multiple job boards



Pray the right candidate applies

# Active

Active recruitment is the process of actively seeking out candidates who are currently looking for job opportunities.



What does “actively seek” look like to you, and does that align with what you are doing at your organization?



Do you know where/how to look in the communities you are looking to secure talent?



Are you aware of barriers to job seekers seeing opportunities or applying for them?

# Tiered View- Traditional vs Action

Active recruitment can be practiced and adopted throughout all tiers of an organizational system to lead to more effective strategies

Sit at job fair booths and talk to co-workers/tablemates vs standing in front of the table and engaging with career seekers

Operational

Performance evals and employee monitoring vs Showcase culture, benefits, and EVP

Management

Investing in recruitment efforts vs participating in recruitment efforts

Executive

# Panel Discussion

# Panelists



**Ali Bilden Camps**  
Northspan Consultant  
& NORTHFORCE  
Program Manager



**Jaime Herhusky,**  
SHRM-CP, Senior  
Human Resources  
Administrator,  
Heliene, USA



**Erica Brookshire,**  
Talent Acquisition  
Manager, Park  
Industries



**Erica Sward, Market**  
Outreach Talent  
Acquisition  
Specialist,  
Lifespark



# Active Recruitment Strategies Discussion

- Rewriting job posts for keywords
- Utilizing social media (featuring employees, current projects/events)
- Create employer branding content (recruitment videos showing career paths/bloopers)
- Recruitment events (connecting with universities, getting the community together)
- Utilizing niche hiring (vets, caregivers, 2nd chance)
- Reward employees for recruitment/retention efforts (encourage boomerang, employee referral/retention bonuses, supervisor bonuses for retention)
- Build a talent network (ask me sessions, job alerts, etc.)
- Employee resource groups (attraction/retention of talent)
- Attend Industry-related events
- Showcase culture, benefits, and EVP

# Resources

- Find Your Workforce Strategy Consultant:  
<https://mn.gov/deed/business/help/workforce-assistance/wf-strategy.jsp>
- 12 Recruitment Strategies and Examples to Hire Top Talent:  
<https://builtin.com/recruiting/recruitment-strategies>
- Traditional vs Non-Traditional Recruitment Methods: Finding the Right Fit for Your Company <https://www.linkedin.com/pulse/traditional-vs-non-traditional-recruitment-methods-finding-sharma/>
- Find Your Local CareerForce:  
<https://www.careerforcemn.com/locations>

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**Next Session:**

***Demographics are Destiny: Utilizing Labor Market Data as a  
Business Strategy***

**Wednesday, January 3<sup>rd</sup>**

**11:00 a.m. – Noon**

**(Noon-12:30 p.m. Unplugged Audience Q&A)**

# Thank You!

DEED Workforce Strategy Consultants

A map of Minnesota is divided into several regions, each with a different color and a corresponding consultant. The regions and their consultants are:

- NORTHWEST** (Grey): James Whirlwind Soldier, [James.Whirlwindsoldier@state.mn.us](mailto:James.Whirlwindsoldier@state.mn.us), 651-323-7891 (c)
- NORTHEAST** (Teal): Shayla Drake, [Shayla.Drake@state.mn.us](mailto:Shayla.Drake@state.mn.us), 218-380-2510 (c)
- CENTRAL** (Light Blue): Della Ludwig, [Della.Ludwig@state.mn.us](mailto:Della.Ludwig@state.mn.us), 320-423-0121 (c)
- METRO** (Dark Purple): Adesewa Adesiji, [Adesewa.Adesiji@state.mn.us](mailto:Adesewa.Adesiji@state.mn.us), 952-261-6942 (c)
- SOUTHWEST & SOUTH CENTRAL** (Dark Blue): Jess Miller, [Jessica.Miller@state.mn.us](mailto:Jessica.Miller@state.mn.us), 507-508-2578 (c)
- Vacant** (Light Green): No consultant listed.

**mn** EMPLOYMENT AND ECONOMIC DEVELOPMENT

May 2022

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# UNPLUGGED – Q AND A

